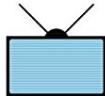


# THE 30-SECOND STORYTELLER

*The Art and Business of Directing Commercials*



THOMAS RICHTER

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

By Thomas Richter

Download now

Read Online

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

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, Tarantino and Zack Snyder have all gotten their start in commercials.



[Download The 30-Second Storyteller: The Art and Business of ...pdf](#)

 [Read Online The 30-Second Storyteller: The Art and Business ...pdf](#)

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

*By Thomas Richter*

## **The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library)** By Thomas Richter

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.

## **The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library)** By Thomas Richter Bibliography

- Sales Rank: #834043 in Books
- Brand: Cengage Learning PTR
- Published on: 2006-06-08
- Released on: 2006-06-08
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .73" w x 6.00" l, 1.11 pounds
- Binding: Paperback
- 320 pages



[Download The 30-Second Storyteller: The Art and Business of ...pdf](#)



[Read Online The 30-Second Storyteller: The Art and Business ...pdf](#)



---

**Download and Read Free Online The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library) By Thomas Richter**

---

## **Editorial Review**

### **Users Review**

#### **From reader reviews:**

##### **Sally Watts:**

Inside other case, little persons like to read book The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library). You can choose the best book if you love reading a book. Given that we know about how is important a new book The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library). You can add expertise and of course you can around the world by just a book. Absolutely right, because from book you can recognize everything! From your country till foreign or abroad you may be known. About simple issue until wonderful thing you are able to know that. In this era, we can open a book or maybe searching by internet gadget. It is called e-book. You may use it when you feel weary to go to the library. Let's go through.

##### **Charles Alexander:**

Reading a publication can be one of a lot of activity that everyone in the world really likes. Do you like reading book thus. There are a lot of reasons why people fantastic. First reading a publication will give you a lot of new facts. When you read a e-book you will get new information due to the fact book is one of several ways to share the information or perhaps their idea. Second, reading a book will make you more imaginative. When you examining a book especially fiction book the author will bring you to imagine the story how the personas do it anything. Third, you may share your knowledge to others. When you read this The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library), you can tells your family, friends in addition to soon about yours guide. Your knowledge can inspire different ones, make them reading a publication.

##### **Corey Gardner:**

Beside this specific The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library) in your phone, it might give you a way to get more close to the new knowledge or information. The information and the knowledge you might got here is fresh from your oven so don't end up being worry if you feel like an aged people live in narrow commune. It is good thing to have The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library) because this book offers for your requirements readable information. Do you occasionally have book but you rarely get what it's facts concerning. Oh come on, that won't happen if you have this in your hand. The Enjoyable option here cannot be questionable, just like treasuring beautiful island. So do you still want to miss that? Find this book in addition to read it from today!

**Ruth Paiz:**

You will get this The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library) by go to the bookstore or Mall. Just viewing or reviewing it can to be your solve difficulty if you get difficulties to your knowledge. Kinds of this reserve are various. Not only simply by written or printed but additionally can you enjoy this book simply by e-book. In the modern era like now, you just looking by your mobile phone and searching what their problem. Right now, choose your ways to get more information about your book. It is most important to arrange you to ultimately make your knowledge are still change. Let's try to choose proper ways for you.

**Download and Read Online The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library)  
By Thomas Richter #FJ08VE6TZ31**

# **Read The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library) By Thomas Richter for online ebook**

The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library) By Thomas Richter Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library) By Thomas Richter books to read online.

## **Online The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library) By Thomas Richter ebook PDF download**

**The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library) By Thomas Richter Doc**

**The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library) By Thomas Richter MobiPocket**

**The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library) By Thomas Richter EPub**

**FJ08VE6TZ31: The 30-Second Storyteller: The Art and Business of Directing Commercials (Aspiring Filmmaker's Library) By Thomas Richter**