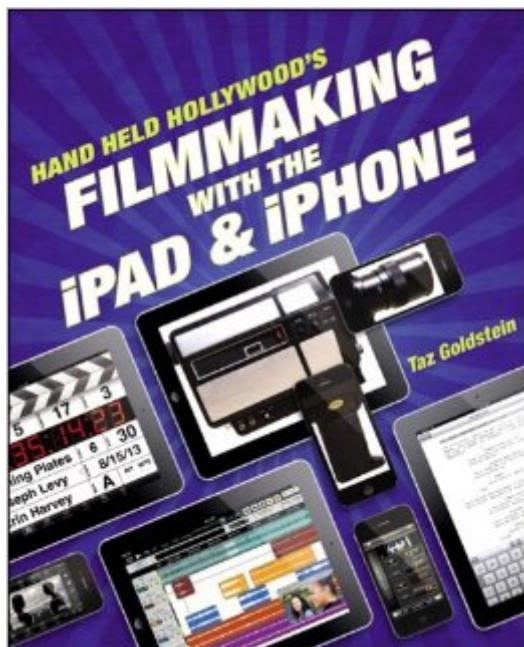


The book was found

Hand Held Hollywood's Filmmaking With The IPad & IPHONE



Synopsis

Filmmakers love gadgets. We flock to any new technology that demonstrates the slightest potential to help us conceptualize, visualize, and digitize our creative efforts. So why are we neglecting those touch-screen powerhouses hiding in our pockets and backpacks? It's time to make a change! In *Hand Held Hollywood*'s *Filmmaking with the iPad & iPhone*, director Taz Goldstein exposes how these remarkable devices can aid in nearly every aspect of film and video production. Written to empower aspiring filmmakers and reenergize working professionals, this book will help transform your iOS devices into revolutionary filmmaking tools, perfect for brainstorming, screenwriting, pitching, scheduling, storyboarding, camera blocking, shooting, editing, color correcting, mixing, distributing, and more. Time-tested techniques and film theory are woven into an entertaining and informative exploration of nearly 200 mind-blowing apps and accessories. • Get up to speed quickly with clear, thorough, and friendly descriptions. • Discover apps and accessories that can lower budgets by replacing thousands of dollars worth of traditional filmmaking equipment and software. • Start shooting today with a wide range of video camera apps, including specialty tools for variable speed effects, filtering, stabilization, collaborative shooting, and more. • Whether you're starting a new video or finishing an existing one, this book features the most helpful apps for your iPad and iPhone—including the iPhone 5. This unique and often humorous guide will benefit any mobile media maker who wants to get the most out of the technology they already own.

ABOUT THE AUTHOR Taz Goldstein has been directing and producing for well over a decade. His award-winning films, television productions, and corporate projects have been enjoyed by millions of viewers worldwide. His popular website, HandHeldHollywood.com, has inspired and empowered a new generation of storytellers, and helped to launch the mobile filmmaking revolution.

Book Information

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Customer Reviews

The name of the book "Filmmaking with the iPad & iPhone" by Taz Goldstein might cause many, even seasoned professionals, to think this is a book about shooting footage with the iPad/iPhone. After all, what gets covered in the press these days is the miraculous feat of filming a movie on a phone (parts of the Oscar-winning documentary "Searching for Sugar Man" were shot on the iPhone). To be sure, shooting is one part of the book, but this is a manual on how to use the iPad/iPhone through every stage of the process of making a film, from conceiving a screenplay, to pitching the project, prepping the shoot, filming, postproduction, all the way to posting your finished masterpiece to the web. Of course, you don't have to do it all on an iOS device, (although Goldstein proves that you can if you want), but what's great is you can pick and choose which pieces will work for you and use just those. Filmmaking, especially in the independent film world, is all about doing more with less, about being as efficient as possible with your limited resources. This book illustrates that you can have some great tools for getting your entire film made for relatively cheap, especially compared to 10 or 20 years ago. And Goldstein shows how iOS devices used in filmmaking is not just a gimmick, it offers real world benefits. One of the most illuminating examples is how you can scout a location and in real time create a lighting order you can send off before you ever leave the location. Where the book is less engaging is when Goldstein goes into the actual nitty-gritty of how to get things done on the specific apps, the "tap X on the top menu than tap Y on the bottom left" kind of description that sometimes came up.

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