



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.

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

This book:

- Helps you make smart visual choices with this quick, focused, and visual guide to cinematic composition.
- Shows you how to master the rules, then break them.
- Includes examples and discussions from a range of international films.

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