



The Filmmaker's Eye: Learning (and Breaking) the Rules of Cinematic Composition

Gustavo Mercado

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This is the only book that combines conceptual and practical instruction on creating polished and eloquent images for film and video with the technical know-how to achieve them.

Loaded with hundreds of full-color examples, *The Filmmaker's Eye* is a focused, easy-to-reference guide that shows you how to become a strong visual storyteller through smart, effective choices for your shots.

This book has struck a chord worldwide and is being translated into several languages

After a short introduction to basic principles, a variety of shots are deconstructed in the following format:

- Why It Works: an introduction to a particular type of shot
- How It Works: callouts point out exactly how the shot works the way it does--the visual rules and technical aspects in action
- Technical Considerations: the equipment and techniques needed to get the shot.
- Breaking the Rules: examples where the "rules" are brilliant subverted



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