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Gustavo Mercado

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Gustavo Mercado : The Filmmaker's Eye: The Language of the Lens: The Power of Lenses and the Expressive Cinematic Image before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Filmmaker's Eye: The Language of the Lens: The Power of Lenses and the Expressive Cinematic Image:

Understanding the language of the lens is key for today's filmmakers and cinematographers. Lenses and the different images they produce have the power to propel story, evoke dramatic/emotional responses from the audience, as well as give a film a certain aesthetic. Today, interchangeable lens systems are more accessible than ever due to their decreasing prices and the increasing amounts of cameras that allow for interchangeable lens use. While some cinematography books touch on the use of different lenses, this is the first book to treat the topic with the breadth it commands. Following the same format of the author's first book, the very successful, *Filmmakers Eye: Learning (and Breaking) the Rules of Cinematic Composition*, *Filmmakers Eye: Language of the Lens* shows readers in a visually-stunning way how crucial lens selection is to the design and intentions of a filmmaker's visual story. Scenes from a wide range of movies are shown in 4-color, and then broken down to convey what lens was used, why it was used, and

how the reader can use that lens on their own film to achieve the look, story, and emotions they seek.

About the Author Gustavo Mercado is an independent filmmaker with over 10 years of experience producing, writing, editing, directing, and shooting films on film and high-definition video. His films have been featured in national and international film festivals, and one of his short films, "Sensitive" (2002), won the grand prize in the Showtime Latino Filmmaker Showcase. As an educator in Hunter College's Department of Film, Mercado teaches editing, screenwriting, film production, and cinematography.