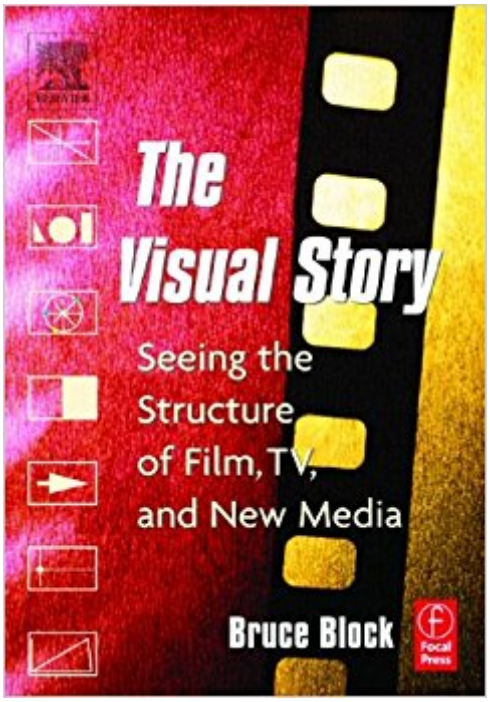
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The Visual Story: Seeing The Structure Of Film, TV And New Media



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Synopsis

The Visual Story offers students and professionals in cinematography, production design, directing and screenwriting a clear view of the relationship between the story/script structure and the visual structure of a film or video. An understanding of the visual components will serve as the guide in the selection of locations, set dressing, props, wardrobe, lenses, camera positions, lighting, actor staging, and editorial choices. The Visual Story divides what is seen on screen into tangible sections: contrast and affinity, space, line and shape, tone, color, movement, and rhythm. The vocabulary as well as the insight is provided to purposefully control the given components to create the ultimate visual story. For example: know that a saturated yellow will always attract a viewer's eye first; decide to avoid abrupt editing by mastering continuum of movement; and benefit from the suggested list of films to study rhythmic control. The Visual Story shatters the wall between theory and practice, bringing these two aspects of the craft together in an essential connection for all those creating visual stories.

Book Information

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Customer Reviews

"Book outlines the concept of visual presentation as a science, using everything fromt he dynamics of perspective to shape, tone, color and rhythm. A textbook take on what makes visuals work or fall flat." - Variety"love that it uses classic and contemporary film, eg Run Lola Run, would like to see a DVD or CD-ROM with the film clips, mesh between theory and parctice excellent""concise reference of practical applications""very interesting approach...innovative intersection of theory and practice."

The Visual Story offers those interested in cinematography, production design, directing and screenwriting a clear view of the relationship between the story/script structure and the visual structure of a film or video. An understanding of the visual components will serve as the guide in the selection of locations, set dressing, props, wardrobe, lenses, camera positions, lighting, actor staging, and editorial choices. The vocabulary as well as the insight is provided to purposefully control the given components to create the ultimate visual story. For example: know that a saturated yellow will always attract a viewer's eye first; decide to avoid abrupt editing by mastering continuum of movement; and benefit from the suggested list of films to study rhythmic control. The Visual Story shatters the wall between theory and practice, bringing these two aspects of the craft together in an essential connection for all those creating visual stories.

This is a must have book for any filmmaking student or professional in my opinion. Understanding the components and sub components that combine to create visual structure is just as impoerative as understanding and learning how to manipulate the components of story structure when writing a script.This and the newer edition are excellent tools to have and be able to reference.

I had to get this book for a class I'm taking (Visual Language of the Moving Image) at UCF. Like most books that we are required to purchase, I wasn't too happy about it... But, honestly, this one is different. It is very well written and illustrated. I actually love this book. Bruce Block knows his stuff, and, more importantly, he knows how teach it.

It is not in my habit to comment every book I own, but with this one I have to make an exception. I have read many books on both visual aesthetics and cinematography, and by far I must say that this one is the most exiting and detailed book on the subject that I have seen so far.The book is very well structured and explains all imaginable (and many un-imaginable) aspects of visual composition and staging of both moving and still image.I also believe that this book is valuable not only for cinematography, but for all other brands of visual artistry as well. Even if you were only painting pictures, this book has valuable things to give to you.I simply love this book.

best thing ive bought off !! its great for learning the trciks to cinema and I used it for storyboarding and its hella helpful!!

But if you are using pictures to tells stories, do you know what your pictures are saying? Today, with the means of production accessible to everyone with about $10K, we are about to see the equivalent of desktop publishing a decade later with video.Do you want your production to look like the video equivalent of the ransom notes produced by people who made every letter a different font just because they could?The Visual Story makes the fundamental elements of visual language understandable. It provides tools to articulate ideas and concepts of storytelling in the visual medium. Converse with your team in terms that make sense. Plan your production so the audience gets the intended message. Make every element on screen support your theme.Get it (like understand)and you become one of the better producers.Skip it and help lower the bar.

Perfect thanks

I love it!

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