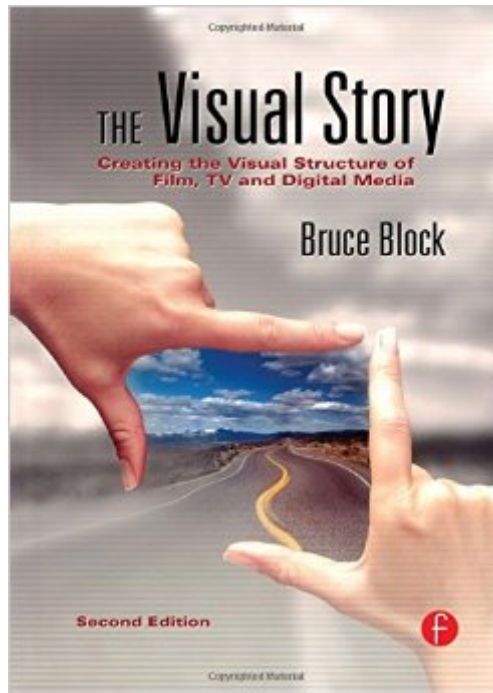


The book was found

The Visual Story: Creating The Visual Structure Of Film, TV And Digital Media



Synopsis

If you can't make it to one of Bruce Block's legendary visual storytelling seminars, then you need his book! Now in full color for the first time, this best-seller offers a clear view of the relationship between the story/script structure and the visual structure of a film, video, animated piece, or video game. You'll learn how to structure your visuals as carefully as a writer structures a story or a composer structures music. Understanding visual structure allows you to communicate moods and emotions, and most importantly, reveals the critical relationship between story structure and visual structure. The Visual Story offers a clear view of the relationship between the story/script structure and the visual structure of a film, video, or multimedia work. An understanding of the visual components will serve as the guide to strengthening the overall story. 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. Bruce Block has the production credentials to write this definitive guide. His expertise is in demand, and he gives seminars at the American Film Institute, PIXAR Studios, Walt Disney Feature and Television Animation, Dreamworks Animation, Nickelodeon Animation Studios, Industrial Light & Magic and a variety of film schools in Europe. The concepts in this book will benefit writers, directors, photographers, production designers, art directors, and editors who are always confronted by the same visual problems that have faced every picture maker in the past, present, and future.

Book Information

Paperback: 310 pages

Publisher: Focal Press; 2 edition (October 24, 2007)

Language: English

ISBN-10: 0240807790

ISBN-13: 978-0240807799

Product Dimensions: 0.5 x 7.2 x 10.2 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars Â Â See all reviews Â (91 customer reviews)

Best Sellers Rank: #13,752 in Books (See Top 100 in Books) #13 in Books > Textbooks > Humanities > Performing Arts > Film & Television #14 in Books > Humor & Entertainment > Movies > Video > Direction & Production #19 in Books > Humor & Entertainment > Movies > Direction & Production

Customer Reviews

The Visual Story by Bruce Block reviewed by The Monkey Butler Ninja [...] The subjects covered in this book are CRITICAL to all artist, Photographers, Painters, Game Designers, and Videographers. We must have a good grasp of fundamental principles concerning visual structure. The Visual Story by Bruce Block reads a lot like a textbook. Since I prefer a book to come across as if hearing some guru on the subject teach me, this is a con. That being said, it is an excellent textbook. In the early chapters it sets stages for fundamentals like Contrast/Affinity and Space for example. Then, throughout the book it constantly refers to these pillars of visual design giving real world examples. Which brings me to my next point, the examples this book gives are superb. Bruce Block will cover a subject, like TONE, for an entire chapter and at the end he will bring the lesson full circle by giving you 'films to watch.' But wait! The films that Bruce recommends vary extensively! In the TONE chapter, 'films to watch' include the movies T-Men (1947) and Kill Bill (2003) [plus a handful more]. Using this layout, Bruce is able to convey that the subject matter for each chapter is TIMELESS! His example movies transcend not only time released, but also subject matter and themes. This book really shines with its illustrations. An absolute ideal amount of visual aids are delightfully displayed throughout the book. Not too many, not too few. Even the graphs (which typically aren't the most exciting graphical element) had a proper layout. I seem to remember running across somewhere that the first edition of this book was all black and white, wow. GREAT move going to full color, I can honestly say that this book would have not been nearly as impacting.

[Download to continue reading...](#)

The Visual Story: Creating the Visual Structure of Film, TV and Digital Media The Film Encyclopedia 7e: The Complete Guide to Film and the Film Industry Costume Design 101 - 2nd edition: The Business and Art of Creating Costumes For Film and Television (Costume Design 101: The Business & Art of Creating) The Creative Artist's Legal Guide: Copyright, Trademark and Contracts in Film and Digital Media Production Story: Substance, Structure, Style and the Principles of Screenwriting (Methuen Film) Principios básicos de iluminación en fotografía / The Essential Lighting: Manual para fotógrafos de digital y película / Manual for Digital and Film Photographers (Spanish Edition) Echo: The Ultimate Guide to Learn Echo In No Time (Echo, Alexa Skills Kit,

smart devices, digital services, digital media) (Prime, internet device, guide) (Volume 6) Echo: 2016
- The Ultimate Guide to Learn Echo In No Time (Echo, Alexa Skills Kit, smart devices, digital
services, digital media) (Prime, internet device, guide) Fotografia Submarina / Underwater
Photography: Tecnicas Fotograficas / Digital and Traditional Techniques (Ocio Digital / Leisure
Digital) (Spanish Edition) Polypropylene Structure, blends and composites: Volume 1 Structure and
Morphology Advanced Organic Chemistry: Part A: Structure and Mechanisms: Structure and
Mechanisms Pt. A Measuring the Digital World: Using Digital Analytics to Drive Better Digital
Experiences (FT Press Analytics) Film Studies: An Introduction (Film and Culture Series) Queer
Representation, Visibility, and Race in American Film and Television: Screening the Closet
(Routledge Research in Cultural and Media Studies) Film Noir 101: The 101 Best Film Noir Posters
From The 1940s-1950s The History of British Literature on Film, 1895-2015 (The History of World
Literatures on Film) The Complete Film Production Handbook (American Film Market Presents) Film
Directing Fundamentals: See Your Film Before Shooting Film on the Left: American Documentary
Film From 1931 to 1942 Horror, The Film Reader (In Focus: Routledge Film Readers)

[Dmca](#)