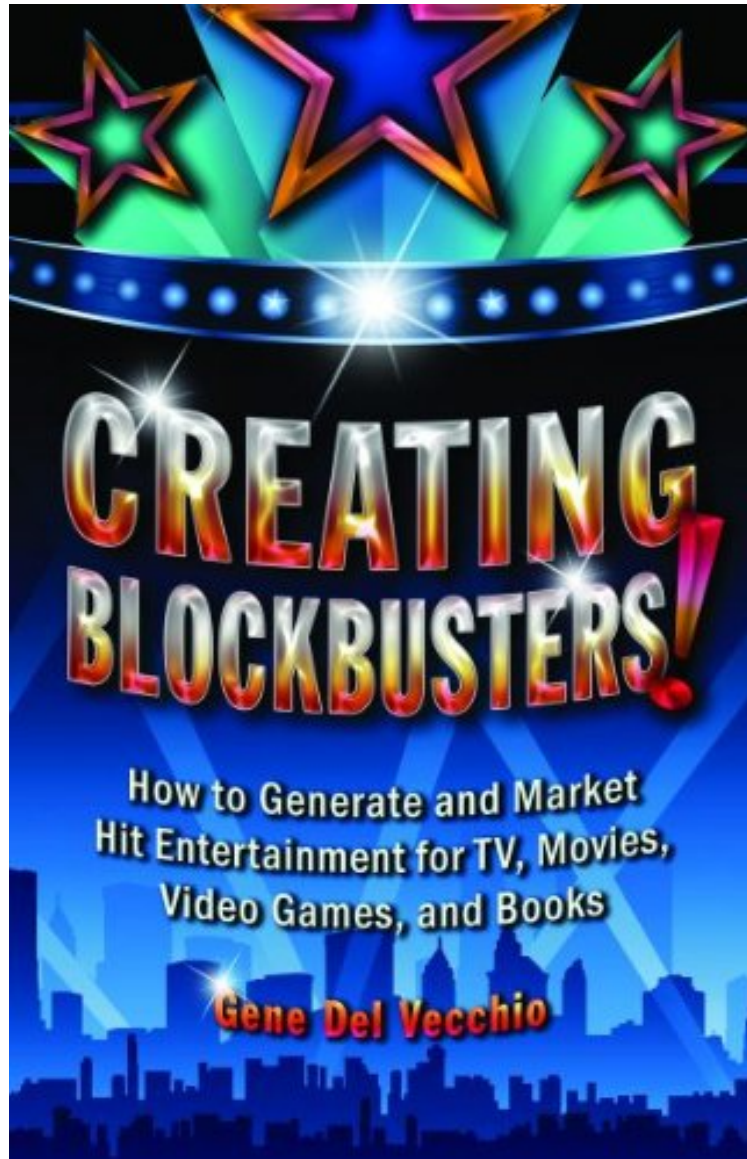


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CREATING BLOCKBUSTERS!

Gene Del Vecchio

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Gene Del Vecchio : CREATING BLOCKBUSTERS! before purchasing it in order to gage whether or not it would be worth my time, and all praised CREATING BLOCKBUSTERS!:

4 of 4 people found the following review helpful. A MUST-HAVE FOR SCREENWRITERS AND AUTHORSBy Just Another CustomerWe all know on a gut level WHEN we like a given film or book but do we know why? Gene Del Vecchio's Creating Blockbusters! will help you understand the why.If you are seriously pursuing a career as a screenwriter, novelist, comic book writer/artist, video game developer, or work in the business of creating story-based

Intellectual Property (IP), this book is a MUST have. I have read a lot of books on the topic of how to write fiction over the years, and none that I know of have approached this subject from the angle Gene del Vecchio has taken in *Creating Blockbusters!* First and foremost, he focuses on "Satisfying Deep Emotional Needs." He defines the concept in concrete terms. Then he takes it a step further, and this is how the book is different: he divides up emotional needs into male and female, then further subdivides into age groups; and he supports his ideas with actual consumer research. I'm sure some will scoff at this, believing that art is a pure thing that is about looking inside oneself, not running a focus group study. But you know what I found? The types of emotional needs listed in the book matched well with my own personal preferences now and from when I was younger. As for the female perspective, when I think about the stories you find in chick flicks and chick lit, I see them satisfying the same emotional needs listed in Del Vecchio's book. Del Vecchio also tackles the topic of generating compelling story ideas. If you have ever read books that purport to make a condensed list of all the plots that have ever been written or books that present "systems" for generating plots and stories, this subject is familiar. Personally, I have found both types of books to miss the mark. They are either too general or too complex to be of much use. Del Vecchio breaks down plots based on five familiar factors that you will easily recognize as universal story elements found in the latest hip and trendy films and ancient myths. He then presents an easy to use table of these ingredients with which you can immediately start stringing together literally millions of unique story ideas. Del Vecchio also addresses the topics of aligning with contemporary culture and trends, creating relatable characters, building stories that have franchise potential and consumer-product crossovers. If you have no experience with the merchandising side of entertainment (think Star Wars toys and Star Wars bedsheets and Star Wars everything-you-can-buy-at-Target), Del Vecchio will show you how people continue to connect with your screenplay, novel, comic book or video game through secondary consumer products and merchandise. *Creating Blockbusters!* is well-written and deceptively simple. I think the book is testimony to how well Del Vecchio understands WHY people consume entertainment. Don't toss this book aside after a single reading. There's a lot to digest. It is, after all, one man's 30 year journey through the process of learning what makes people respond to story. I do have two minor gripes with the book. First, I bought my copy on the Kindle. Several of the tables in the book were cropped and only partially readable on my Kindle, no matter how small I made the font. Fortunately, I was able to read them on my regular computer monitor by making my Kindle Reader window as large as possible. I would have preferred the tables to be fully readable on my Kindle. If you want to avoid this issue, go with the physical book version. Second, I felt that in the various analysis of the successful franchises listed in the book, there could have been a little bit more detail describing how a given franchise satisfied the list of ingredients Del Vecchio presents in the book. That said, I know I can easily sit down with his book in front of any successful franchise movie, and I will indeed see the elements Del Vecchio has articulated unfold before my eyes. At the end of the day, this book is a tool for analyzing what works, and you have to do the analysis yourself to really internalize the concepts. For those less inclined, perhaps Del Vecchio will create a *Creating Blockbusters!* Workbook with lots of specific exercises to get you thinking about his ideas in a functional way. Neither of these issues would stop me from giving a whole-hearted recommendation to buy this book. Buy it now and put it on your shelf next to Syd Field's "Screenplay," Stephen King's "On Writing" and James Scott Bell's "Plot Structure."

1 of 1 people found the following review helpful. A Very Important Resource
By Cathy L. Koziol
As someone experienced in social research to develop film content, I regard this as a very important resource. I plan to use this as a must read for all members of my research team. I am now more confident in looking for that hero, that warrior, that iconic character and that antagonist among other important observations identified by Gene Del Vecchio. It will remain an excellent foundation for my preproduction enterprise.

1 of 1 people found the following review helpful. *Creating Blockbusters!* by Gene Del Vecchio
By Judy
As an avid audience member of both film and TV, I found *Creating Blockbusters!* to provide fascinating, practical principles for creating enjoyable and profitable movies and programs right from the idea stage, far before they are completed. I especially appreciated the focus of the book to be on the audience who ultimately votes for the entertainment with their wallets. The Mr. Delvecchio was able to successfully combine storytelling with research gained from preferences of audience members just like me. The results of the research gave the principles credibility.

From bestselling novels and video games, to movies that flood the box office, blockbusters come in many forms. But despite their prominence, most do not last in today's competitive market. This guide provides the principles that enable anyone, from executives to novices, to develop innovative concepts and promote blockbusters.

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