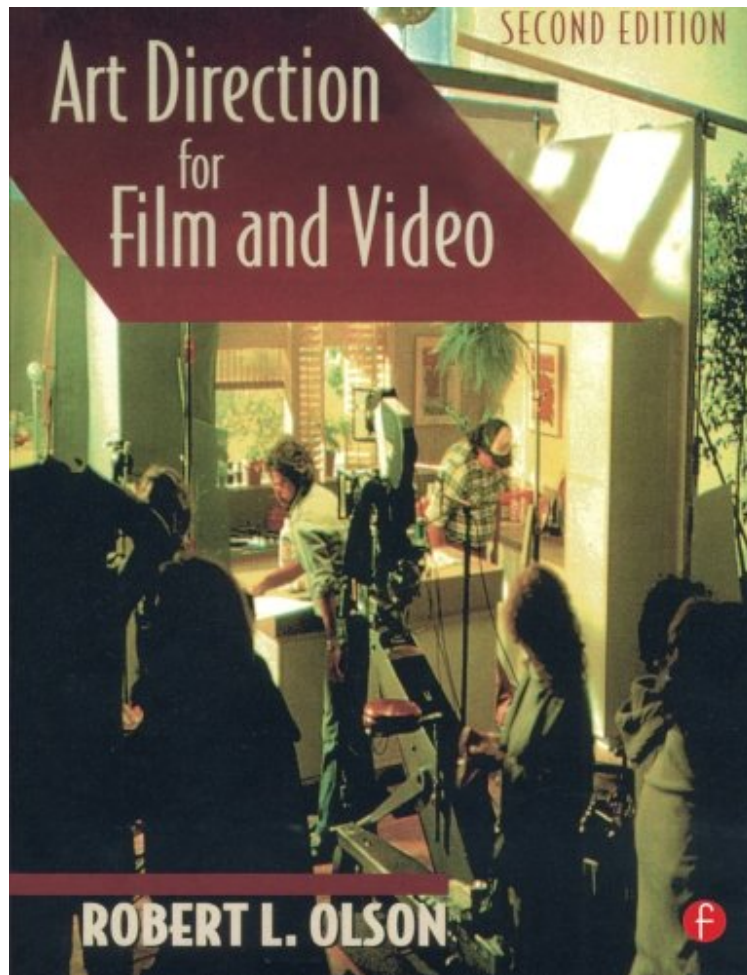


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Art Direction for Film and Video

Robert Olson

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Robert Olson : Art Direction for Film and Video before purchasing it in order to gage whether or not it would be worth my time, and all praised Art Direction for Film and Video:

6 of 6 people found the following review helpful. Quick and dirty, mildly entertaining.By Eric Renderking Fisk from The Fedora ChroniclesIt's a great little book, although at first I was disappointed with the size. I bought it to use give myself a crash course in Art Direction for my own Digital Motion Pictures. This short book was perfect: refreshed me in some area I knew a lot about, and introduced me to some concepts I was only slightly familiar with and pointed out some weak areas that needs a lot of work. It also pointed me in the direction for resources such as architectural magazines. It sometimes reads like a glossary you find in the back of a textbook with a few spots of humor to keep the reader/me from falling asleep. What I liked the most were the few anecdotal stories (some from actual motion pictures, some from 'lets imagine' scenarios) that were used to make a point. Two nights in a row I was up until midnight reading this book and the time went by fast... It could have used a lot more detail and examples, getting deeper into the

subject matter. If the author invests some time in writing an advanced edition; I'll be the first to order a copy. For someone like myself when time is money, and it's hard to justify spending time on anything besides composing and rendering, or money on anything besides equipment ... this book made me happy that took a risk. Quick and dirty, mildly entertaining. 4 of 5 people found the following review helpful. Quick and dirty, mildly entertaining. By Eric Renderking Fisk from The Fedora Chronicles Being the first to review this book is a daunting task. Then again I thought that getting through his book would be a daunting task when I purchased it here on line... but that wasn't the case. The biggest chore I had with this book was waiting for it to arrive! It's a great little book, although at first I was disappointed with the size. I bought it to use give myself a crash course in Art Direction for my own Digital Motion Pictures. This short book was perfect: refreshed me in some area I knew a lot about, and introduced me to some concepts I was only slightly familiar with and pointed out some weak areas that needs a lot of work. It sometimes reads like a glossary you find in the back of a textbook with a few spots of humor to keep the reader/me from falling asleep. What I liked the most were the few anecdotal stories (some from actual motion pictures, some from 'lets imagin' scenarios) that were used to make a point. Two nights in a row I was up until midnight reading this book and the time went by fast... It could have used a lot more detail and examples, getting deeper into the subject matter. If the author invests some time in writing an advanced edition; I'll be the first to order an copy. For someone like myself when time is money, and it's hard to justify spending time on anything besides composing and rendering or money on ... this book make me happy that took a risk. 0 of 0 people found the following review helpful. One of the best books about art direction. By Isis Alves It's a great book. I bought it to start learn about Art Direction and to use on my Thesis about this theme. This book was perfect 'cause introduced me to this amazing area. I was disappointed with the size - I expect a big book. I have to say that I'll love if the author do an advanced edition, because this little book just give to you a basic idea about art direction.

Written by an author with over 30 years of working experience, this book takes a practical, thorough look at the duties and skills of art directors and production designers. It teaches readers how to analyze a script, develop concepts that meet the needs of a script, develop sketches and construction drawings, work with directors and producers, and operate within budget limitations. The book has been updated and expanded to include interviews with professionals at all levels in the art department. A chapter on digital effects as they relate to the work of the art director has been added to this new edition. Students, novices in the profession, and persons from other art/design fields who are interested in expanding into film and video will find this is a valuable resource. Written by an author with over 30 years of working experience, this book takes a practical, thorough look at the duties and skills of art directors and production designers. It teaches readers how to analyze a script, develop concepts that meet the needs of a script, develop sketches and construction drawings, work with directors and producers, and operate within budget limitations. The book has been updated and expanded to include interviews with professionals at all levels in the art department. A chapter on digital effects as they relate to the work of the art director has been added to this new edition. Students, novices in the profession, and persons from other art/design fields who are interested in expanding into film and video will find this is a valuable resource.

"Full of useful illustrations and real-world examples, Art Direction gives the reader a practical look at what it takes to design a set" - Videomaker, April 2000 From the Publisher Whether you are a student in production design, an artist looking to expand into the field, or just curious about what makes a good art director, you will discover practical, easy-to-apply answers in Art Direction for Film and Video, Second Edition. It also provides behind-the-scenes career insights to help further your career. About the Author Robert Olson is an art director with over thirty years' experience in film, television and stage design. He has worked as an art director and set designer at the major motion picture and TV facilities in LA, and as a freelancer for many corporate, entertainment and cable television producers.