



# If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling

By Patti Bellantoni

Download now

Read Online 

## If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling By Patti Bellantoni

*If It's Purple, Someone's Gonna Die* is a must-read book for all film students, film professionals, and others interested in filmmaking. This enlightening book guides filmmakers toward making the right color selections for their films, and helps movie buffs understand why they feel the way they do while watching movies that incorporate certain colors.

Guided by her twenty-five years of research on the effects of color on behavior, Bellantoni has grouped more than 60 films under the spheres of influence of six major colors, each of which triggers very specific emotional states. For example, the author explains that films with a dominant red influence have themes and characters that are powerful, lusty, defiant, anxious, angry, or romantic and discusses specific films as examples. She explores each film, describing how, why, and where a color influences emotions, both in the characters on screen and in the audience. Each color section begins with an illustrated Home Page that includes examples, anecdotes, and tips for using or avoiding that particular color.

Conversations with the author's colleagues - including award-winning production designers Henry Bumstead (*Unforgiven*) and Wynn Thomas (*Malcolm X*) and renowned cinematographers Roger Deakins (*The Shawshank Redemption*) and Edward Lachman (*Far From Heaven*) - reveal how color is often used to communicate what is not said.

Bellantoni uses her research and experience to demonstrate how powerful color can be and to increase readers awareness of the colors around us and how they make us feel, act, and react.

- Learn how your choice of color can influence an audience's moods, attitudes, reactions, and interpretations of your movie's plot.
- See your favorite films in a new light as the author points out important uses of color, both instinctive and intentional.
- Learn how to make good color choices, in your film and in your world.

 [Download If It's Purple, Someone's Gonna Die: The ...pdf](#)

 [Read Online If It's Purple, Someone's Gonna Die: T ...pdf](#)

# If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling

By Patti Bellantoni

**If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling** By Patti Bellantoni

*If It's Purple, Someone's Gonna Die* is a must-read book for all film students, film professionals, and others interested in filmmaking. This enlightening book guides filmmakers toward making the right color selections for their films, and helps movie buffs understand why they feel the way they do while watching movies that incorporate certain colors.

Guided by her twenty-five years of research on the effects of color on behavior, Bellantoni has grouped more than 60 films under the spheres of influence of six major colors, each of which triggers very specific emotional states. For example, the author explains that films with a dominant red influence have themes and characters that are powerful, lusty, defiant, anxious, angry, or romantic and discusses specific films as examples. She explores each film, describing how, why, and where a color influences emotions, both in the characters on screen and in the audience. Each color section begins with an illustrated Home Page that includes examples, anecdotes, and tips for using or avoiding that particular color.

Conversations with the author's colleagues - including award-winning production designers Henry Bumstead (*Unforgiven*) and Wynn Thomas (*Malcolm X*) and renowned cinematographers Roger Deakins (*The Shawshank Redemption*) and Edward Lachman (*Far From Heaven*) - reveal how color is often used to communicate what is not said.

Bellantoni uses her research and experience to demonstrate how powerful color can be and to increase readers awareness of the colors around us and how they make us feel, act, and react.

- Learn how your choice of color can influence an audience's moods, attitudes, reactions, and interpretations of your movie's plot.
- See your favorite films in a new light as the author points out important uses of color, both instinctive and intentional.
- Learn how to make good color choices, in your film and in your world.

**If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling** By Patti Bellantoni  
**Bibliography**

- Sales Rank: #397403 in Books
- Brand: imusti
- Published on: 2005-06-09
- Original language: English
- Number of items: 1
- Dimensions: 10.25" h x 7.25" w x .50" l, 1.61 pounds
- Binding: Paperback
- 276 pages

 [Download If It's Purple, Someone's Gonna Die: The ...pdf](#)

 [Read Online If It's Purple, Someone's Gonna Die: T ...pdf](#)

## Download and Read Free Online *If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling* By Patti Bellantoni

---

### Editorial Review

#### Review

"In this book we are really watching movies through designer's eyes and what a refreshing examination it makes...Anyone with creative input into filmmaking will find this book a very useful guide in creating moods and emotions for an audience...This is the movie equivalent of having colour and its effect explained by Monet, it is that fresh and original...Anyone who works on a film set in any capacity will have their money's worth out of this movie colour guide for years to come."

- [www.ukfilmfinance.com](http://www.ukfilmfinance.com)

"Patti Bellantoni's *If It's Purple, Someone's Gonna Die* has given us a highly entertaining exploration of the world of color and its impact on our emotions. Told through a careful analysis of motion pictures that have used color to enhance or define their characters or dramatic needs, we are given a lively and insightful view of our reactions to the film experience. Leading us gently but firmly through places we may have taken for granted, we find revelations that can be of real help to readers who use color to shape emotional responses to concepts, as well as physical environments. We can never again take the world of color for granted."

- Robert Boyle, four-time Oscar-nominated Production Designer (*North by Northwest, The Birds, The Thomas Crown Affair, Fiddler on the Roof*)

"A wonderful idea and very impressive! Patti's book shows the importance of color in developing both character and story."

- Henry Bumstead, two-time Oscar-winning Production Designer (*To Kill a Mockingbird, The Sting, Unforgiven, Mystic River*)

"We see color - Patti Bellantoni feels color. She is passionate about how we (the audience) are affected by the use of color as an emotion in film. This book pulls me back into my favorite films and helps me look at them in a new way. The book is a first of its kind and a great asset for our students on the impact of cinematography and production design."

- Judy Irola, ASC, Head of Cinematography, USC School of Cinema-Television

"Bellantoni's evidence is confident and her examples are authoritative. Like Robert McKee's *Story Seminars*, hers is a breakthrough concept."

- Sam L. Grogg, Ph.D, Dean, AFI Conservatory

"There comes a point, as Bellantoni spins example after example, where it all suddenly clicks. The use of color in motion pictures is not just a happy coincidence, but a conscious artistic choice that wafts with concrete meaning through all of the film's language. Unconscious and primitive in many respects, conscious and sophisticated in many more, the use and choice of color in motion pictures depends on the filmmakers instinct and intellect, the pillars of all great art. No one can ever look at moving pictures the same way after steeping themselves in this excellent book of discovery."

- Sam L. Grogg, Ph.D, Dean, AFI Conservatory

"Color remains one of the filmmaker's greatest assets and opportunities. With the new arsenal of digital tools available, the range of options for color has grown dramatically in the last three years. For filmmakers, Patti Bellantoni's new book is a great resource for what is now possible."

- Robert Hoffman, Vice President, Marketing, Technicolor Entertainment Services

"Patti Bellantoni has opened our eyes to the power of color in our lives. Her book is an invaluable resource not only for film professionals but also for artists, writers, designers, psychologists, educators, healers, and all who seek a deeper understanding of visual experience."

- Judith Searle, Author, *The Literary Enneagram: Characters from the Inside Out*

"A fascinating exploration of how color affects our emotional perception of the world. Although Patti primarily discusses the impact of color in film, her book is an indispensable resource for all visual artists."

- Ralph Funicello, Tony Award-nominated Set Designer, Don Powell Chair in Set Design, San Diego State University

"Patti does a wonderful job of dissecting color and its presence in film. She makes us aware of the visual path in our brain and how a film touches us. This is a critical concept as we contemplate the digital medium in film making!"

- Beverly Wood Holt, Exec. VP of Technical Services & Client Services, Deluxe Laboratories.

"This is a crossover book with a broad appeal and a longer life. It's not only about movies. It's about how people feel when they watch movies."

- Barnes & Noble store manager, Los Angeles

## **Users Review**

### **From reader reviews:**

#### **Kim Duncan:**

Book is to be different for every single grade. Book for children until adult are different content. To be sure that book is very important for people. The book *If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling* seemed to be making you to know about other know-how and of course you can take more information. It doesn't matter what advantages for you. The book *If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling* is not only giving you more new information but also for being your friend when you sense bored. You can spend your current spend time to read your e-book. Try to make relationship together with the book *If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling*. You never sense lose out for everything in case you read some books.

**Francis Rutland:**

Do you among people who can't read pleasant if the sentence chained inside the straightway, hold on guys this aren't like that. This *If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling* book is readable by you who hate those straight word style. You will find the details here are arrange for enjoyable examining experience without leaving even decrease the knowledge that want to supply to you. The writer associated with *If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling* content conveys the idea easily to understand by many individuals. The printed and e-book are not different in the written content but it just different in the form of it. So , do you continue to thinking *If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling* is not loveable to be your top record reading book?

**Brian Smith:**

The book untitled *If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling* contain a lot of information on that. The writer explains the woman idea with easy means. The language is very straightforward all the people, so do definitely not worry, you can easy to read the item. The book was published by famous author. The author brings you in the new period of literary works. It is easy to read this book because you can read more your smart phone, or program, so you can read the book with anywhere and anytime. If you want to buy the e-book, you can available their official web-site along with order it. Have a nice examine.

**Michael Kendig:**

Reading a book make you to get more knowledge from it. You can take knowledge and information originating from a book. Book is written or printed or descriptive from each source which filled update of news. With this modern era like now, many ways to get information are available for a person. From media social like newspaper, magazines, science reserve, encyclopedia, reference book, story and comic. You can add your knowledge by that book. Are you ready to spend your spare time to open your book? Or just searching for the *If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling* when you required it?

**Download and Read Online *If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling* By Patti Bellantoni  
#M2PCBSLY8Z7**

## **Read If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling By Patti Bellantoni for online ebook**

If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling By Patti Bellantoni Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling By Patti Bellantoni books to read online.

### **Online If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling By Patti Bellantoni ebook PDF download**

**If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling By Patti Bellantoni Doc**

**If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling By Patti Bellantoni Mobipocket**

**If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling By Patti Bellantoni EPub**