



The Lean Forward Moment: Create Compelling Stories for Film, TV, and the Web

By Norman Hollyn

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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 at 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.

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