

**THE 30-SECOND
STORYTELLER:
THE ART AND
BUSINESS OF DIRECTING
COMMERCIALS**

THOMAS RICHTER

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As a director, one quickly learns that it is impossible to create a commercial alone. I've learned that it's much the same in writing books, and I have a number of people to thank for their immense help in authoring *The 30-Second Storyteller: The Art and Business of Directing Commercials*. Kevin Harreld at Course Technology PTR was quickly interested in the original idea and made sure it came to fruition. Author and renegade filmmaker Graham Robertson made the initial contact to Kevin. My good friend Brian Carpenter looked at the early manuscripts with the eye of a Harvard graduate. Marta Justak edited my loosely connected thoughts into a comprehensive text that readers can actually follow. Executive producer John Clark and head of production John Quinn, both at Boxer Films, Los Angeles, provided insight, wisdom, knowledge, and support. Casting director Renita Whited let me in on some casting secrets in return for a boyfriend.

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ABOUT THE AUTHOR

Thomas Richter is a commercial director who works all over the world for clients from all kinds of industries. He began to assemble filmstrips and create movies at the early age of six: he grew up next to a Steenbeck editing table where his mother, an editor, was working. The family trade of filmmaking was a natural choice for Thomas, as his uncle is a director of photography, and his grandfather owned a 16mm camera and was shooting experimental color film of Berlin in 1931. In 1993, Thomas moved to Los Angeles to attend the prestigious Art Center College of Design. He graduated in 1996 with a Bachelor of Fine Arts with Honors in Film. Thomas has won dozens of awards for both commercials and short films, including the John Sayles Award for Best Narrative Short, the Silver Hugo Award for Best Campaign, and the ITVA Platinum Award for Media Excellence.

TABLE OF CONTENTS

	Introductionxi
Chapter 1	The Commercial Director's World	1
	What Does a Commercial Director Do?	3
	How Is a Commercial Made?	3
	The Ad Agency's Role	4
	The Agency Staff	5
	Production and Post Production	7
	The Specializations	8
	Survival of the Specialized	21
	The Director's Relationship with a Production Company22
Chapter 2	Breaking into Commercials	25
	Creating a Spec Reel	25
	It's All About the Idea	26
	Brand Yourself	28
	Shoot the Same Commercial— Again and Again	29
	Stay Away from Variety	31
	Budget Concerns	32
	A Few No-Brainers	34
	Contacting Production Companies	36
	Into the Lion's Den	42
	Signing, and What to Look For	46
	I'm Signed—Now What Do I Do?	48
Chapter 3	Getting the Job	51
	The Boards Come In—Now What?	51
	Your First Look at the Board	56

	Nuts-and-Bolts Stuff	67
	Pages Formatted Like a Movie Script	68
	An Agency Template with Two Columns	70
	Storyboards with Frames	71
	Animatic	71
	What Is Copy?	71
	Pack Shot	71
	Super	71
	Treatment	71
	The Conference Call	72
Chapter 4	The Treatment	83
	The Appearance	84
	The Content	86
	Title Page	86
	Concept	88
	Story	92
	Notes	93
	Look	94
	Sound	94
	Casting	95
	Technical Considerations	98
	Locations	105
	Copyright	106
	Budget	106
	The Waiting Game	110
Chapter 5	Director's Prep	113
	Shot List	115
	Beats	116
	Editing in Advance	116
	Shooting Board	131
Chapter 6	Preproduction	145
	Casting	145
	Crew	150
	Producer	151

	Assistant Director	151
	Director of Photography	152
	Production Designer	154
	Location	155
	Stage	157
	Real Locations	158
	Production Design	160
	Wardrobe	161
	Car Prep	162
Chapter 7	Preproduction Meeting	165
	Take Charge of the Presentation	167
	Tell the Story	169
	Step by Step	171
	Play the Game	173
	Tech Scout	176
	Schedule	179
Chapter 8	Getting the Shot	183
	Concentrate on Your Objective	184
	Discover Your Approach	184
	Find the Moment	186
	The Meat	186
	The Intensity of the Performance	186
	Movement	186
	Transitions	187
	Variations	187
	Various Shot Sizes	187
	Go with the Flow	188
	The Voyeur Cam	189
	Beware o' the Elements	190
	Background Plates	190
	Moving Objects	193
	Different Exposures	197
	Logo Backgrounds	197
	Listen to the Experts	197
	The Atmosphere	198

Chapter 9	Working with the Agency— Dealing with the Client	203
	Know Your Place	204
	Video Village	208
	Never Light According to the Monitor. . .	209
	Less Is More	210
	Roll Tape, Hal	210
	The Attack of the Bad Idea	212
	Be Part of the Solution	214
	Extracurricular Activities	216
Chapter 10	The Director's Cut	219
	The Lab	221
	Push Processing	222
	Pull Processing	223
	Skip Bleach/Bleach Bypass	223
	Dailies	224
	One-Light	225
	Safety One-Light	225
	Transfer All	227
	Let the Editor Have a Look	227
	It's Your Vision	229
	Enter: The Agency	231
Chapter 11	Director's Prep	235
	Telecine	235
	Who Needs an Adjustment?	236
	Nitty-Gritty Telecine.	239
	Digital Elements	240
	3D Graphics.	241
	2D Graphics.	243
	Online Edit	244
	Audio	247
	Location Sound.	248
	Music Composing	249
	Sound Design	250

Dialogue and Voiceover	
Recording and Re-Recording	252
Audio Mix	252
Putting It All Together	253
Chapter 12 The Next Step	255
The View from Hollywood	256
International Representation	259
How to Make International Friends	259
Cannes You Look at My Reel?	261
Work the Web	261
Canada	262
United Kingdom	263
Italy	264
Spain	264
Germany	265
Scandinavia	266
Eastern Europe	266
Asia	267
Middle East	268
South and Central America	269
Australia/New Zealand	270
Appendix	271
The Interviewees	271
Joe Murray	271
Tor Myhren	272
Matt Tolmach	272
Kelly Trudell	272
John van Osdol	273
Jim Zoolalian	273
Resources	274
DGA	274
AICP	274
WheresSpot	275
Shots Magazine	275

Shoot Magazine	275
'boards Magazine	276
Adweek	276
Advertising Age	276
Post Magazine	276
Group101Spots	277
FastChannel	277
AdCritic	277
Source TV	277
LA 411 and NY 411	278
Technology Glossary	278
Avid	278
Frozen Moment	278
Green Screen	279
Helium Balloons	279
High Definition (HD)	279
Motion Capture	280
Motion Control	280
Photosonics	280
Previz	280
R1 Rig	281
Remote (Stabilized) Head	281
Repeatable Heads	281
Russian Arm	282
Snorkel Lenses	282
Swing and Tilt Lenses	282
Techno Crane	282
Wire Cam	283
Commercial Director's Sample Contract	283

Index	291
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