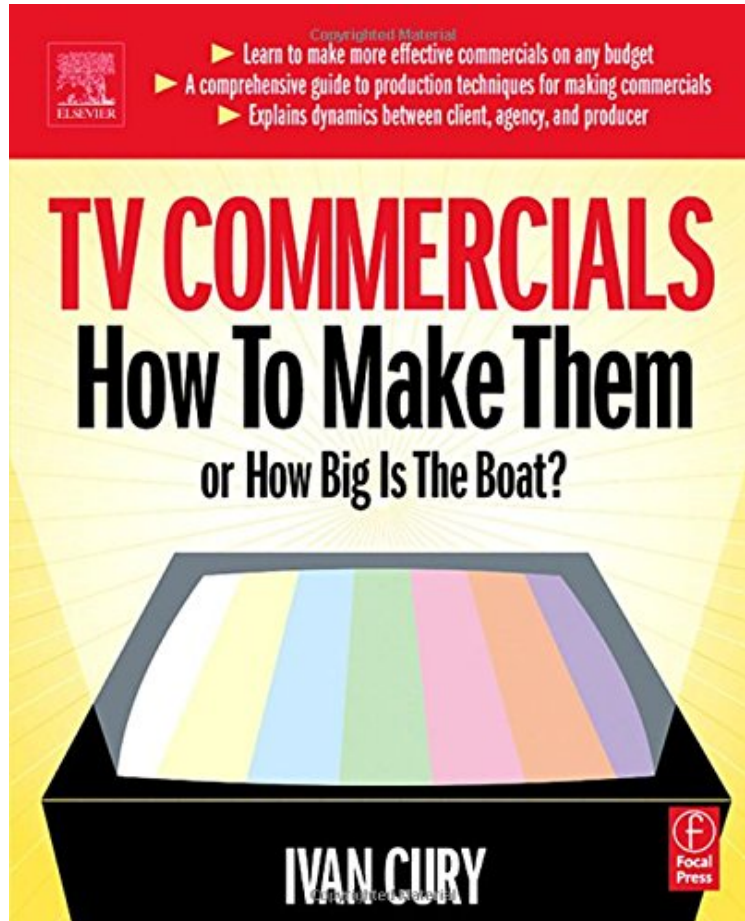


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involved in each part of a production. Some detail is provided about different techniques used when shooting commercials, but certainly not exhaustive. If you plan to make commercials for a career, this book is a good read. If you are just making a commercial, it's still somewhat helpful in spite of the abundance of advice on managing the producer/director/client/agency relationships. 0 of 0 people found the following review helpful. Excellent "how to" book
By Online buyer
This book has really excellent "how to" information! It gives an overview of the process of creating tv commercials, as well as explaining who does what, and describing the various ways the process can be done. Written by a very knowledgeable author and media industry professional.

Understanding how commercials are made is the key to doing it right. This descriptive book is a step-by-step guide on the mechanics of creating a commercial from a production perspective. Making commercials on all types of budgets is addressed. There is material describing the roles and dynamics of the key players: the producer/director, agency, and client. This book outlines the requirements of each group so that everyone can understand and appreciate each other's needs.

"This book is a step-by-step guide to creating a commercial from a production perspective."
Millionaire Blueprints, Sept/Oct 2006
About the Author
Ivan Cury is a professor in the Communication Department of California State University, Los Angeles, where he has taught for the past fifteen years. He is also a producer and director of commercials, sitcoms, variety shows, documentaries, and daytime dramas such as *The Young and the Restless*. He has served as a judge for the Emmy's ACE and for the DGA awards. Before joining the department at Cal State, he taught for eleven years in the MPTV department at UCLA.