

Debbie Millman

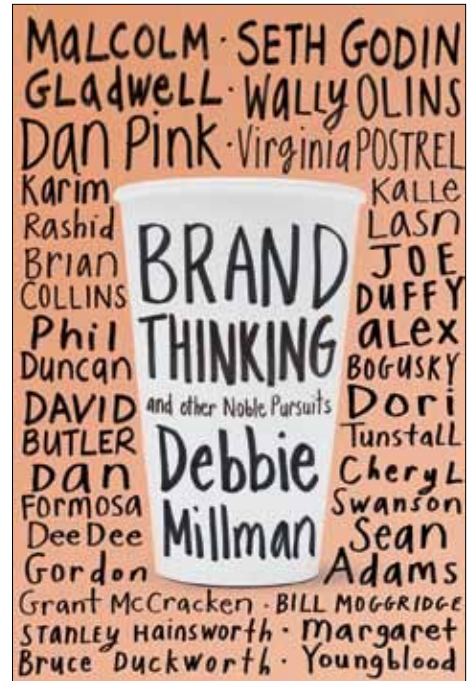
BRAND THINKING AND OTHER NOBLE PURSUITS

Insights and provocations from world-renowned brand consultants, thought leaders, designers, and strategists.

We are now living in a world with over one hundred brands of bottled water. The United States alone is home to over 45,000 shopping malls. And there are more than 19 million customized beverage choices a barista can whip up at your local Starbucks. Whether it's good or bad, the real question is *why* we behave this way in the first place. Why do we telegraph our affiliations or our beliefs with symbols, signs, and codes?

Brand Thinking and Other Noble Pursuits contains twenty interviews with the world's leading designers and thinkers in branding. The interviews contain spirited views on how and why humans have branded the world around us, and the ideas, inventions, and insight inherent in the search.

Debbie Millman has worked in the design business for more than twenty-five years. She is president of the design division at Sterling Brands. She has been there for nearly fifteen years and in that time she has worked on the redesign of global brands for Pepsi, Procter & Gamble, Colgate, Nestle, and Hasbro. Millman is President of the AIGA, the largest professional association for design in the world. She is a contributing editor at *Print Magazine*, a design writer at FastCompany.com, and co-founder and chair of the Masters in Branding program at the School of Visual Arts in New York City. She is the author of three books, *How to Think Like a Great Graphic Designer* (Allworth Press, 2007), *The Essential Principles of Graphic Design* (Rotovision, 2008), and *Look Both Ways: Illustrated Essays on the Intersection of Life and Design*, (HOW Books, 2009). She lives in New York City.



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How to Think Like a Great Graphic Designer
978-1-58115-496-2, \$24.95

Emotional Branding, revised edition
978-1-58115-672-0

\$29.95 hardcover • (Can. \$35.95) • World (E) • CQ 24
ISBN 978-1-58115-864-9 • 6" x 9" • 256 pages

Business
SEPTEMBER



David Consuegra

CLASSIC TYPEFACES

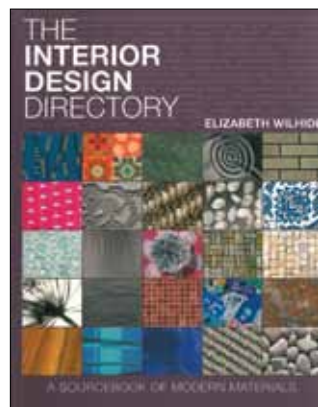
American Type and Type Designers

Illuminates the people behind America's typographic legacy.

Graphic designers will enrich their understanding of American type design and type designers with this unique and extensive reference. The fascinating history of type in America is chronicled through the typefaces and biographies of sixty-two of the most influential type designers, including Linn Boyd Benton, Morris Fuller Benton, and Darius Wells, and through the description and history of nine American type foundries. Complete with samples of 334 different typefaces, and 700 black-and-white illustrations, this eye-popping reference reveals the expansive contribution America has made to the world of type design.

David Consuegra was professor emeritus of graphic design, layout, and typography at the Universidad Nacional de Colombia and a member of the International Trademark Center in Belgium. He served as graphic design consultant to such companies as IBM, Uniroyal, and Museo de Arte Moderno de Bogota, and his graphic design exhibited around the world. He died in 2004.

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 Art/Graphic Design
 SEPTEMBER



Elizabeth Wilhide

THE INTERIOR DESIGN DIRECTORY

A Sourcebook of Modern Materials

A complete compendium of materials for home design—from the familiar to the cutting edge.

Concrete that is light and translucent, fabric that responds to its environment by lighting up, tiles that can be moved from place to place at will—these are just a few of the updated entries you'll find in *The Interior Design Directory*. The book is divided into four parts, opening with a section on classic, composite materials including wood and stone, brick, and ceramic, then moving on to building materials that have been refined and updated for home use from glass, concrete, and metal to rubber and tiles. The final section is devoted to sustainable materials and the environmental impact of our choices. Photographs of contemporary interiors and detailed close-ups of each material make this as visually inspiring as it is practical.

Elizabeth Wilhide is the author and coauthor of many acclaimed books on design and interiors, including *Contemporary Decorating*, *The Flooring Book*, *Lighting*, *Materials*, *Light Your Home*, *Design & Build Your Dream Home*, and *New Décor*. She lives in London.

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 Interior Design
 SEPTEMBER

Janet Wilcox

MASTERING MONOLOGUES AND ACTING SIDES

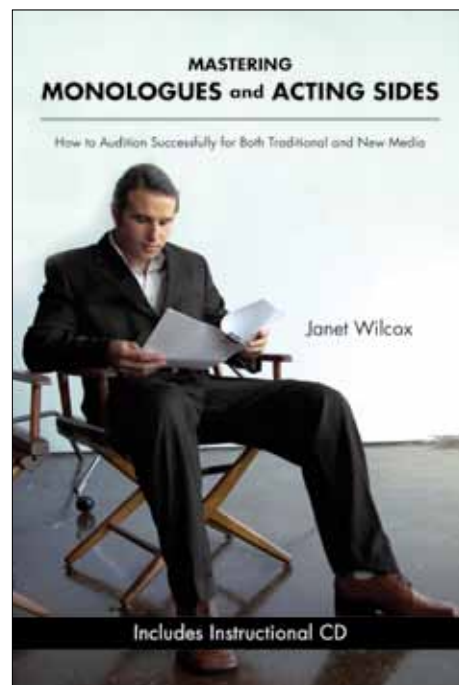
How to Audition Successfully for Both Traditional and New Media

This no-nonsense guide will prepare the actor for the perfect part in theater, on the web, or anything in between.

Mastering Monologues and Acting Sides: How to Audition Successfully for Both Traditional and New Media is everything an actor needs to be ready for that perfect part, from webisodes to Shakespeare. Scripts, acting technique tips, and exercises keep a performer toned and ready, while industry experts give advice on how to audition professionally. Invaluable Internet listings keep you on top of changing trends, as well.

Casting directors, agents, managers, and actors share insights on proper protocol for different performance settings, and practice is made simple with script excerpts and exercises to keep skills sharp for last minute auditions. Includes instructional CD.

Janet Wilcox is a voice-actor whose clients include E!, ABC, Lifetime, HBO, Lowe's, Nickelodeon, Cinemax, Lancôme, the Discovery Channel, and others. She has worked as a writer, producer, and director on major promotion campaigns for HBO, A&E, and the History Channel. With Heyman Talent and the SAG Conservatory, she taught improv and voice-over workshops, and currently teaches studio voice-over classes at UCLA Extension. She lives in Los Angeles.

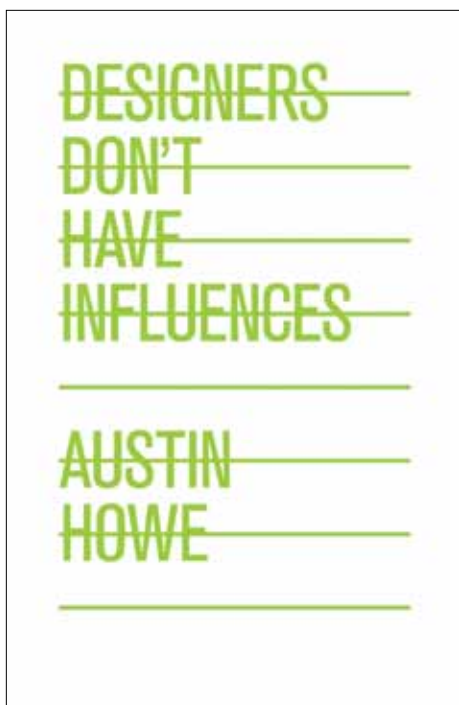


- Targeted promotion to film, television, and theater trade media
- Promotion to acting groups, unions, and associations
- Recommended for course adoption

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ISBN 978-1-58115-866-3 • 6" x 9" • 256 pages

Performing Arts
SEPTEMBER

Previous edition: 978-1-58115-207-4



Austin Howe

DESIGNERS DON'T HAVE INFLUENCES

This long-awaited sequel provides on-demand inspiration for time-challenged creatives.

Feeling uninspired? If you're a creative professional—or just someone who'd like to be more creative in your work and daily life—look no further than *Designers Don't Have Influences*. Creative director, writer, advocate, and design cheerleader Austin Howe's elegant, incisive, and amusing essays are sure to appeal to a wide spectrum of readers. Howe chronicles the lives, philosophies, and work processes of leaders in disparate fields from art to spirituality and even ice hockey, many of whom have never before been profiled in print. Howe explores the creative process and conceptualization, delving into what to do when creativity is lacking. Graphic designers, industrial designers, architects, artists, advertising people, businesspeople, students, and anyone seeking inspiration will appreciate this much-anticipated sequel to *Designers Don't Read*, returning to it again and again for sparks of on-demand inspiration and innovation.

Austin Howe has spent decades as a copywriter, creative director, agency principal, and freelancer for some of the top agencies in the world, including design agencies such as JDK, Sandstrom Partners, Cahan & Associates, and Bob Dinetz Design, as well as advertising agencies like Saatchi & Saatchi, Wieden+Kennedy, Crispin Porter + Bogusky, TBWA\Chiat\Day, and Deutsch. The author of *Designers Don't Read* (Allworth Press, 2009), he has worked on naming, branding, print campaigns, posters, packaging, websites, digital advertising, TV, radio, and viral campaigns. In addition to receiving hundreds of international creative awards, Howe was the first-ever radio jury chairman for the Clio Awards and has served on the Clio executive jury. He currently teaches portfolio classes and creative concept development, and has conducted creative workshops for Portfolio and Creative Circus in Atlanta, Crispin Porter + Bogusky in Miami, and Publicis in Seattle. He lives in Portland, Oregon.

- Targeted promotion to advertising and graphic design media
- Promotion to advertising and graphic design associations
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- Also available

Designers Don't Read
978-1-58115-665-2

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ISBN 978-1-58115-851-9 • 5 1/2 x 8 1/2 • 192 pages
20 b/w illustrations
Art/Design
MAY

Karen Brewster and Melissa Shafer

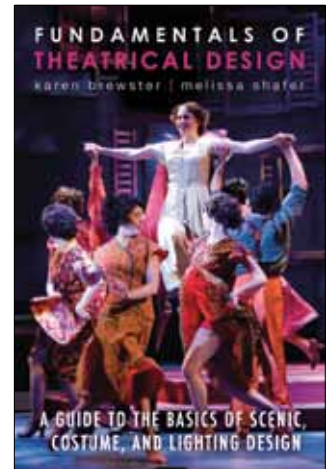
FUNDAMENTALS OF THEATRICAL DESIGN

A step-by-step exploration of everything aspiring and practicing designers and directors need to know about the theatrical design process.

Veteran theater designers Karen Brewster and Melissa Shafer have consulted with a broad range of seasoned theater industry professionals to provide an exhaustive guide full of sound advice and insight. With clear examples and hands-on exercises, *Fundamentals of Theatrical Design* illustrates the way in which the three major areas of theatrical design—scenery, costumes, and lighting—are intrinsically linked. Attractively priced for use as a classroom text, this is a comprehensive resource for all levels of designers and directors.

Karen Brewster is an associate professor of theater at East Tennessee State University (ETSU). She lives in Johnson City, Tennessee.

Melissa Shafer is a scenic and lighting designer and technical director at East Tennessee State University. She lives in Johnson City, Tennessee.



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6" x 9" • 256 pages
5 color illustrations
25 b/w illustrations
Performing Arts/Theater/
Stagecraft
SEPTEMBER

Angie Wojak and Stacy Miller

STARTING YOUR CAREER AS AN ARTIST

A Guide for Painters, Sculptors, Photographers,
and Other Visual Artists

Provides tools and strategies to succeed as a professional artist.

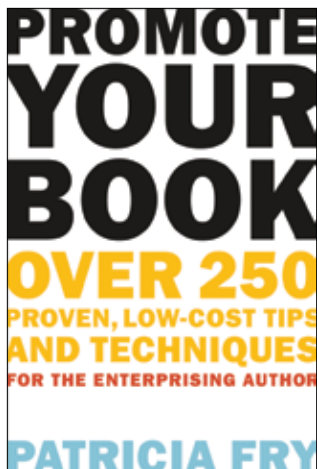
Starting Your Career as an Artist is a comprehensive manual full of sound advice for artists seeking to advance their professional careers. Veteran art career professionals Angie Wojak and Stacy Miller show aspiring artists how to evaluate their goals, create a plan of action, and use their talents to build a productive life in the art world. Chapters cover topics essential to the emerging artist, such as building community through networking, collaborating, and finding mentors; setting up a studio; health and safety for artists; artist's resumes and CVs; developing marketing plans; finding alternative exhibition venues; and refining career aspirations. In addition, the book includes inspiring and insightful interviews with professional artists and well-known players in the art scene.

Angie Wojak has been the director of Career Services at Parsons the New School for Design for more than a decade. She lives in New York City.

Stacy Miller currently teaches in the photography department at Parsons the New School for Design. She lives in New Rochelle, New York.



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Art
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Patricia Fry

PROMOTE YOUR BOOK

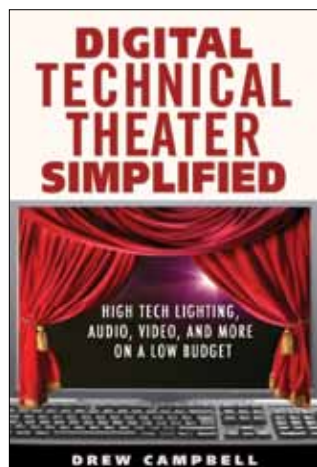
Over 250 Proven, Low-Cost Tips and Techniques for the Enterprising Author

A well-organized collection of the most successful low- and no-cost ideas for promoting a book.

Do you have what it takes to become an author, but are not sure where to start? *Promote Your Book* gives enterprising authors the advantage they need to navigate the publishing industry and gain a better understanding of what book promotion is all about. This well-organized collection of the most successful low-cost and no-cost ideas provides solutions for both aspiring and seasoned authors in any genre. You will learn how to promote the book without changing your lifestyle; how to promote creatively, locally, and through social media; submit news releases and tip sheets; arrange book signings, radio, and TV appearances; enhance marketing skills; spend money in all the right places, and more.

Patricia Fry has almost forty years of experience as a career writer. She is the author of more than thirty-one books, most of which relate to writing and publishing, and has contributed hundreds of articles to magazines and newsletters such as *Writer's Digest*, the *Los Angeles Times*, and the *Artist's Magazine*.

\$19.95 paperback original
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5 1/2 x 8 1/2 • 224 pages
Reference
SEPTEMBER



Drew Campbell

DIGITAL TECHNICAL THEATER SIMPLIFIED

High Tech Lighting, Audio, Video, and More on a Low Budget

Lights, camera, digital revolution! Designed to help readers use digital equipment for onstage impact.

The theater is in the midst of a digital revolution! This book provides readers with an easy-to-understand overview of the digital technology currently available for the stage. In clear language, *Digital Technical Theater Simplified* explains digital technology in the fields of lighting, audio, video, and show control. All chapters contain do-it-yourself examples of how anyone can use these advanced technologies, as well as case studies of "How the Pros Do It."

Drew Campbell has been in the technical side of the entertainment business for more than twenty years, as a stage technician, designer, film lighting technician, videographer, editor, director, and teacher. He is the author of *Technical Theater for Nontechnical People* (Allworth, 2004), now in its second edition, and *Technical Film and TV for Nontechnical People* (Allworth, 2002), which was honored with the Golden Light Book Award as Film Book of the Year by the Mine Photographic Institute. He lives in Woodland Hills, California.

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40 b/w illustrations
Performing Arts/Theater
SEPTEMBER

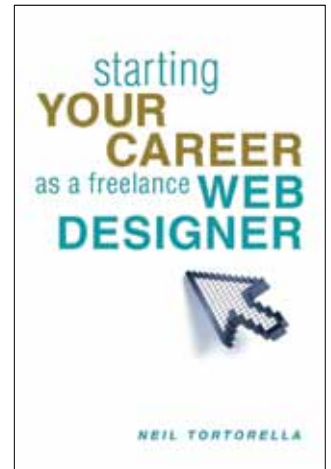
Neil Tortorella

STARTING YOUR CAREER AS A FREELANCE WEB DESIGNER

A comprehensive road map to guide designers through the maze of setting up a new practice while avoiding common pitfalls.

Break out of the cubicle and gain the business savvy you need to launch your own freelance web design business with *Starting Your Career as a Freelance Web Designer!* Written by seasoned pro Neil Tortorella, this book guides web designers step-by-step down the path to success and helps them avoid common pitfalls. Jam-packed with practical know-how, this book also contains the wisdom and advice of noted industry authorities and business leaders. Readers will learn how to draft a solid business plan, negotiate contracts, manage time and money, deal with taxes, manage projects and clients, determine rates, and create winning proposals.

Neil Tortorella has more than thirty years of experience as an award-winning graphic designer, writer, and marketing consultant. He has operated his own design and marketing consulting practice, Tortorella Design, since 1986.



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Computer/Internet/Web
Design
SEPTEMBER

Monona Rossol

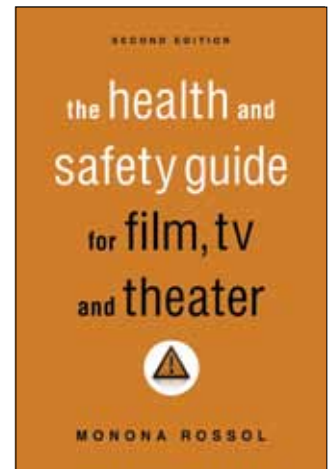
THE HEALTH AND SAFETY GUIDE FOR FILM, TV AND THEATER

Second Edition

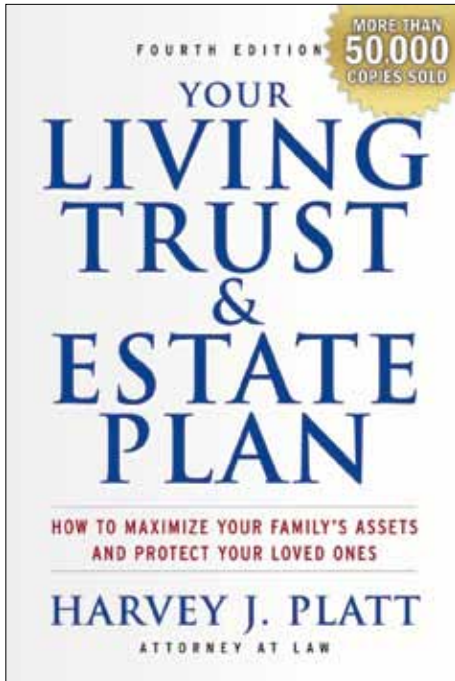
The only resource to offer all vital information about health and safety issues affecting the entertainment industries.

This second edition has been expanded and updated to address new hazards, unique health and safety problems, and particular regulations that threaten anyone working in the entertainment industries today. Artists' advocate Monona Rossol exposes the hazards of theatrical paints, theatrical makeup, pigments, dyes, plastics, solvents, woodworking, welding, asbestos, fog, and offers practical solutions to these dangers. No one working in the performing arts can afford to skip this handbook packed with life-or-death health and safety information.

Monona Rossol has been a chemist, artist, and industrial hygienist, specializing in visual and performing arts hazards for more than thirty years. She is the founder of Arts, Crafts, and Theater Safety (ACTS), a not-for-profit corporation dedicated to providing health and safety services to the arts. She lives in New York City.



\$27.50 trade paperback
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World (E) • CQ 24
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Performing Arts/Theater
SEPTEMBER



Harvey J. Platt

YOUR LIVING TRUST AND ESTATE PLAN 2011-2012

How to Maximize Your Family's Assets and Protect Your Loved Ones

Plan your estate and save your fortune.

This revised fourth edition from estate-planning expert Harvey J. Platt details the most up-to-date strategies for using a living trust to create a flexible estate plan. With explanations of the latest tax laws, including the new Tax Relief Act, changes to the gift and generation skipping tax laws, and the new unified tax schedule rate. This book maps out the most effective techniques for saving money and property and provides the essential details of successful estate planning.

Your Living Trust and Estate Plan 2011-2012 covers vital subjects not found in other books and discusses the components of and variations in living trusts, how to select beneficiaries, understanding the probate process, contributing to charities, life insurance, retirement benefits, ethical wills, dynasty trusts, postmortem planning, trust decanting, income tax planning, and offshore trusts.

Harvey J. Platt is an attorney, a frequent lecturer on the subject of estate planning and living trusts, and the author of *Your Will and Estate Plan* (Allworth Press). His firm, Platt & Platt, has an extensive practice concentrating in the field of trusts and estates. Platt is a member of the National Academy of Elder Law Attorneys, co-chairperson of the New York State Association for Retarded Children Trust, and a member of the Association of the Bar of the City of New York. He lives in New York City.

- Major promotion to personal finance media
- Targeted promotion to lawyer groups and associations
- Co-op available

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Business
OCTOBER

Previous edition: 978-1-58115-217-3

Ian Cocoran

THE ART OF DIGITAL BRANDING

A wealth of tips and strategies for building a web presence that can increase revenue, improve customer relations, and boost brand loyalty.

Use the Internet to enhance your company's brand identity! Marketers, managers, business owners, and entrepreneurs will find a wealth of tips and strategies for building a web presence that can increase revenue, improve customer relations, and boost brand loyalty.

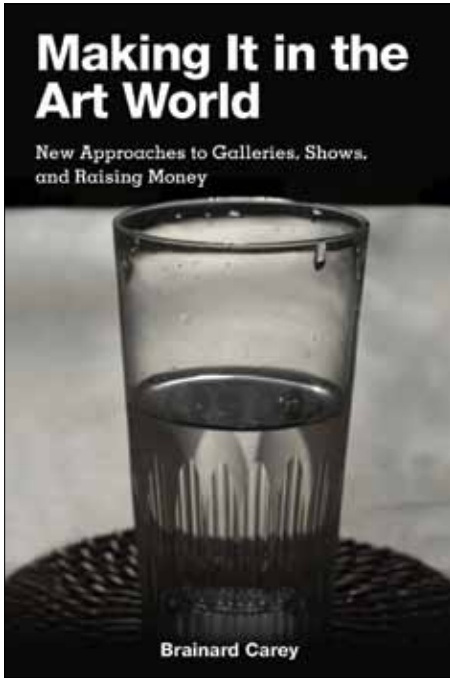
Digital brand expert Ian Cocoran explains the traditional theories of branding and explores the ways in which they can be applied to web sites, no matter what the given industry or field. The unique needs of nonprofit organizations are discussed, and numerous real-life illustrations of good and bad online branding efforts are provided. Chapters cover a range of content, including color schemes and menu formats, incorporating bare essentials, choosing one global portal vs. multiple languages and country-specific content, encouraging and retaining traffic flow, and maximizing site functionality. Anyone looking to use the Internet's potential to maximize the strength of his brand must have this book.

Ian Cocoran entered the field of industrial distribution after a successful ten-year spell in retail. In 2003, he became managing director of a leading industrial chemicals business, the youngest ever appointed by the company. While Cocoran excels at business management and organizational change initiatives, his communication skills have led him to successful ventures in PR and media work. Cocoran has been reviewing corporate websites for brandchannel.com since its inception in 2001. He has worked as a senior manager and director with multinational organizations in the home improvement, pharmaceutical, well-being, fashion, and chemical industries. He lives in Sydney, Australia.



- Targeted promotion to business, marketing, and design media
- Promotion to marketing and design associations
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 ISBN 978-1-58115-876-2 • 6" x 9" • 272 pages
 50 b/w illustrations • Business
 OCTOBER



Brainard Carey

MAKING IT IN THE ART WORLD

New Approaches to Galleries, Shows, and Raising Money

Everything you need to turn your artistic passion into an income!

Learn how today's artists survive, exhibit, and earn money, without selling out! This book explains how to be a professional artist and new methods to define and realize what success means. Whether you're a beginner, a student, or a career artist looking to be in the best museum shows, this book provides ways of advancing your plans on any level.

Making It in the Art World is an invaluable resource for artists at every stage, offering readers a plethora of strategies and helpful tips to plan and execute a successful artistic career. Topics include how to evaluate your own work, how to submit art, how to present work to the public, how to avoid distractions in the studio, and much more.

- Targeted promotion to print and online art media
- Promotion to artists groups and art associations
- Recommended for course adoption

Brainard Carey was born in Manhattan, New York, and grew up in Yonkers. After attending undergraduate art school at SUNY Purchase, he moved to Rhode Island and opened a gallery and began publishing a literary magazine. Carey then moved back to New York City, where he met Delia Bajo, and cofounded Praxis, which was invited to be in the Whitney Biennial in 2002 and to be in a solo show there in 2007, as well as other venues around the world. Carey also has a mentoring/educational business that helps artists to write grants, exhibit, and advance their careers. He splits his time between New York City and a studio in New Haven, Connecticut, where he has a radio show on Yale radio WYBC called "The Art World Demystified."

\$24.95 paperback original (Can. \$29.95) • World [E] • CQ 24
ISBN 978-1-58115-868-7 • 6" x 9" • 256 pages

Art
OCTOBER

Elaine A. Clark

THERE'S MONEY WHERE YOUR MOUTH IS, THIRD EDITION

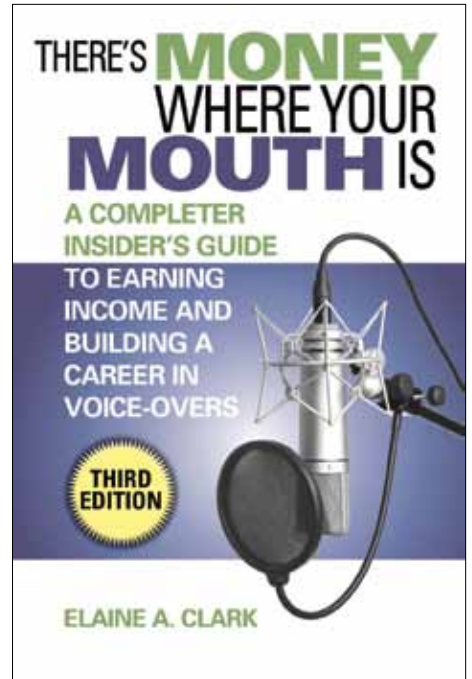
A Complete Insider's Guide to Earning Income and
Building a Career in Voice-Overs

**A complete and indispensable guide to launching a
career in the lucrative field of voice-over work.**

Voices are increasingly in demand for commercials, cartoon characters, announcements, and other spots. This outstanding handbook explains how to launch a career and find work. Along with sample commercials and script copy, the author gives advice on vocal exercises, self-promotion, and business matters. Chapters include: getting started, voice-over aerobics, copy basics, melody and tempo, layering techniques, believing what you say, commercial and stylized characters, corporate narration, animation, video games and toys, getting an agent, marketing your talent, and staying on top of the business.

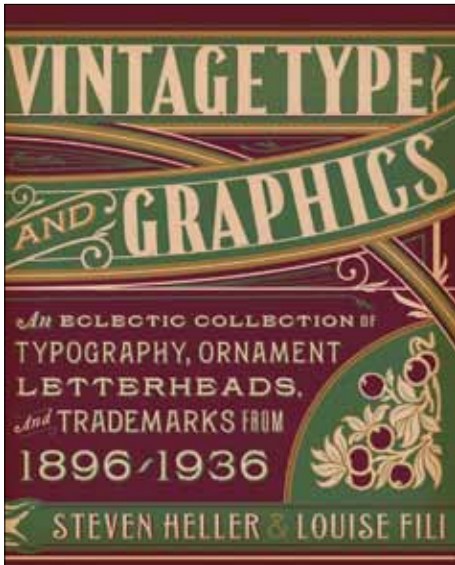
This expanded edition features new tips on making a demo CD, vocal modulation and breath techniques, advanced copy-reading strategies, and a section on how copywriters see the job of the voice artists for whom they write. If you've ever been interested in voice-over acting, you need this book!

For more than twenty-five years, **Elaine Clark** has performed in commercials (Clorox, Macy's, TiVo, Amazon.com, Panera Bread), video games (Aliens, Dark Wizard, Spawn, Mario's Time Machine, D2), corporate narrations (Microsoft, Oracle, Kmart, Genentech, Cisco), anime (*Saikano*, *Jo Jo's Bizarre Adventure*, *Film Noir*), voicemail systems, talking products, and toys. She is the owner of Voice One in San Francisco, a voice-over, acting, and improv training academy. In addition to performing and teaching, Elaine Clark is also a freelance director, producer, casting director, and audio engineer. She lives in Hayward, California.



- Targeted promotion to film, television, and theater trade media
- Promotion to acting groups, unions, and associations
- Recommended for course adoption

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ISBN 978-1-58115-878-6 • 6" x 9" • 224 pages
Performing Arts
NOVEMBER



- Targeted promotion to art, graphic design, and illustration media
- Promotion to art, graphic design, and illustration groups

Steven Heller and Louise Fili

VINTAGE TYPE AND GRAPHICS

An Eclectic Collection of Typography, Ornament, Letterheads, and Trademarks from 1896 to 1936

“Type lovers and history buffs alike will enjoy this gallery of vintage typefaces, ornaments, letterheads, and trademarks.”—*ID Magazine*

Exquisite graphic design artifacts comprise this unusual collection culled from the pages of type and typography books dating from 1896 to 1936. Design professionals, students and teachers of graphic design, and anyone with an interest in vintage design will be delighted to find rare, never-before-reprinted type specimens, vintage layouts, logos, and decorations that will serve as an inspiration and resource for practicing and aspiring graphic designers.

Steven Heller is the co-chair of the MFA Designer as Author program and co-founder of the MFA in Design Criticism and MFA in Interaction Design programs at the School of Visual Arts, New York. For thirty-three years he was an art director at the *New York Times*, and currently writes the “Visuals” column for the *New York Times Book Review*. He is editor of the *AIGA VOICE: Online Journal of Design* and contributing editor to *Print*, *EYE*, *Baseline*, and *ID* magazines. He contributes to *Design Observer* and writes the *DAILY HELLER* blog for *Print* magazine. He is the author or editor of over 130 books on design and popular culture, including *Design Literacy*, *Design Disasters*, and *Born Modern: The Life and Design of Alvin Lustig*. He is the recipient of the 1999 AIGA Medal for Lifetime Achievement. Heller lives in New York.

Louise Fili is principal of Louise Fili Ltd, specializing in food packaging and restaurant identities. She is coauthor with Steven Heller of *Italian Art Deco*, *Dutch Moderne*, *Streamline*, *Cover Story*, *British Modern*, *Deco Espana*, *German Modern*, *French Modern*, *Typology*, *Design Connoisseur*, *Counter Culture*, *Stylepedia*, and *Euro Deco*, and *Scripts*. She has also written and designed *A Civilized Shopper’s Guide to Florence* and *Italianissimo*. In 2004 she was inducted into the Art Directors Hall of Fame. She lives in New York.

\$17.95 paperback reprint [Can. \$21.95] • World (E) • CQ 18
 ISBN 978-1-58115-892-2 • 7 1/2" x 9 3/8" • 212 pages
 400 b/w illustrations • Art/Graphic Design
 NOVEMBER

Artspire

THE PROFITABLE ARTIST

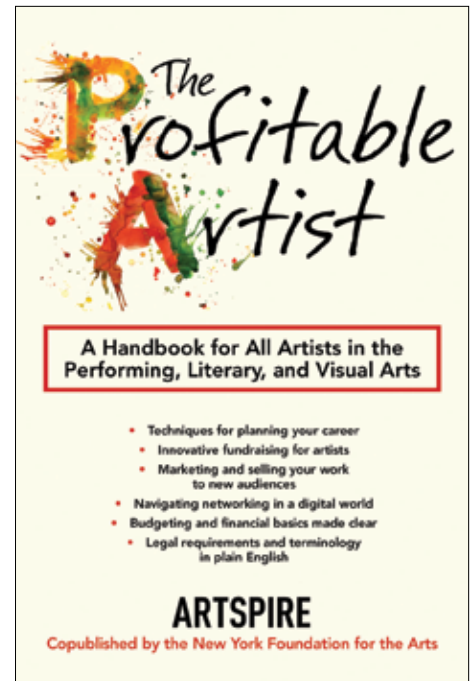
A Handbook for All Artists in the Performing, Literary, and Visual Arts

An essential how-to guide for artists in all disciplines to acquire the skills they need to make a living.

While all art is unique, the challenges artists face are shared regardless of background, experience, and artistic medium. With decades of experience training and helping artists, the expert staff of the New York Foundation for the Arts have compiled a “best practices” approach to planning and organizing an art career. In this book, NYFA has identified common problems, examined specialized areas of business, finance, marketing, and law, and distilled these topics in such a way that readers can digest them and apply them to their own experience and practice.

Included are interviews, anecdotes, and in-depth case studies. The skills and guidelines in *The Profitable Artist* will also translate effectively to teaching and mentoring opportunities that artists may encounter as their career progresses. This invaluable guide appeals to all artists in all disciplines of the literary, media, performing, and visual arts, from recent art school graduates to established artists undertaking new arts businesses to artists seeking more from their careers at any stage of their career.

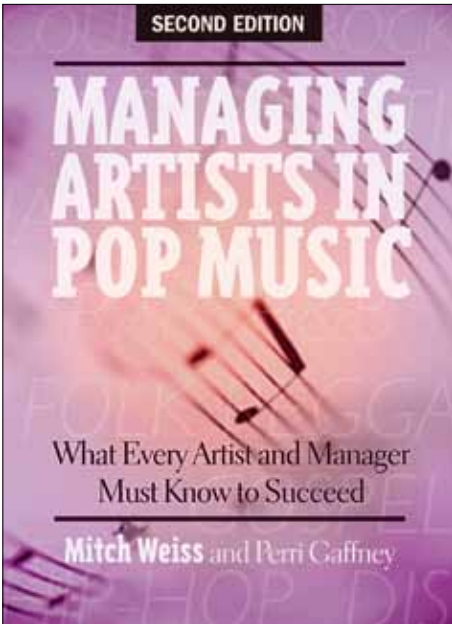
Artspire.org is an online community that supports the needs of artists and arts enthusiasts across the country and around the world. It is a program of the New York Foundation for the Arts, which has been providing essential services to artists in all disciplines since 1971. With forty years of institutional experience in arts education, Copublisher NYFA brings an authority and legitimacy unmatched by any single author.



- Targeted promotion to visual, performing, and literary arts media
- Promotion to artists groups and arts associations
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Art
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Mitch Weiss and Perri Gaffney

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What Every Artist and Manager Must Know to Succeed

A complete guide for artists and managers in pop music, with the inside scoop.

Music managers and artists will learn the secrets of successful management with scenarios from a manager's work life along with the legal and business skills to master them. Through stories of real-life famous artist-manager teams, the authors analyze, criticize, and detail what a manager ought to learn to be an effective advisor and representative.

The book teaches future music managers and artists how to acquire clients, negotiate contracts, develop image, administer taxes and finances, and deal with promoters, media, attorneys, and unions. A special chapter addresses artists, advising them on what to look for in a manager, how to sign fair management contracts, and how to avoid career manipulation. Packed with industry guidelines, sample contracts, and sure-fire career tips from industry icons, this book is a professional springboard for music managers, recording artists, singers, and rock bands alike.

Mitch Weiss has been a manager for musical and theatrical artists for more than twenty-five years and has been a certified ATPAM manager since 1985. In addition to pop and sports icons, his management experience includes Disney Theatricals International, New York Shakespeare Festival, Big Apple Circus, and countless Broadway shows, including Tony Award winners *A Chorus Line* and *The Grapes of Wrath*. A graduate of Oberlin College, he currently teaches courses in music management at New York University. Through his company MW Entertainment Group, he also directs and produces a wide variety of shows and events. He lives in New York City.

Perri Gaffney is the author of *A Dream Deferred*, a novel, and *The Substitute*, a collection of short stories. She is also a playwright/screenwriter who has written and contributed to numerous theater plays, independent films, and TV shows. Her coverage of performing arts and cultural events has been featured in *Routes* and *Black Masks*. Also an actress, she has performed on radio, television, and film, and in many of the nation's top theaters. She lives in New York City.

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Vincent LoBrutto

THE ART OF MOTION PICTURE EDITING

Everything filmmakers need to understand not only how to edit, but also why certain techniques are used.

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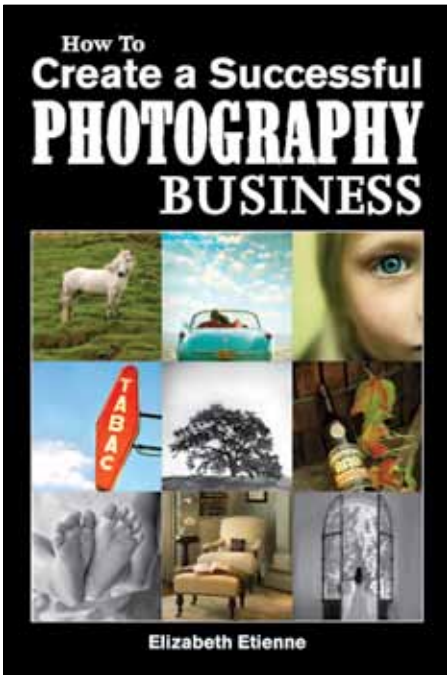
Chapters cover the full language of editing, from composite shots and flash cuts to dissolves, reverse angles, and more, as well as various schools of editing thought, including Russian montage, cinema verite, avant-garde cinema, Italian neorealism, and Hollywood continuity. This complete resource blends the practical and philosophical aspects of film editing and includes unique features like a shot-by-shot analysis of landmark films, a detailed glossary of related terms, profiles of ten great editors, and a list of one hundred essential films that demonstrate top-notch editing work.

Vincent LoBrutto is an instructor of motion picture editing and film studies for the School of Visual Arts Department of Film, Video, and Animation. He has worked as a film editor for Fox and HBO and as a postproduction coordinator for the ABC television network. He is editor of and a contributing writer to *CinemaEditor* magazine. A special member of the American Cinema Editors (ACE), he also contributes to *Cineaste* and *Film Quarterly*. LoBrutto is the author of several books on filmmakers and filmmaking, including *The Filmmaker's Guide to Production Design* (Allworth Press, 2002). He lives in Mount Vernon, New York.



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Etienne encourages photographers to define the subjects they would like to shoot and research the income earning potential of these subjects. Chapters are presented in chronological order, starting with filing the legal documents to establishing a real photo business and extending to client relations, marketing, prepping, and shooting. The book also includes templates for legal documents and an extensive reference section on photo-related products, support groups, and services.

Elizabeth Etienne has more than twenty years of experience shooting photos. A graduate of the Brooks Institute of Photography in Santa Barbara, California, she is best known for her vintage-style imagery often associated with her elaborate weddings and high-production engagement sessions. Her wedding and contemporary lifestyle images can also be found in stock libraries, fine art galleries, and advertising campaigns for hotels, pharmaceutical companies, and record labels in the U.S. and Europe. Award-winning and published in numerous magazines and websites, Etienne also contributes to key industry publications such as *Bride World*, *Rangefinder*, *AfterCapture*, *The Times Journal of Photography*, *PDN*, *Petersen's Photographic Magazine*, *Photoserve.com*, *Kodak.com*, and *Photobiz.com*. She currently serves on Kodak's advisory board and has her own consulting business and workshop company called Dream Team Photo Workshops. She lives in Los Angeles, California.

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Patricia L. Fry

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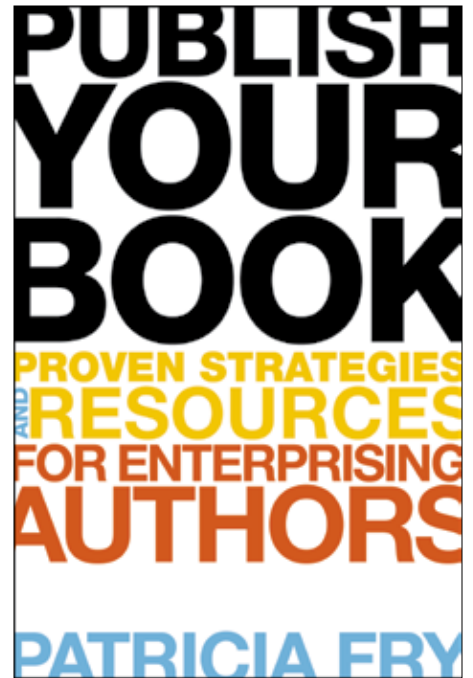
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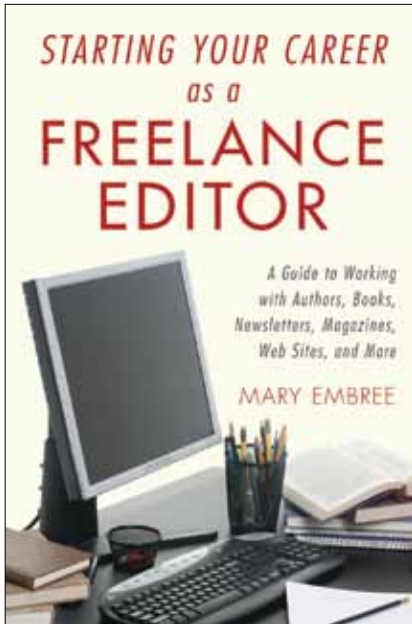
Patricia L. Fry has almost forty years of experience as a career writer. She is the author of more than thirty books, most of which relate to writing and publishing, and has contributed hundred of articles to magazines and newsletters such as *Writer's Digest*, the *Los Angeles Times*, and the *Artist's Magazine*. Fry established her own publishing company, Matilija Press, in 1983, and is the executive director of the Small Publishers, Artists, and Writers Network (SPAWN). She lives in Ojai, California.



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Mary Embree is an author, literary consultant, editor, book doctor, and writers' workshop leader. She is the founder of Small Publishers, Artists & Writers Network (SPAWN). A former film and television writer and researcher, she lives in Ventura, California. In the 1990s she became a published author. Her first book was *A Woman's Way: The Stop-Smoking Book for Women* (WRS Publishing). Shortly afterward her booklet *The Stop-Smoking Diet for Women* and a stop-smoking program were published by HealthEdco. She co-authored *What's in the Air: Natural and Man-made Air Pollution*. Her most recent books are *The Author's Toolkit: a Step-by-Step Guide to Writing and Publishing Your Book* (now in its third edition) and *The Birds and Bees of Words: A Guide to the Most Common Errors in Usage, Spelling, and Grammar*. Both books were published by Allworth Press and became *Writer's Digest* Book Club selections. Mary is also the author of articles and word quizzes that have appeared in *Writer's Digest*, *The Writer* magazine, and other publications.

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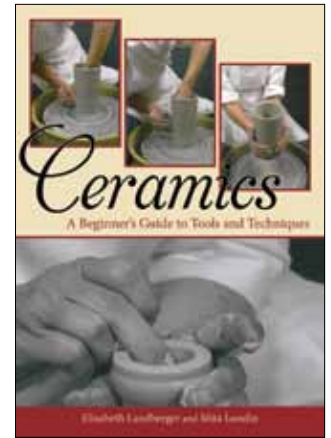
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Michal Heron has been a freelance photographer for more than thirty years. She currently works on assignment for a variety of publishing and corporate clients as well as stock photo agencies. She lives in New York City.

David MacTavish is a freelance photographer. He is actively involved in both assignment and stock photography, and has served as an officer of the American Society of Media Photographers. He lives in Chicago, Illinois.



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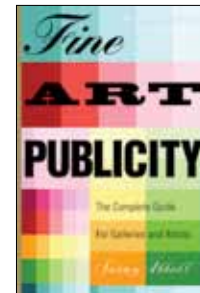
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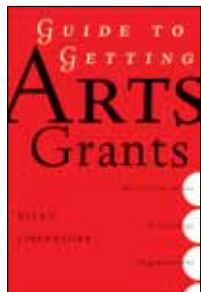


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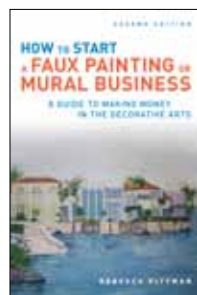


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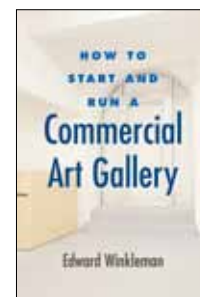


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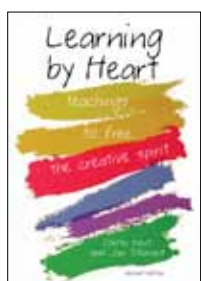
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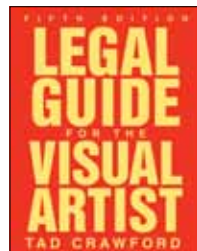


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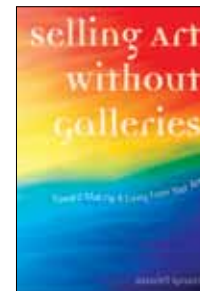
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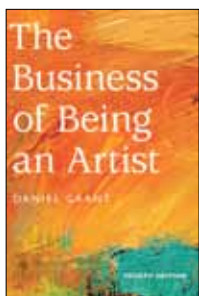


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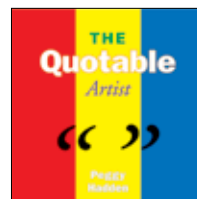


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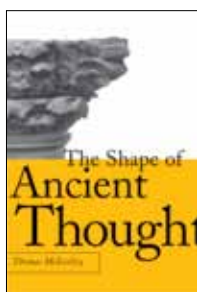
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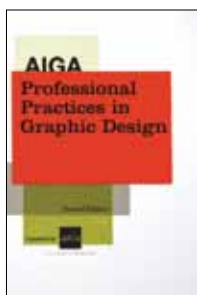


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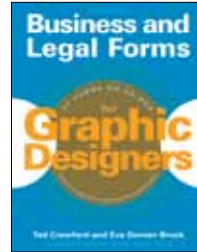


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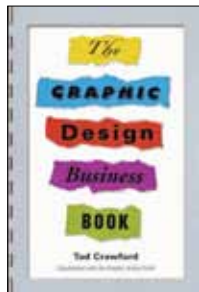


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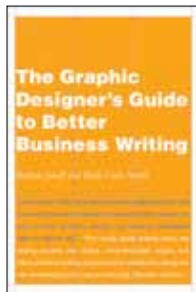


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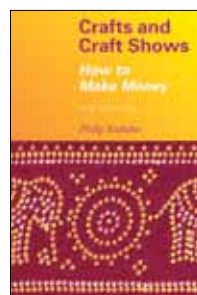
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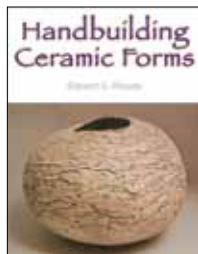


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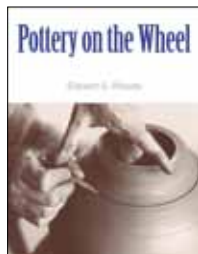


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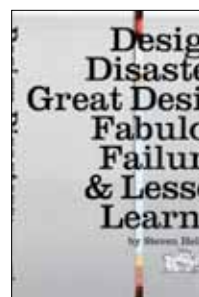
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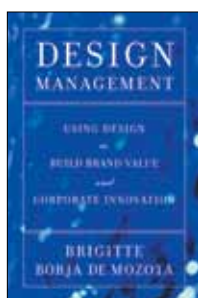
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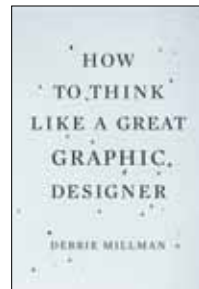


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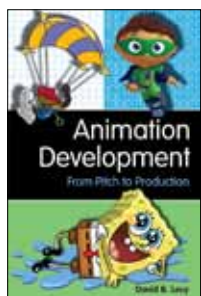
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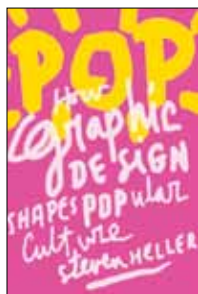
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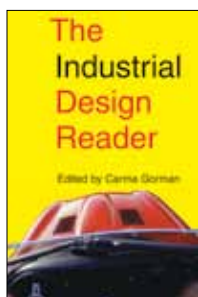


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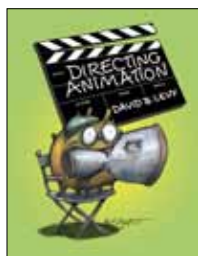


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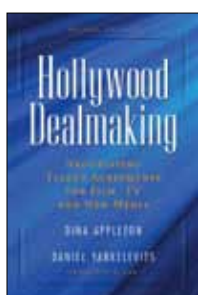
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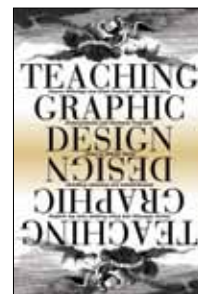
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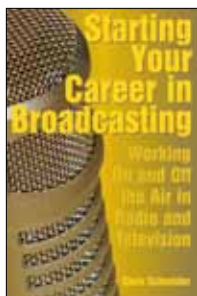
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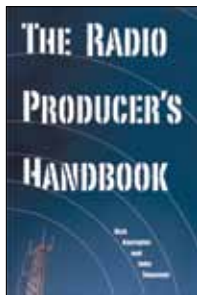


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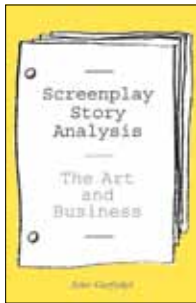
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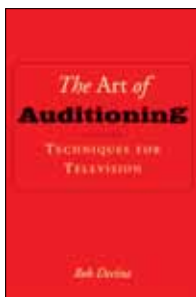
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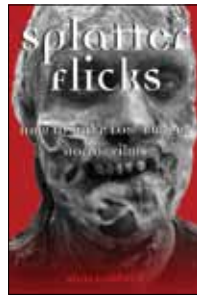
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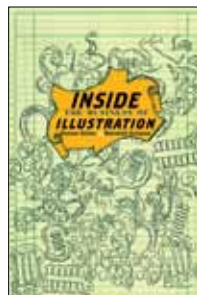


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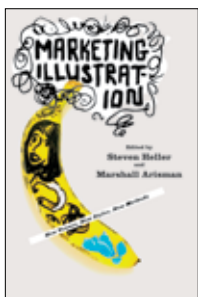
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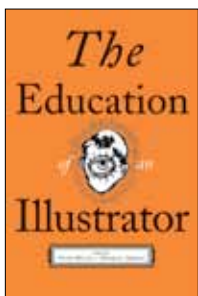


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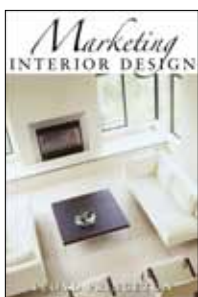


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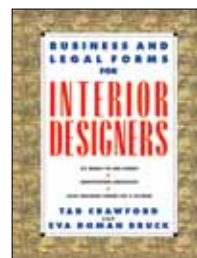


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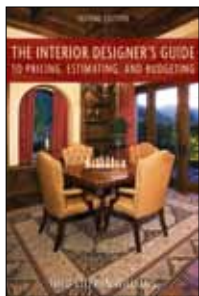


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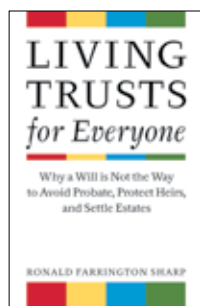
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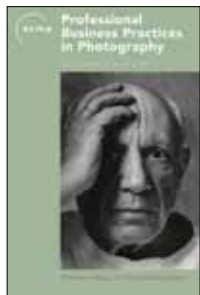


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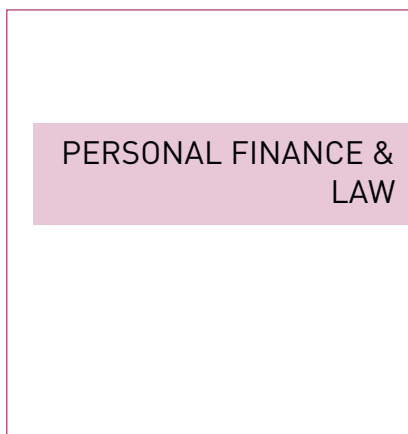
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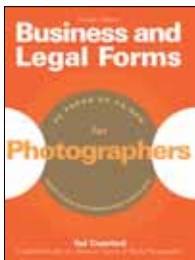


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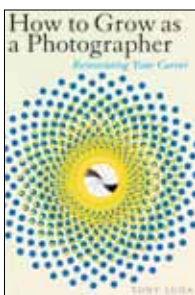
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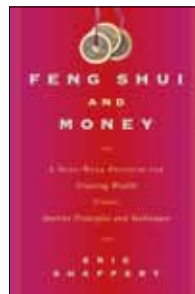
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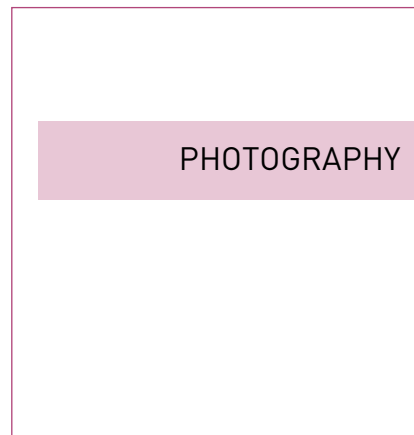
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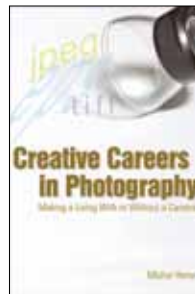
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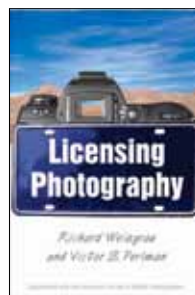


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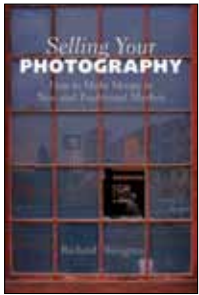
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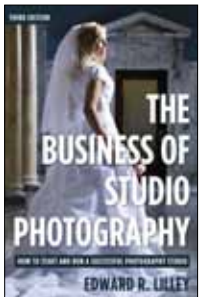
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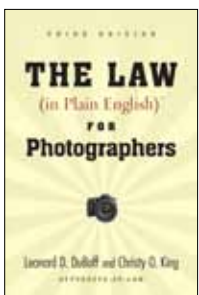


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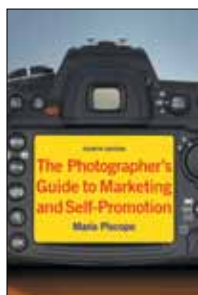


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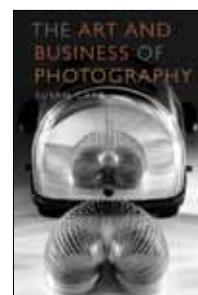


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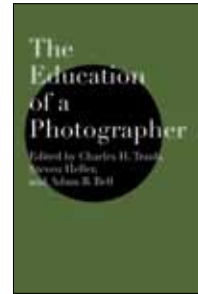


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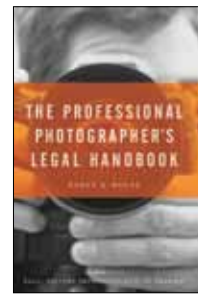


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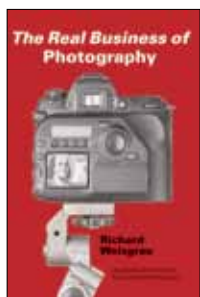


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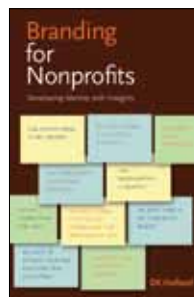
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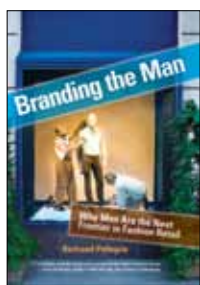
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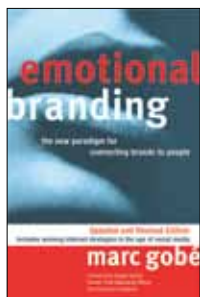


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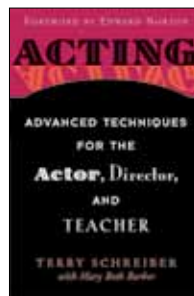
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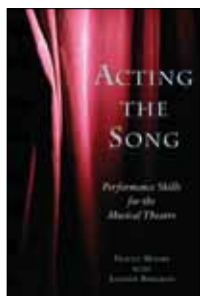
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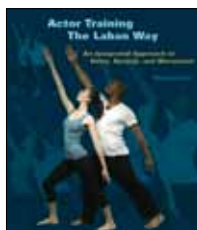
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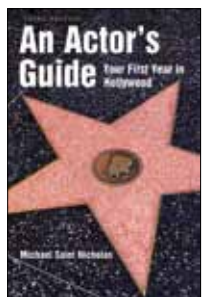


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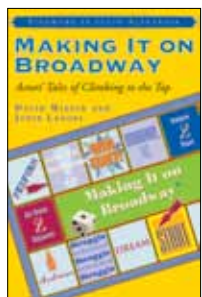
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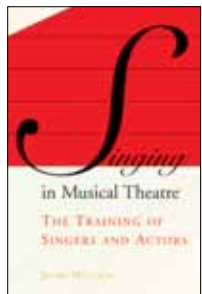
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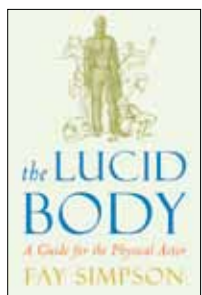
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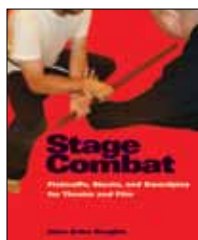
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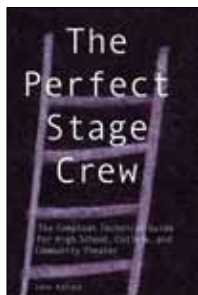
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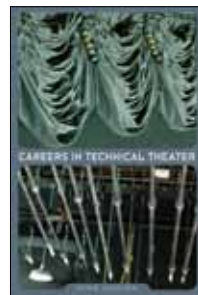


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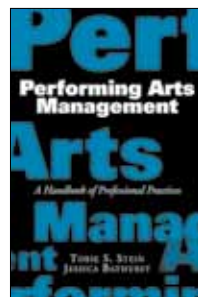
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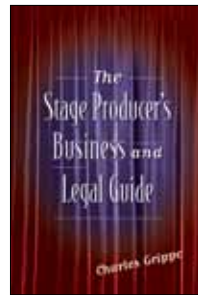


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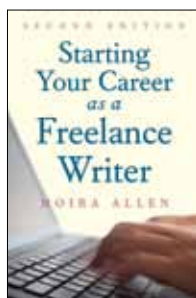
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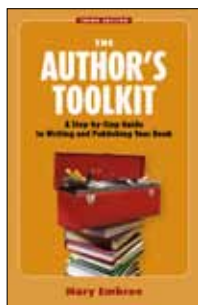


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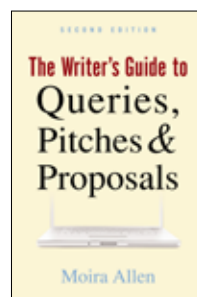


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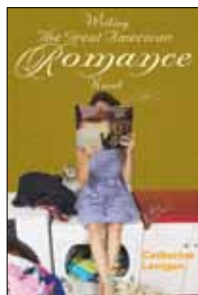


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