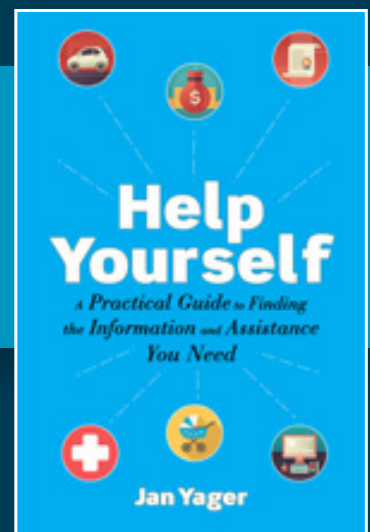
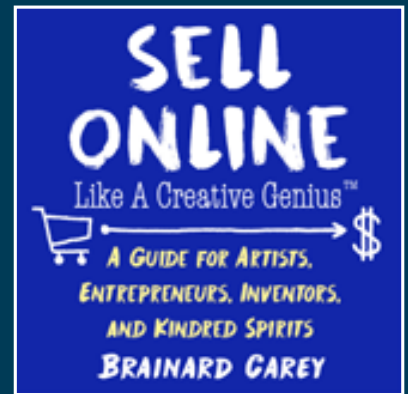
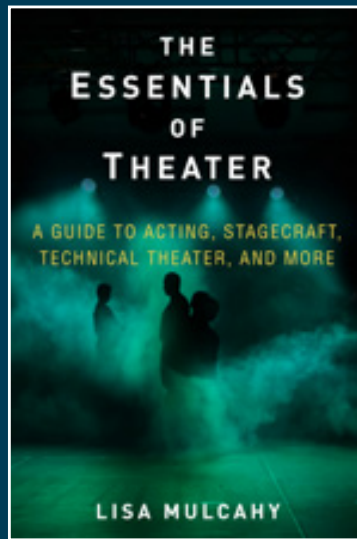


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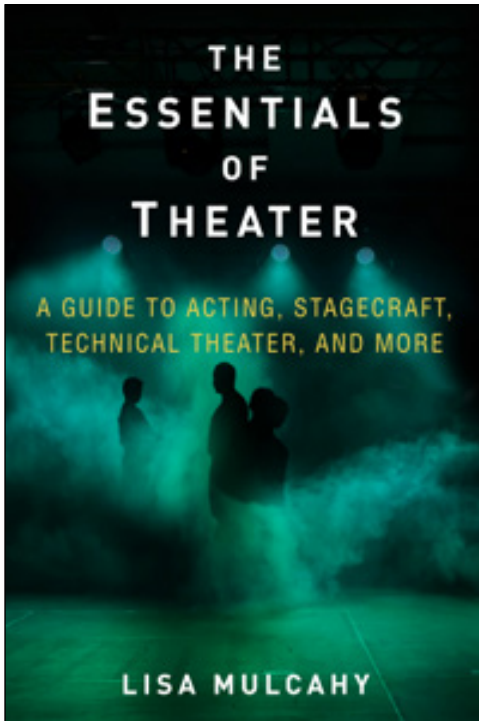
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SEPTEMBER

Lisa Mulcahy

THE ESSENTIALS OF THEATER

A Guide to Acting, Stagecraft, Technical Theater, and More

An introduction to the world of theater.

A friendly and practical guide to the stage, *The Essentials of Theater* will prepare actors and crew for their next show. Perfect for college students in theater programs, as well as community theater troupes, this book covers all the bases—from a brief history on theater over the centuries and basic terminology to tips on interpreting scripts, developing characters, and utilizing props. Lisa Mulcahy's helpful explanations and examples take readers on a backstage tour, introducing the tasks and responsibilities of every participant: stage hands, sound designers, prop managers, and more. Special sections include:

- Selected readings and excerpts to exemplify chapter highlights
- Worksheets and checklists to practice new skills
- Interviews with theater critics, playwrights, and sound designers
- A simple guide to completing your first production project
- Appendices with suggested readings, viewings, and resources for theater students

Through real-world examples and engaging activities, readers will explore every facet of the world of theater: acting, directing, playwriting, production, technical design, and more. Mulcahy even includes a chapter on innovative ways to use one's theater education off-stage. A great resource for college theater programs and acting classes in general, *The Essentials of Theater* is an excellent introduction to the stage and all of its moving parts.

LISA MULCAHY is a theater teacher, director, performer, and multimedia writer. She was cowriter and stage director of the hit off-Broadway musical *Renegade Sluts on Bikes* and was directed by Edward Albee in his play *Malcolm*. She also studied playwriting with Mr. Albee at Brandeis University. She is an award-winning journalist whose articles have been published in such magazines as *Stage Directions*, *Teaching Theatre*, *Marie Claire*, *Glamour* (US and international editions), *Redbook*, *Elle*, *Cosmopolitan*, *Parade*, and *Seventeen*, and she is a contributor to the *Los Angeles Times*. She is the author of *Building the Successful Theater Company*; *A Life in Acting*; *An Actor's Guide: Your First Year in Hollywood, Fourth Edition*; *The Actor's Other Career Book*; and *Theater Festivals*—all published by Allworth Press. She is based in New York City.

Cathy Haase

ACTING FOR FILM

Second Edition

An authoritative training manual for film actors and teachers.

“In today’s entertainment industry of buff bodies and beautiful faces, it’s easy to think that a couple of sit-ups and high cheek bones can create a movie legend,” writes film veteran Cathy Haase. However, she adds, what the actor really must have are “technique, craft, and a depth of self-knowledge.” In *Acting for Film, Second Edition*, Haase shows actors how to develop all of these, sharing her secrets (developed through years of on-camera work) for creating characters who come alive and who touch the souls of the audience.

Readers will learn how to apply theatrical training to film acting and hone a personal approach to rendering a character. *Acting for Film, Second Edition*, is an essential guide for aspiring performers, acting teachers, and anyone interested in gaining a greater understanding of the craft. This new edition includes:

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For any performer who intends to make a living in front of the camera, *Acting for Film, Second Edition*, is the most authoritative resource! With Haase’s experience and advice in their pocket, readers will be prepared to land the film role they’ve been dreaming of.

CATHY HAASE has been acting professionally for more than thirty years. A faculty member at the School of Visual Arts and a workshop leader for the Actors Studio, she lives in New York City.



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Alex W. White
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THE ELEMENTS OF LOGO DESIGN

Design Thinking | Branding | Making Marks

A visually stunning guide to learning the art of logo design.

Designers looking to learn the art of designing logos need look no further than *The Elements of Logo Design* by world-renowned designer Alex W. White. Unique in its approach to explaining how to design marks, *The Elements of Logo Design* explores design unity, typography and its expression as frozen sound, how a logo fits into a greater branding strategy, and how to build a logo.

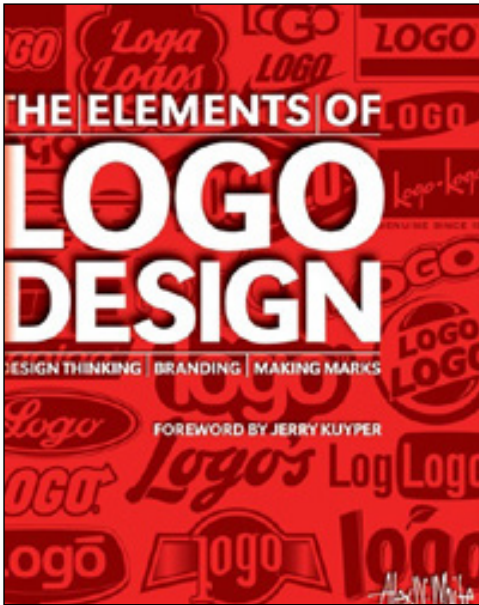
With more than four hundred examples culled from advertising, editorial, and web use, readers will gain a comprehensive understanding of universally shared graphic design principles. These principles are then applied to logo design specifically, relating the discipline to all other graphic design. Chapters include such topics as:

- Logic in design
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With a foreword by Jerry Kuyper, who is widely recognized as one of the top twenty-five logo designers of all time, *The Elements of Logo Design* is a formidable resource for learning the art of branding and making marks.

ALEX W. WHITE is the author of *The Elements of Graphic Design: Space, Unity, Page Architecture, and Type*, *Listening to Type: Making Language Visible*, and *Advertising Design and Typography*, among others. His books are used by professionals and as university texts all over the world. He is chairman emeritus of the Type Directors Club and has taught graphic design and typography for thirty years. He is also the chairman of the graduate program in design management at the Shintaro Akatsu School of Design at the University of Bridgeport in Connecticut. He resides in New York City.

JERRY KUYPER has more than thirty years of experience directing and designing corporate and brand identity programs and has worked for such big-name branding companies as Lippincott, Siegel + Gale, Landor, and Saul Bass & Associates. He resides in Westport, Connecticut.



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Gordon Salchow

ABOUT DESIGN

Insights and Provocations for Graphic Design Enthusiasts

A treatise on the development and practice of the graphic design discipline.

About Design offers an enlightening and opinionated, albeit concise, excursion concerning many facets of the field of design. It emphasizes the discipline of graphic design, while incorporating a taste of the author's makeup. It is a definitive, expansive, observational, and knowledge-infused treatise that is expected to be particularly engaging for students and educators as well as for design practitioners. However, much of the content could tempt any reader who may be marginally inquisitive concerning visual art, design, and the web of "creativity."

This informative, and sometimes scrappy, expedition is founded on the author's fifty-five years' entrenchment in design practice and higher education. Consequently, there are many pointed and sometimes novel perspectives, but it is essentially grounded on the commonly acknowledged doctrines that exist within the field. Some of the particular chapter topics deal with:

- Defining the elements of visual form
- An analysis of the concepts of aesthetics and creativity
- Establishing some usable guidelines for effective designing
- Outlining many factors that are involved in design education, including a sketch of its history
- Miscellaneous related subjects, such as considerations of what makes something exceptional (briefly stated by fifty preeminent designers)

The aforementioned themes, along with others, are interspersed with interludes that challenge certain long-held assumptions, provide contextual references, offer insights, and suggest some fresh ways to analyze how we see, choose, inspire, and do.

GORDON SALCHOW is professor emeritus at the University of Cincinnati's College of Design, Architecture, Art, and Planning. He is recognized as a pioneer of modern graphic design education in America, having conceived and then orchestrated the philosophy and the components' structure of its comprehensive and influential professional program. Gordon has been a prolific guest lecturer, designer, author, and awards recipient. He was past vice president of education for the AIGA/National and was named as an AIGA Fellow, and he has served on numerous panels, including the National Endowment for the Arts. The author resides in Cincinnati, Ohio.



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Wesley Van Tassel

CLUES TO ACTING SHAKESPEARE

Third Edition

“A workhorse of a book! Beautifully conceived and executed. *Clues to Acting Shakespeare* is a no-brainer purchase for acting collections in all libraries.”
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Clues to Acting Shakespeare has become a popular guide for actors, directors, teachers, and Shakespeare enthusiasts, selling more than 15,000 copies of previous editions. This third edition retains the unique solutions to challenges that face directors and actors at advanced levels and is expanded to include an entirely new section for amateur and community theater groups. In this new edition, readers will be delighted to find:

- New section to aid community theaters, including five recorded workshops of community theater actors coached and trained by the author
- Updates on training student actors and professional actors—highlighted by twenty author-coached workshops
- Improved section for teachers of high school and child actors with worksheets and sample lesson plans
- New exercises and resources for all levels of acting and production

To aid professionals, *Clues to Acting Shakespeare, Third Edition*, offers a one-day brush-up for auditions and preparation to play Shakespeare immediately. Text analysis, character studies, and both classical British training and American methods are explored. The critical skills required for acting Shakespeare, including scansion, phrasing, caesura, breathing, speech structure, antithesis, and more are covered in detail. The comprehensive exercises using the Bard’s plays and sonnets teach actors to break down the verse, support the words, understand the imagery, and use the text to create vibrant performances.

WESLEY VAN TASSEL is an acclaimed director, with more than one hundred productions staged, and a skilled acting teacher, having trained more than three hundred professional and student actors in Shakespeare. His book *Clues to Acting Shakespeare* has received high praise and helped him to earn the prestigious Scholar of the Year Award at Central Washington University. Wesley Van Tassel and his wife, actress Dude Hatten, live near their two grandchildren in Casper, Wyoming.

“When concerned with performing Shakespeare for the twenty-first-century stage, see Wesley Van Tassel’s superbly professional *Clues to Acting Shakespeare*.” —*Baltimore Sun*



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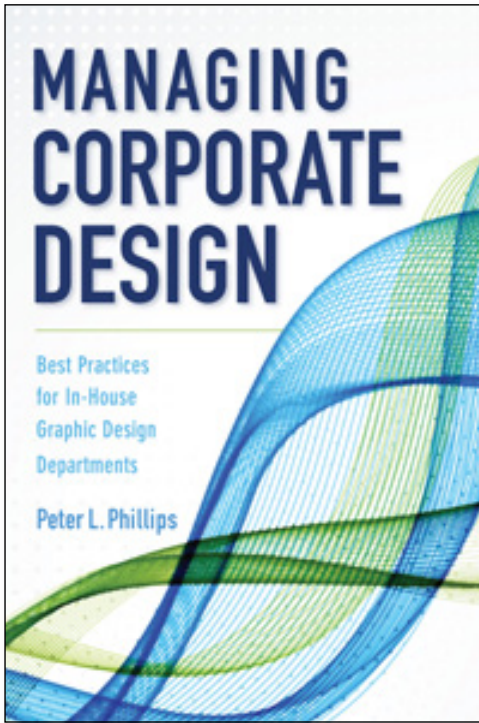
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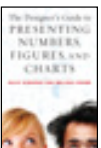
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PETER L. PHILLIPS is an internationally recognized expert in developing corporate design management strategies and programs. He has had more than thirty years' experience as a senior corporate design manager, a consultant for many Fortune 500 companies, and a lecturer. He is the author of several books, including *Creating the Perfect Design Brief: How to Manage Design for Strategic Advantage* (Allworth Press). He lives in Marblehead, Massachusetts.

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THE LAW (IN PLAIN ENGLISH)[®] FOR COLLECTORS

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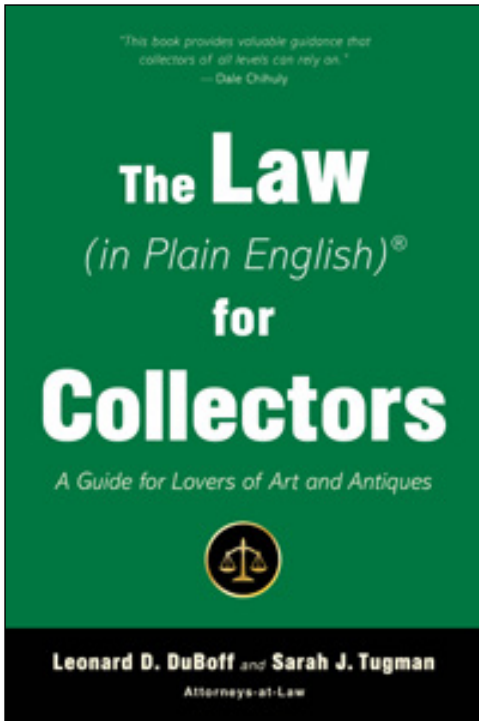
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For private collectors, gallerists, artists, and others interested in art dealings, *The Law (in Plain English)[®] for Collectors* is an indispensable reference.

LEONARD DuBOFF is the founder of the DuBoff Law Group, PC. He graduated magna cum laude from Hofstra University with a degree in engineering and summa cum laude from Brooklyn Law School, where he was the research editor of the *Brooklyn Law Review*. He was a professor of law for almost a quarter of a century, teaching first at Stanford Law School and then at Lewis & Clark Law School in Portland, Oregon. He lives in Portland, Oregon.

SARAH J. TUGMAN graduated from Mount Holyoke College in South Hadley, Massachusetts, and magna cum laude from Lewis & Clark Law School in Portland, Oregon. She has maintained a private civil practice for the past thirty-three years in Anchorage, Alaska, and she is of counsel to the DuBoff Law Group. She is the coauthor, with Leonard DuBoff, of several books in the Law (in Plain English)[®] series. She lives in Lincoln City, Oregon.



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Edward Winkleman and Patton Hindle

HOW TO START AND RUN A COMMERCIAL ART GALLERY

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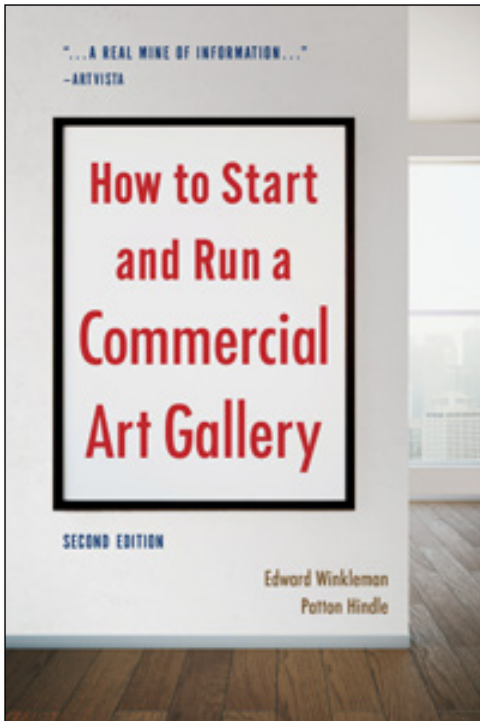
Aspiring and new art gallery owners can find everything they need to plan and operate a successful art gallery with *How to Start and Run a Commercial Art Gallery*. This new edition has been updated to mark the changes in market and technology over the past decade. Edward Winkleman and Patton Hindle draw on their years of experience to explain step by step how to start your new venture. From finding the ideal locale and renovating the space to writing business plans and securing start-up capital, this helpful guide has it all. Chapters detail how to:

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- Attract and retain artists and clients
- Represent your artists
- Promote your gallery and artists online
- Select the right art fair
- And more

How to Start and Run a Commercial Art Gallery, Second Edition, also includes sample forms, helpful tips from veteran collectors and dealers, a large section on art fairs, and a directory of art dealer associations.

EDWARD WINKLEMAN is the director of the Winkleman Gallery in Chelsea. The gallery’s exhibitions have been reviewed in the *New York Times*, *Artforum*, *Art in America*, *Flash Art*, the *New Yorker*, *Time Out New York*, and *Art on Paper*. Winkleman has participated in art fairs such as ARCO, Art Chicago, Pulse, Year 6, Aqua, and NADA. He lives in New York City.

PATTON HINDLE is a principal and founder of yours mine & ours gallery in the Lower East Side. She is also the director of arts at Kickstarter, where she oversees the Arts and Performance Arts team. Hindle was previously the director of gallery and institutional partnerships at Artspace. Hindle came to New York as the director of DODGEgallery, a Lower East Side program that she helped open and run. She was raised in London and attended university in Boston, Massachusetts.



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“Ed Winkleman has two qualities that are rare: he is quite knowledgeable about the business of operating a contemporary art gallery, and he is willing to share that knowledge with the rest of the world, first through his blog and now in this book. He has one more unique quality: his writing is a pleasure to read.” —Daniel Grant, author of *The Business of Being an Artist*

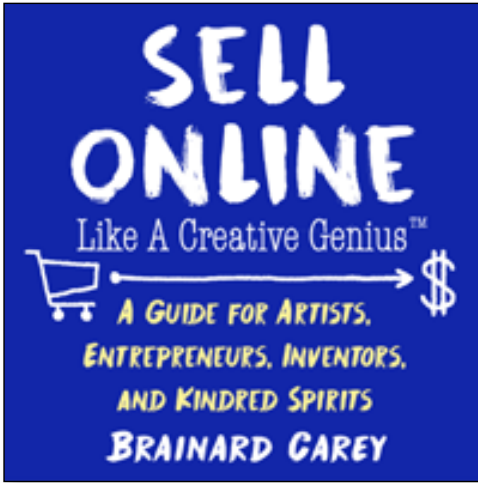
Brainard Carey

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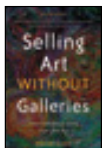
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BRAINARD CAREY is an artist, teacher, walker, and pool player. He co-founded the artistic collaborative Praxis with his wife, Delia Carey. As host of the popular Yale University radio show *Lives of the Artists*, he has interviewed more than seven hundred artists and creative people to illuminate their careers and work. He is passionate about art education and has written several books for artists to develop their careers, including *Making It in the Art World*, *New Markets for Artists*, and *The Art World Demystified*. He also cofounded Praxis Center for Aesthetics, an online school for professional artists. He lives in New York City.

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- Tables of data on art material ingredients
- Steps to comply with health and safety laws
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- Detailed descriptions of safe practices
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Newly revised with the most up-to-date information on safety requirements and protocols, *The Artist's Complete Health and Safety Guide* is required reading for anyone who regularly uses or teaches with art and craft materials as well as for professionals who design or maintain art facilities.

MONONA ROSSOL is a chemist, artist, industrial hygienist, and founder of ACTS (Arts, Crafts, and Theater Safety), a not-for-profit corporation dedicated to providing health and safety services to the arts. She has provided the industrial hygiene specifications for ventilation and safety equipment for more than eighty new buildings, including the University of Wyoming's Visual Arts Facility, which won the American Institute of Architects Committee on the Environment award as one of the top ten buildings for environmental design in 2016. She lives in New York City.



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JANUARY

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Elaine A. Clark

THERE'S MONEY WHERE YOUR MOUTH IS

A Complete Insider's Guide to Earning Income and Building a Career in Voice-Overs
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How to sell your voice and make a living from it.

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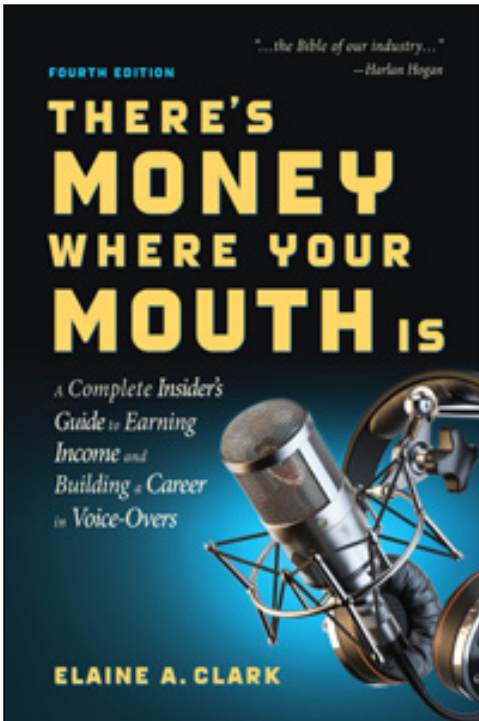
This expanded edition features:

- New tips on making a demo
- Vocal modulation and breath techniques
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In addition to all of this useful information, there is a section on how copywriters see the job of the voice artists for whom they write, giving voice-over actors an inside scoop. If you've ever been interested in voice-over acting, you need this book!

ELAINE A. CLARK has performed for more than thirty years in commercials (Clorox, Macy's, TiVo, Amazon.com, Panera Bread), video games (*Aliens*, *Dark Wizard*, *Spawn*, *Mario's Time Machine*, *D2*), corporate narrations (Microsoft, Oracle, Kmart, Genentech, Cisco), anime (*Saikano*, *Jo Jo's Bizarre Adventure*, *Film Noir*), voicemail systems, talking products, and toys. She is the owner of Voice One in San Francisco, a voice-over, acting, and improv training academy. In addition to performing and teaching, Clark is also a freelance director, producer casting director, and audio engineer. She lives in San Francisco, California.

"The bible of our industry" —Harlan Hogan



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M. Franklin Boyd

ESSENTIALS OF FINE ART FINANCE

A Guide to Extraordinary Figures for Dealers, Collectors, Advisors, and Artists

A practical and comprehensive guide to a lucrative corner of the art world.

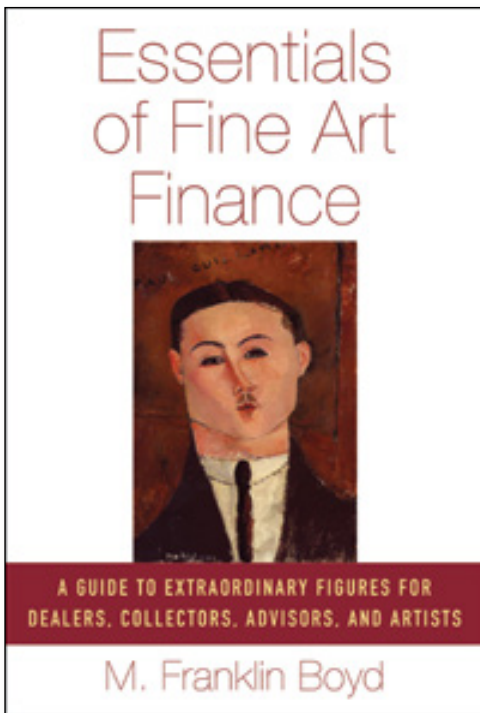
In *Essentials of Fine Art Finance*, M. Franklin Boyd answers the many questions one might have when approaching the financial aspects of the art world. Money—and in particular finance—touches each person involved in buying, selling, and collecting art, yet most people have a hazy understanding of how it affects the art markets or how to utilize it in their own transactions. The general business press has hyped the advantages of investing in art, but market veterans know that there are more ways to lose money than to make it when speculating on art.

With expansive information detailing both the US and global art markets, *Essentials of Fine Art Finance* will appeal to anyone involved with today's art world, including current and aspiring collectors, art consultants and advisors, dealers, gallerists, specialty bankers, current and aspiring art lawyers, family office investment advisors, art journalists, business reporters, specialty accountants, and students enrolled in arts administration and art business courses from undergraduates to doctorates. Chapters expand on such topics as:

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- Insider trading
- The effects of market and technological growth

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M. FRANKLIN BOYD is an attorney who received her juris doctor with honors from NYU Law School and a BSFS with a concentration in culture and politics from Georgetown University's School of Foreign Service. She is the founder of a general commercial law practice that specializes in corporate finance, intellectual property, and art law, and she is a professor and part-time faculty member at Sotheby's Institute of Art. She lives in New York City.

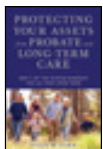


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FEBRUARY

Jan Yager

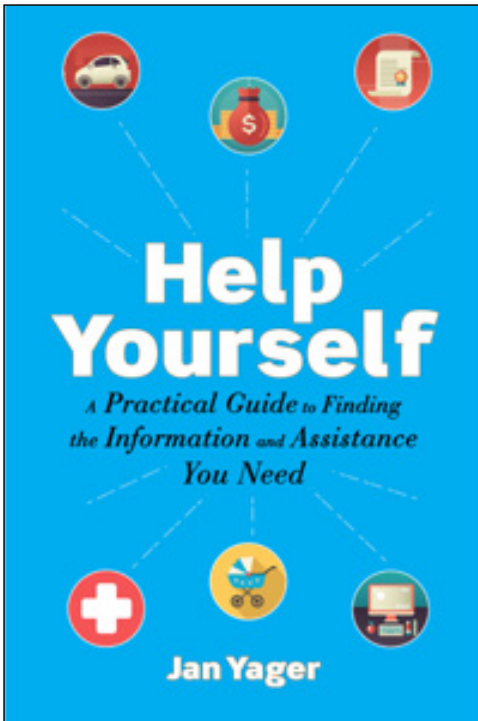
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Each chapter includes a brief discussion of an issue, potential scenarios, and listings of relevant national and international organizations. Yager also instructs readers on researching state agencies, so they can contact appropriate organizations closer to home. Important topics of discussion include:



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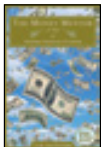
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JAN YAGER is the author of forty award-winning nonfiction and fiction books which have been translated into thirty-two languages. Her books include *Victims*, *Creative Time Management for the New Millennium*, and *Work Less, Do More*, among others. She founded her own small press, Hannacroix Creek Books, Inc., in 1996. In addition to writing her own books, Yager is a ghostwriter and coauthor. She regularly exhibits or attends the Frankfurt Book Fair, Book Expo, and other book fairs around the world. Dr. Yager is also a professional speaker, workshop leader, coach, and consultant. She lives in Stamford, Connecticut.

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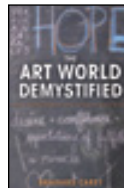
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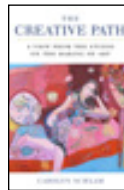
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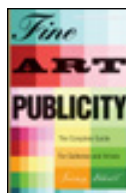
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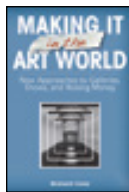
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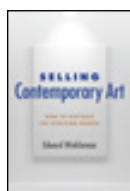


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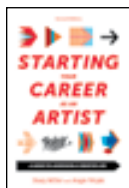


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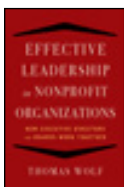
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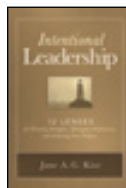
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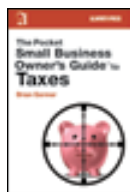


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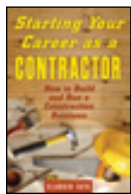
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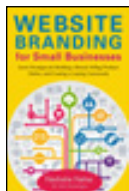
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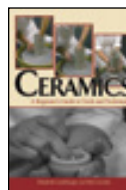
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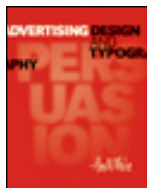
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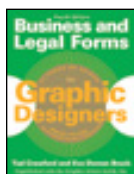


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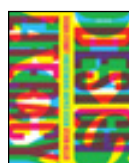
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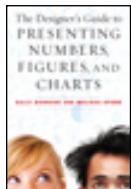


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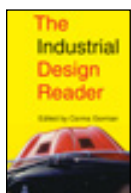


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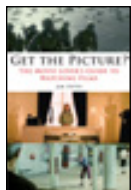
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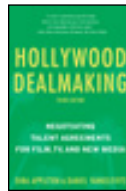
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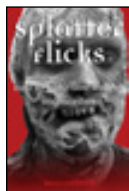


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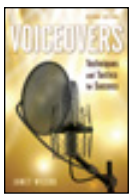


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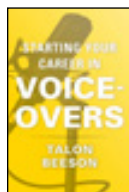


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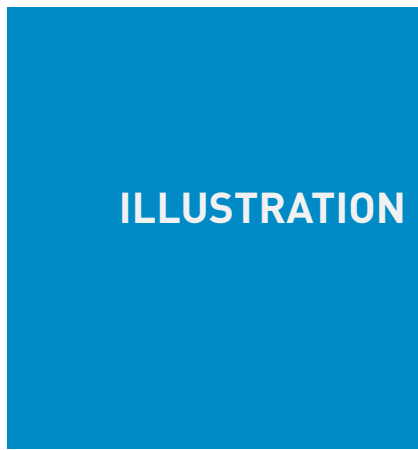
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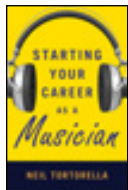


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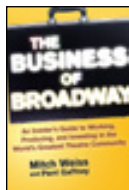
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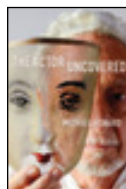


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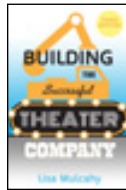


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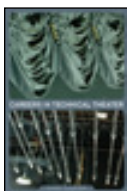


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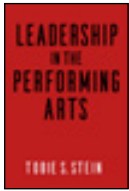
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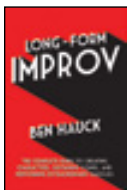
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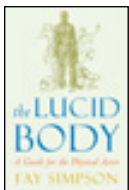
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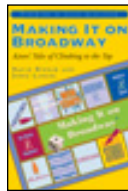
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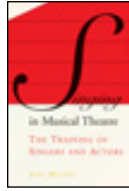


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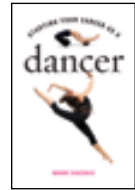


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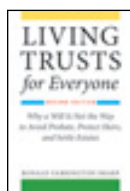
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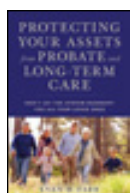
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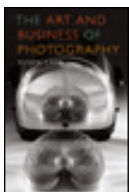
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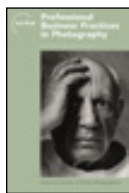


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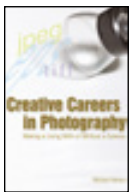
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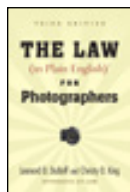


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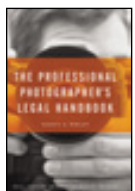


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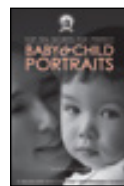
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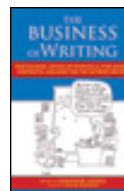
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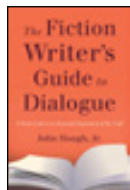
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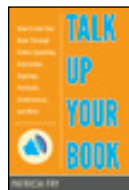
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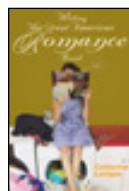


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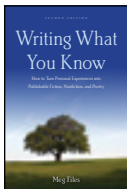
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