



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Aditama.H & Susanta.G (2007) *Agar Rumah Tidak Gelap Dan Tidak Pengap*. JKT: Griya kreasi.
- Bernard G (1989), *Sistem TV dan Video*.JKT: Erlangga
- Brown.B. (2012). *Cinematography theory and practice image making for cinematographers and directors*. UK: Focal Press.
- Christensen.J (2002) *Company Branding and Company Storytelling*
- Cleve.B (2006) *Film Production Management* UK: Focalpress.
- Grove.E. (2004) *raindance producers' lab: lo-to-no budget filmmaking* UK: Focal Press.
- Honthaner.E.L.(2010) *The Complete Film Production Handbook*. Eastbourne: Focal Press.
- Hart.C. (2005). *Television progam making*. Eastbourne: Focal Press.
- Holshevnikoff.B (2005) *How to Get The Most From Your New ARRI Kit*
- Jackman.J (2010) *Lighting-for-Digital-Video-and-Television* UK: FocalPress.
- Johnson, Marlys.H. (2001). *Careers in the movies*. NY: The Rosen Publishing Group.
- Lancaster.K. (2011). *DSLR Cinema: Crafting the Film Look with Video*. UK: Focal Press.
- Mogel.L. (1993). *Making it in advertising*. NY: Macmillan Publishing Company.
- Morling &Strannegard, (2004). *Silence of The Brands* Europan Journal of Marketing.

Sugiyono. (2011). *Metode Penelitian Pendidikan Pendekatan Kuantitatif,*

Kualitatif dan R&D. Bandung: Alfabeta.

Thompson & Bowen. (2009). *Grammar of the Shot.* UK: Focal Press.

Thrulow.C&Thrulow.M (2012) *Making Short Films, Third Edition: The Complete Guide from Script to Screen*

Vineyard.J. (2008). *Setting up your shot 2nd edition.*

Wheeler.P (2005) *Practical Cinematography Second Edition* UK: Focalpress.

UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA