Lookbook:

A lookbook helps establish the visual tone, look, and aesthetics of a film. This is often a collection of photographs that help in the visualization of the script and how you want the film to look; this could also include video clips, sound clips, drawings, paintings, etc. While this is usually done by a director and assistant to the director, for this class it can and should be more collaborative, specifically art and camera.

The lookbook begins with the script. The script will tell you things about locations, props, wardrobe, characters, etc. See what’s in the script, what’s described there, and then begin building your lookbook. Start finding and culling images and then choose some that best reflect the vision of the film. You may also want to make a video lookbook using clips instead of stills.

You should note that the lookbook is simply a point of reference. Things may change a bit as you get into production.

Some useful sections of a lookbook:

- **Color**: what is the color palette of the film. This will be essential in wardrobe and set dressing, as well as in post
- **Locations/sets**: What will your locations look like? How will you dress the sets?
- **Lighting**: some examples of lighting styles
- **Framing/lensing/camera**: how do you want shots to look? How do you want to use lenses for perspective? Handheld or tripod for the camera? Dolly shots? Steadicam?
- **Characters**: how do you want your characters to look? How do you want them dressed?
- **Props**: if you have important props to the story, how do you want them to look?
- **Inspiration**: are there films whose look and tone give your film visual inspiration? If so, include stills of especially influential
- **Sound and Editing**: maybe you want to include multimedia examples of editing style for the film or for certain scenes? Are there any soundtracks or sound designs from films that will inspire your film? If so, examples could be good.

Here is a link on how to create a lookbook after the script has been rewritten. A lookbook can be a collection of images that address lighting, color, scenes/locations, actors' performance style, editing, camera movement, sfx, etc. examples or a compilation of clips from films that capture the look and feel of the video like this one. This will help with location scouting, production design, and other pre-production tasks.