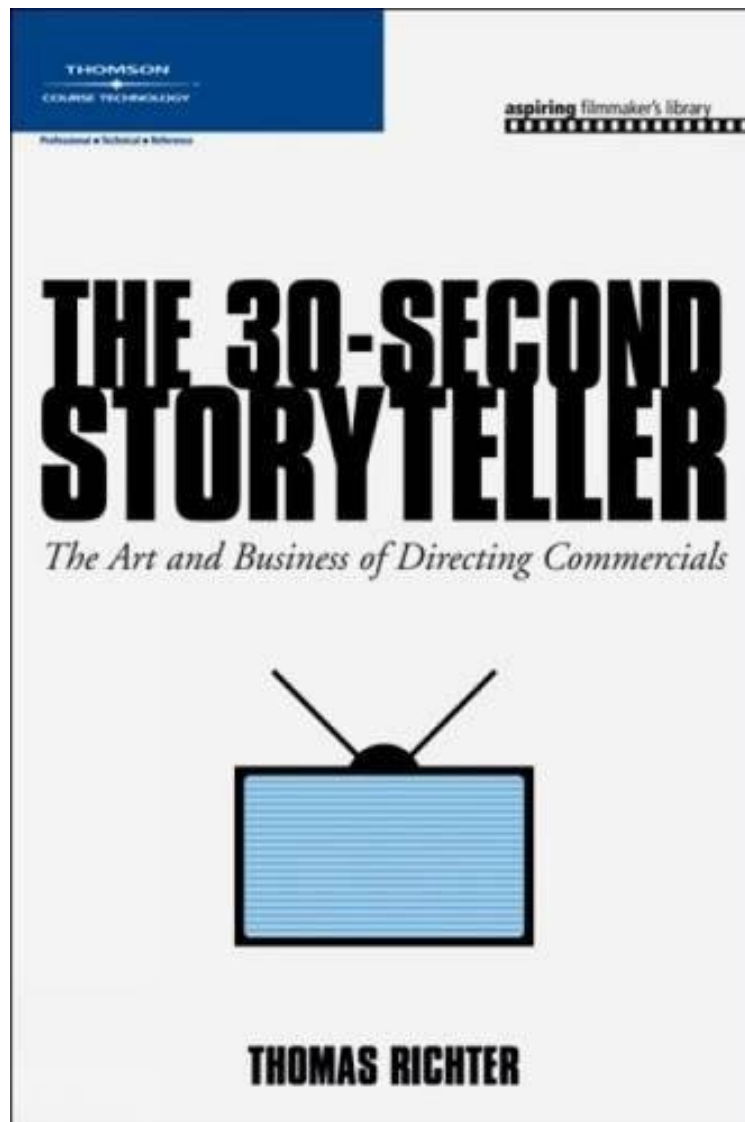


(Read ebook) The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library)

The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library)

Thomas Richter

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Thomas Richter : The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library) before purchasing it in order to gage whether or not it would be worth my time, and all praised The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library):

0 of 0 people found the following review helpful. Great JobBy TraumreichWhat can I say, I went to the same college

as Thomas and I have worked for him as a student, so keep in mind that I might not be fully objective, yet it is undisputable that this is an honest depiction of a tough profession in which he clearly excelled is quite remarkable. He doesn't hesitate to give you a brutal insight into the ups and downs of a difficult job that clearly takes a lot more than just talent, but also dedication and vision. Thomas has proven that he has mastered all three and on top of it stuck to his principles! Read this book before you embark onto the journey of being a commercial filmmaker: commercial or not: learn how to have to think on your feet, accept defeat before corruption, and turn defeat into success. The credo is to believe in humanity and people that will share your vision, because after all you want to tell a good story, share your point of view, and entertain the audience while of course you have to sell a product. Commerce and art do not have to be contradictions and Thomas shines a light on the somewhat mysterious paths we all have to take. Respect and congratulations to an honest book with many helpful tips! Read it and marvel at its wonders. Thanks to the author.

1 of 1 people found the following review helpful. Extremely well written, packed with solid tips and insights from a proBy Kenneth CalhounThis was a superb book, one of the best I've read recently (I read hundreds)... because the author writes from a professional working director's standpoint, and his tips are carefully crafted and communicated.The thought process behind the Ford/mountain spot, and revisions for example (pages 62-66) was superb, eg why not having the woman drive up, the visuals, framing etc.. very practical and well written.The business end of it was extremely well put together as well, with advice for commercial directors and how to properly shop their spec reel and establish themselves.As someone who primarily creates internet commercials for my company's products and seminars, I found a ton of solid content here, too - for all aspects of crafting the spot professionally. The author put a lot of work into writing this, it's extremely professional, hands-on, and should be considered a "seminar in book format" for commercial directors. It's just that powerful. Nice work - thanks!Two thumbs up - this one's a winner.- ken

0 of 0 people found the following review helpful. Excellent BookBy RonThis was one of the best resources I could find out there on how to get started in directing commercials. Thomas adeptly covers the creative process of how he fleshes out treatments and working on set as well as the more practical issues such as getting your reel in front of the right people, what it takes to actually get signed by a production company (in short: talent, hustling, and a lot of luck)I recently did a podcast interview with Thomas about the state of the commercial industry, which was really informative as well:[...]

Imagine a job where you need to work only 10 days a year to make \$100,000. A job that allows you to be a respected artist, a savvy craftsman, and a hip partygoer who hangs out with celebrities, superstars, and top models. No need to wear a tie and suit. No corporate office hours, and no supervising department heads checking your time card. At your command explosions occur, cars crash, helicopters swoop, and you are expected to spend a million dollars in a week or two. This job exists. It's called a commercial director, the creative mind behind the production of a TV spot. While being a commercial director may be one of the coolest jobs in the world, it's also one of the toughest jobs to get (and keep). The 30-Second Storyteller: The Art and Business of Directing Commercials teaches any filmmaker how to get work as a commercial director, how to navigate the pitfalls of production, and how to get clients to keep coming back to you for more. The book is not a textbook on directing -- plenty of other books cover that. Rather, The 30-Second Storyteller focuses on directorial challenges specifically related to creating a TV spot -- the techniques involved, the technologies of choice, and the obstacles that come between you and a successful career. It begins by teaching you how to get your foot in the door -- creating a spec reel, picking a specialty, getting signed with a production company, and successfully bidding for projects. It then covers the production of a commercial from preproduction through the shoot, all the way to finishing in post-production. Examples from a real-world commercial are utilized throughout to illustrate concepts. The book concludes with advice on obtaining work abroad, and making the jump from commercials to features, as TV ads are a training ground for Hollywood's next blockbuster director. Filmmakers like Ridley Scott, Michael Bay, David Fincher, Jonathan Glazer, Tarsem and Zack Snyder have all gotten their start in commercials.

Chapter 1: The Commercial Director's World Chapter 2: Breaking into Commercials Chapter 3: Getting the Job Chapter 4: The Treatment Chapter 5: Director's Prep Chapter 6: Preproduction Chapter 7, Preproduction Meeting Chapter 8: Getting the Shot Chapter 9: Working with the Agency-Dealing with the Client Chapter 10: The Director's Cut Chapter 11: Expanded Post Production Chapter 12: The Next Step Chapter 13: Appendix (16)About the AuthorSince earning a Bachelor of Fine Arts with Honors in Film from the prestigious Art Center College of Design, Thomas Richter has won dozens of awards for both commercials and short films, including the John Sayles Award for Best Narrative Short, the Silver Hugo Award for Best Campaign, and the ITVA Platinum Award for Media Excellence. Thomas has directed commercials for clients as diverse as Ford, Toyota, Infiniti, The San Francisco Giants, IKEA, and Coolboarders the videogame, among many others. Check out his work at <http://www.thomasrichter.net/>.