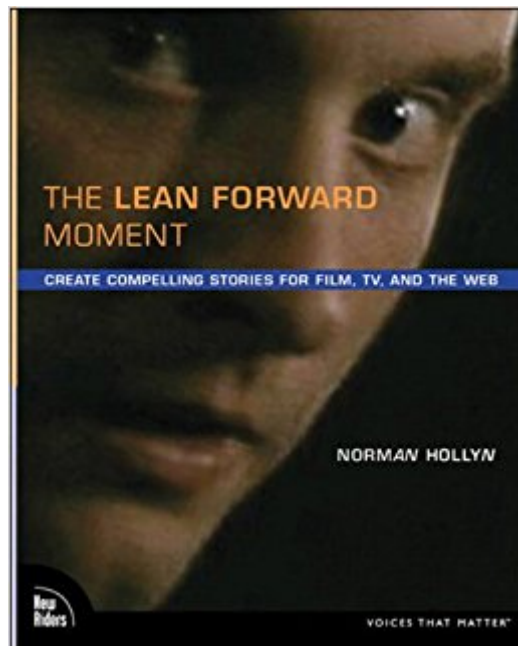


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The Lean Forward Moment: Create Compelling Stories For Film, TV, And The Web (Voices That Matter)



Synopsis

In this groundbreaking book Norman Hollyn outlines his 'Lean Forward Moment Method' of storytelling that applies to all aspects of the film-making process and media production. Whether you are an editor, producer, director, cinematographer or visual effects pro, this book will provide the essential techniques you need to create engaging content that emotionally connects with your audience. The core storytelling techniques in this book, apply equally to all levels and types of film and media projects: feature films, television documentaries, fiction, web-based video games, commercials, event films and much more. As an Associate Professor at the School of Cinematic Arts at USC and having worked on movie projects with such Hollywood greats as Alan J Pakula, Sidney Lumet and Francis Ford Coppola, Norman Hollyn is uniquely qualified to provide you with the conceptual and practical tools to tell your story effectively. After the initial formative chapters, Norman examines the filmmaking process in its three main areas - preproduction, production and postproduction. Within each area he describes how the Lean Forward method can help with every step of the creative process (setup, scene description, the script, production design, direction, cinematography, editing, opticals and special effects, music and sound). He then brings together the concepts he discusses by providing real world examples from a drama, an action film, a documentary and a commercial. "Norman Hollyn uses the ancient magic of alchemy to reveal the art of making a great film. Writing an outstanding primer on filmmaking, he provides an historical perspective from several iconic movies, revealing the innermost secrets of successful filmmakers. If you want to construct a film, you need this book!" - MARTIN COHEN, President of Post Production, Paramount Pictures. "Norman Hollyn's The Lean Forward Moment speaks volumes about the art and craft of filmmaking. His elegant explanations of editorial choices and creative decisions tell the full story. It is a serious work and it will be a resource for every emerging filmmaker" - IAN CALDERON, Director of Digital Initiatives, Sundance Institute. "Only a film editor, with a career of experience in the cockpit of the cutting room, could so clearly and completely explain how some storytelling efforts succeed and others fail. Fortunately, Norman Hollyn is such an editor, and he has given us the gift of explanation in the richly illustrated The Lean Forward Moment." - BILL KINDER, Editorial and Post Production Director.

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Customer Reviews

This is a book that is a step above the usual "how to" books. This book tells you how to use the technical skills you learned from other tutorials to tell a story, to stress the key points in the story that move the story forward. The author explains how this is done across all the various skills that take to make a film - scripting, directing, camera work, lighting editing, audio and even producing. Highly recommended. The author also has tutorials on Lynda.com (also a good investment...) and that's how I discovered the book.

The most useful take-away from reading this book is an take on the science of moving your audience with story.

Bit too much waffle and the messages are often hidden. A lot of value is lost if you are not in possession of the numerous 'example' movies reviewed.

An excellent compendium of storytelling and editing motivations. I used this in a storytelling class with much success.

Absolutely amazing book.

Very informative Book. Even we learned a lot from it. Norman did a superb job not to go into "nuts and bolts" of Editing. TwK.

I'm a fan of Norman Hollyn. I frequent his website, I love his recent collaboration with Larry Jordan on 2reelguys, but this book was very disappointing. I went to film school, it was kind of fun, but ultimately pointless and a waste of my parents' money. THE LEAN FORWARD MOMENT is exactly that: kind of fun, but a waste because it will bore you with theory that is not practical. That's the definition of theory: abstract thought, speculation. It's not real world tested. Some of the information in the book is quite valuable, but Hollyn should have just made a blog post. You can really just sum up all the main points in one blog. A book out stays it's welcome. THE LEAN FORWARD MOMENT constantly refers to The Godfather. That's great. BUT. . . who still watches The Godfather? That's for freshmen film theory students and dinosaurs. So don't buy this book. You can get much better information from Hollyn's 2reelguys website. It covers the same topics, but it's much more engaging and gives you practical knowledge, not just theoretical.

Norm Hollyn is one of the premiere instructors at America's most prestigious film school, USC's School of Cinematic Arts. This book distills about \$5000 of professional instruction and lectures that anyone can read and have access to. A marvelous book for getting your mind around cinematic thinking, what works on the screen and why. Highly recommend.

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