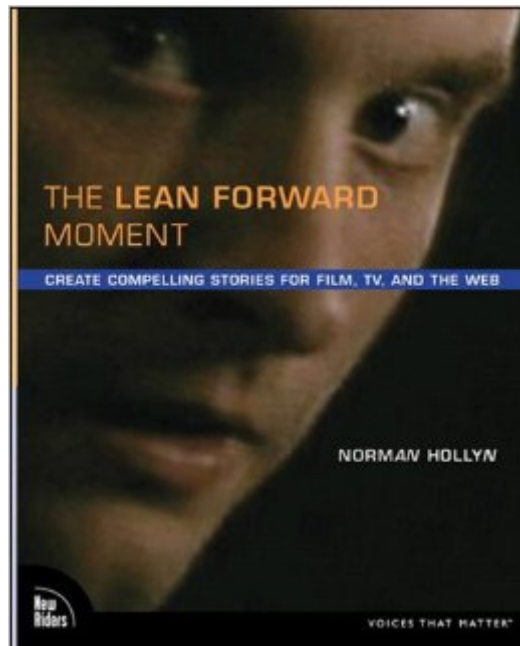


The book was found

# 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.

## Book Information

File Size: 3615 KB

Print Length: 385 pages

Page Numbers Source ISBN: 0321585453

Simultaneous Device Usage: Up to 5 simultaneous devices, per publisher limits

Publisher: New Riders; 1 edition (December 23, 2008)

Publication Date: December 23, 2008

Sold by:Â Digital Services LLC

Language: English

ASIN: B004USQHBO

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #357,350 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #89

inÂ Books > Arts & Photography > Photography & Video > Cinematography #133 inÂ Kindle Store  
> Kindle eBooks > Humor & Entertainment > Movies & Video > Direction & Production #134  
inÂ Kindle Store > Kindle eBooks > Humor & Entertainment > Movies & Video > Video > Direction &  
Production

## Customer Reviews

The Least You Need To Know: A solid work that garnered a three-and-a-half star review; despite its slightly screenwriter-centric title, this is a book for an all-around filmmaker. Full Review: This book, by its very title, immediately ignited my imagination. Reading through, the author has done a great job of inviting a deeper reflection about generating stories for media publication from its infancy through publication, mainly as a full-blown movie. I have to admit being a little disappointed with the book in that, upon further reading, this is not a work that revolves solely around creating stories, ie. it doesn't dwell on what I originally thought it would: screenwriting. That said, there is a fine chapter on writing (among others) that gives some really good information. For example, the author covers something a lot of writers don't fully understand when creating stories for movies: the logline. In fact, this is such an important aspect of creating stories for publication that Hollyn, a film editor by trade, continues referring back to the film's logline every so often as a method of clarifying and interpreting any issues that normally appear as the story makes its way from creation to production. A good logline provides that kind of a guidance to everyone involved in the movie-making process, from the screenwriter on to the director. It is a sort of "constitution" for a good story, he infers and I agree. Many concepts are discussed so expertly that the reader understand the author's confidence.

Little tips and tricks abound. Again in the writing chapter, Hollyn refers to something he calls the shape of the words on the (script) page.

I am a homeschooling mother of two boys (aged 12 and 9) who are both interested in making decent short films. My sons have been playing around with their digital cameras and are disappointed in their ability to translate a story into something decent enough to post to (the popular free website for viewing videos). In addition to them taking a film making class at a film making center I wanted to supplement their learning at home. I wondered if this book might help me teach my children something about the story creation process as well as shooting and editing tips, so their point of view could be more clearly evident to the viewer. Also as a writer I was interested in what the author could teach me about "creating compelling stories", since the basis for a good film is the story itself. I realized the book may be 'over my head' or 'more information than I thought we needed' but gave it a shot. I love the book. "Film editing is now something almost everyone can do at a simple level and enjoy it, but to take it to a higher level requires the same dedication and persistence that any art form does." -Walter Murch quoted on page 218. I was immediately impressed with this book, it is captivating to read, and I'm not a film buff let alone a filmmaker. It was obvious to me that the author, NORMAN HOLLYN, is a subject matter expert. After suspecting that, I read his bio that explains he is an associate professor at the University of Southern California as well as in charge of the editing track of the Cinematic Arts School at USC in addition to having work experience in the film industry. Hollyn's passion is clearly evident in this book which makes the book exciting to read.

[Download to continue reading...](#)

The Lean Forward Moment: Create Compelling Stories for Film, TV, and the Web (Voices That Matter) LEAN: Lean Tools - 5S (Lean, Lean Manufacturing, Lean Six Sigma, Lean 5S, Lean StartUp, Lean Enterprise) (LEAN BIBLE Book 3) Lean Six Sigma: and Lean QuickStart Guides - Lean Six Sigma QuickStart Guide and Lean QuickStart Guide (Lean Six Sigma For Service, Lean Manufacturing) LEAN: Lean Bible - Six Sigma & 5S - 3 Manuscripts + 1 BONUS BOOK (Lean Thinking, Lean Production, Lean Manufacturing, Lean Startup, Kaizen) Lean: QuickStart Guide - The Simplified Beginner's Guide To Lean (Lean, Lean Manufacturing, Lean Six Sigma, Lean Enterprise) Practicing the Presence of God: Learn to Live Moment-by-Moment Bulletproof Web Design: Improving flexibility and protecting against worst-case scenarios with HTML5 and CSS3 (3rd Edition) (Voices That Matter) Lean Six Sigma: The Ultimate Guide To Lean Six Sigma With Tools For Improving Quality And Speed! (Lean, Six Sigma, Quality Control) Lean Six Sigma: Value

Stream Mapping: Simplified Beginner's Guide to Eliminating Waste and Adding Value with Lean (Lean, Six Sigma, Quick Start Beginner's Guide, Quality Control) Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability (3rd Edition) (Voices That Matter) Pre-Geometry (Straight Forward Math Series, Book 2) (Advanced Straight Forward Math Series) The Fast Forward MBA in Project Management (Fast Forward MBA Series) The Lean Turnaround: How Business Leaders Use Lean Principles to Create Value and Transform Their Company The Innovative Lean Enterprise: Using the Principles of Lean to Create and Deliver Innovation to Customers How I Changed My Mind about Women in Leadership: Compelling Stories from Prominent Evangelicals 1001 Humorous Illustrations for Public Speaking: Fresh, Timely, and Compelling Illustrations for Preachers, Teachers, and Speakers It's My Pleasure: The Impact of Extraordinary Talent and a Compelling Culture Compelling Conversations: Questions and Quotations on Timeless Topics- An Engaging ESL Textbook for Advanced Students The Art of the Message: The Owners Guide to Content Rich, Customer-Centric, Clear, Compelling Copywriting and Marketing In the Beginning: Compelling Evidence for Creation and the Flood (8th Edition)

[Dmca](#)