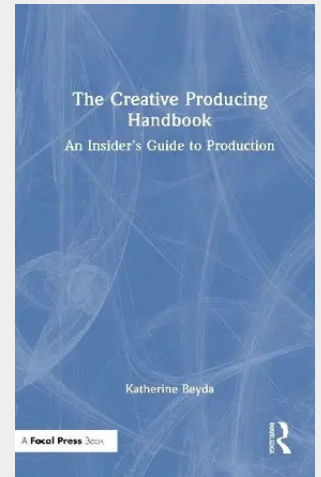


Beyda

The Creative Producing Handbook

An Insider's Guide to Production

Written by the head of physical production at New Line Cinema, The Creative Producing Handbook: An Insider's Guide to Production provides a detailed overview of creative film production and what it takes to make it as a producer or executive in today's industry. The book explains in detail the process of filmmaking, delving into the world of film and television production from script development through the entire production and postproduction process up to release. The book starts by providing an introduction to the key players on a production and explores the differences between the studio and production company worlds. Beyda explains the process of getting to and through production in a linear fashion, beginning with scheduling, location decisions, incentives, and budgeting. The book provides explanations and definitions of the various unions and guilds and outlines some of the rules that filmmakers will need to be aware of. It further discusses clearances and product placement and then proceeds to visual effects, postproduction and music before ending with the worlds of marketing and publicity. The book provides examples and assignments to teach a reader how to formulate a plan for production that can be used to pitch a project or run a set. This is a great resource for aspiring producers and creative executives who want to enter the film and television industry and provides an understanding of the filmmaking process for those who just want to know more.



224,20 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781032851044

Medium: Buch

ISBN: 978-1-032-85104-4

Verlag: Routledge

Erscheinungstermin: 29.05.2025

Sprache(n): Englisch

Auflage: 1. Auflage 2025

Produktform: Gebunden

Gewicht: 577 g

Seiten: 296

Format (B x H): 157 x 235 mm

