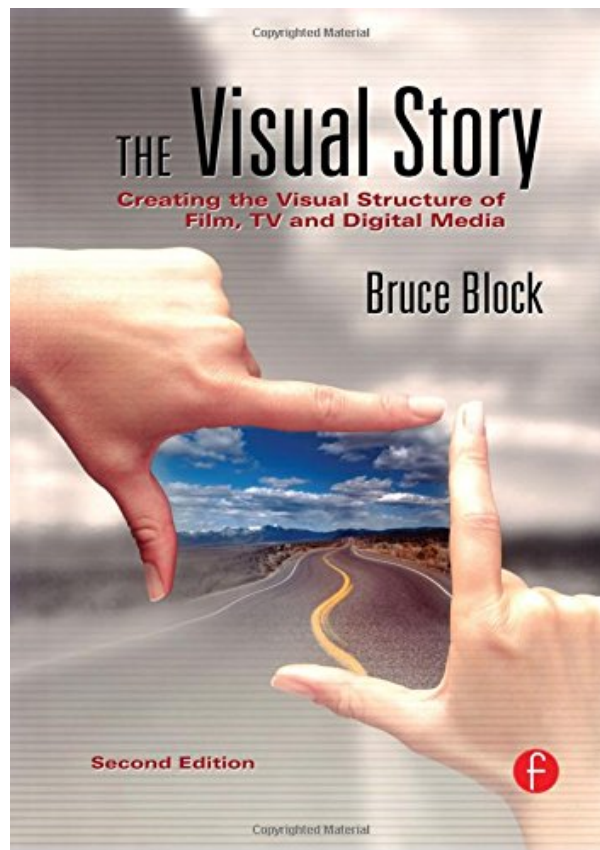
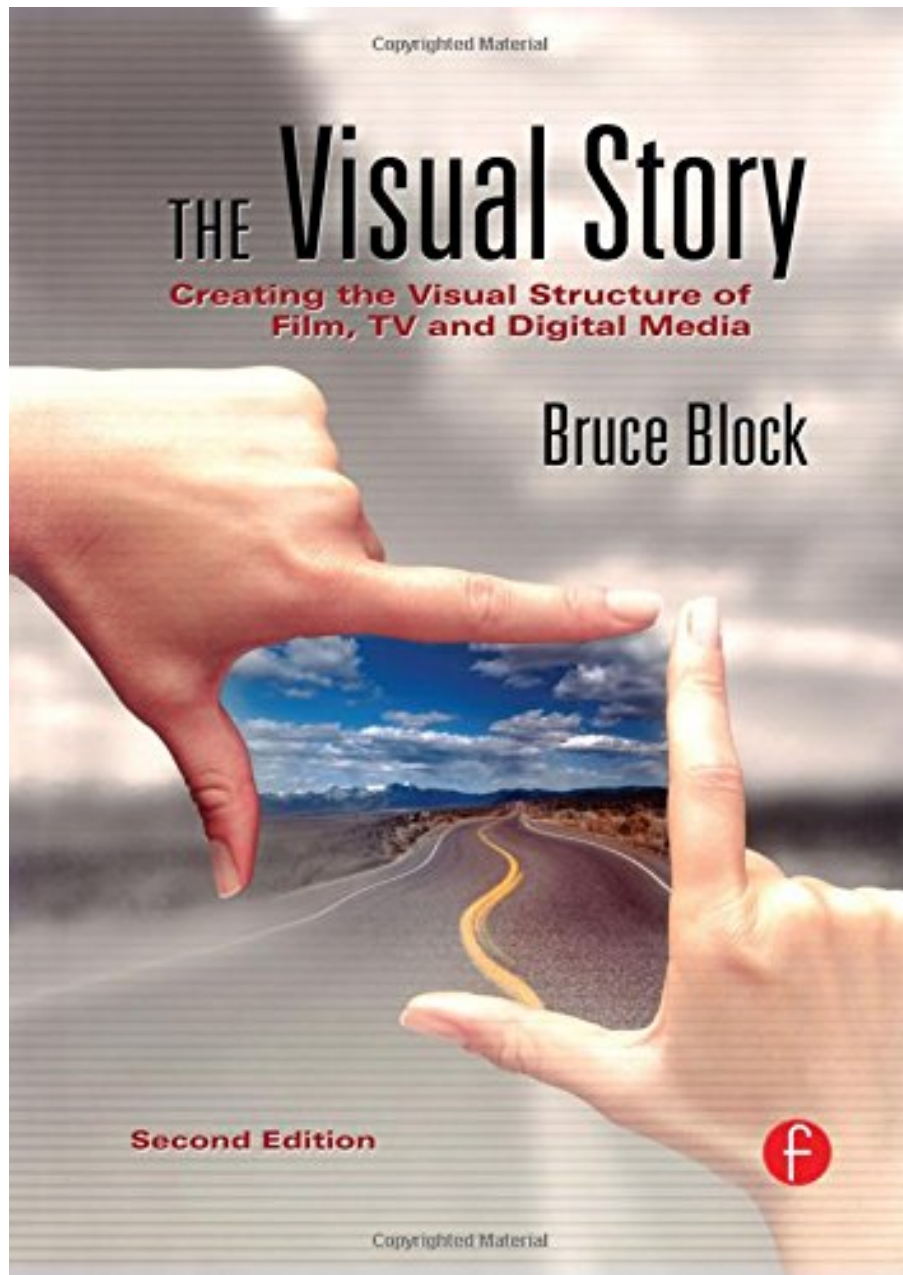


THE VISUAL STORY: CREATING THE VISUAL STRUCTURE OF FILM, TV AND DIGITAL MEDIA BY BRUCE BLOCK



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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.

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Most helpful customer reviews

47 of 50 people found the following review helpful.

A Unique, Must-Have Book for Filmmakers

By Nancy Hendrickson

I teach a class called "Story" at Los Angeles Film School and this book is on my Recommend Reading List for all students but I especially tout it to cinematography, production design and directing majors. There are many books that talk about the basics (shot size, 180 degree rule, etc.) but if you want to go beyond that to find out what kinds of choices the great filmmakers make and why, this is the book with the answers.

One thing young filmmakers and students often fail to understand about the auteurs and master directors is that they base their shots on what serves the story, not the fact that the shot "looks cool." I love the fact that author Bruce Block talks so much about the need for the visuals to follow and reflect the ups and downs of the underlying story structure. I also love the fact that that he takes film theory and shows the filmmaker how to apply it. Ordinarily, film theory and film practice are two separate worlds.

I never thought I'd find a film book I liked better than the first edition of "The Visual Story," but now I have: It's the 2nd edition, which has a bigger, easier-to-read format, many more color illustrations and more, updated examples. The students who've taken my advice and read this book are blown away by it. I believe it should be mandatory reading for anyone who is in the film business or who hopes to be.

0 of 0 people found the following review helpful.

Groundbreaking, A Must-Have

By GG

I have a large library of filmmaking books but this is one I would probably grab if the place caught on fire. It really makes you think about the visuals of your film and could have been called Visual Design for Filmmaking. It has very helpful illustrations and you can tell he put a lot of thought into what he is saying. The only other books I would recommend are Cinematography by Brown, Sight Sound Motion by Zettl, and The Filmmaker's Eye. And those are pretty much all you need to know, imho.

0 of 0 people found the following review helpful.

Great Resource

By Regional Cook

A must have for every new film maker! Very helpful for those looking to master the craft and not just point and shoot.

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