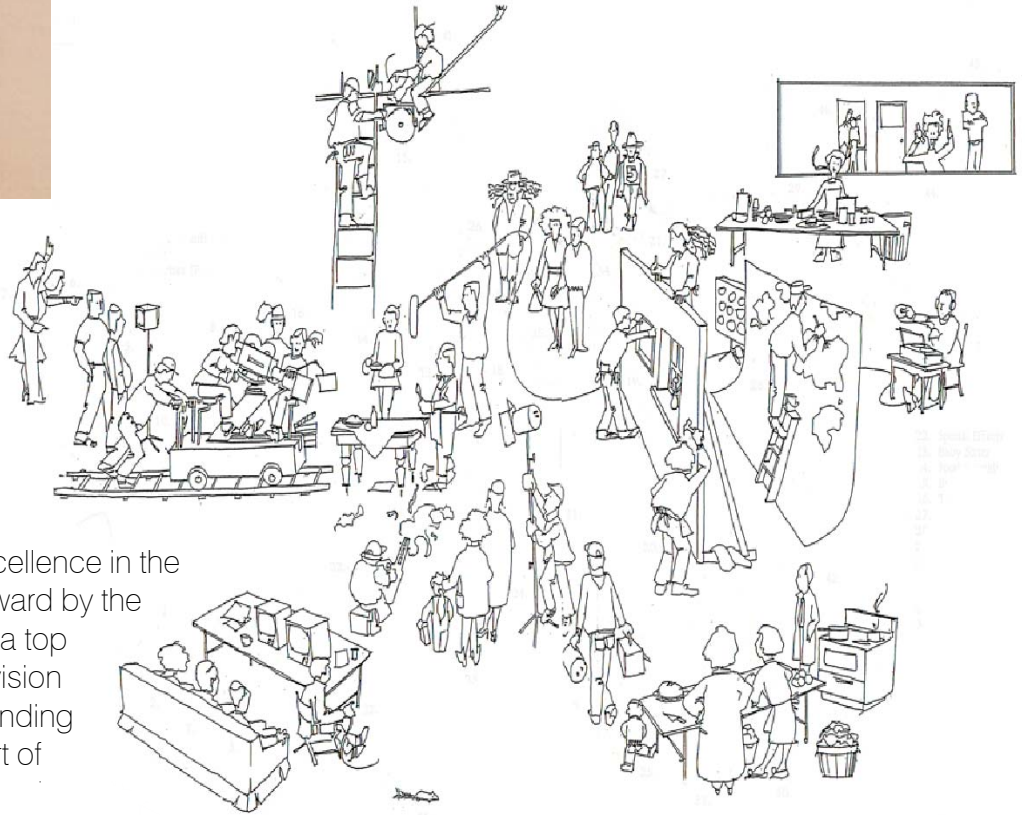


# FROM A HIGHLY AWARDED COMMERCIAL DIRECTOR - THE PARTS AND PIECES OF FILM CONSTRUCTION

A press release for  
a book by William Irish

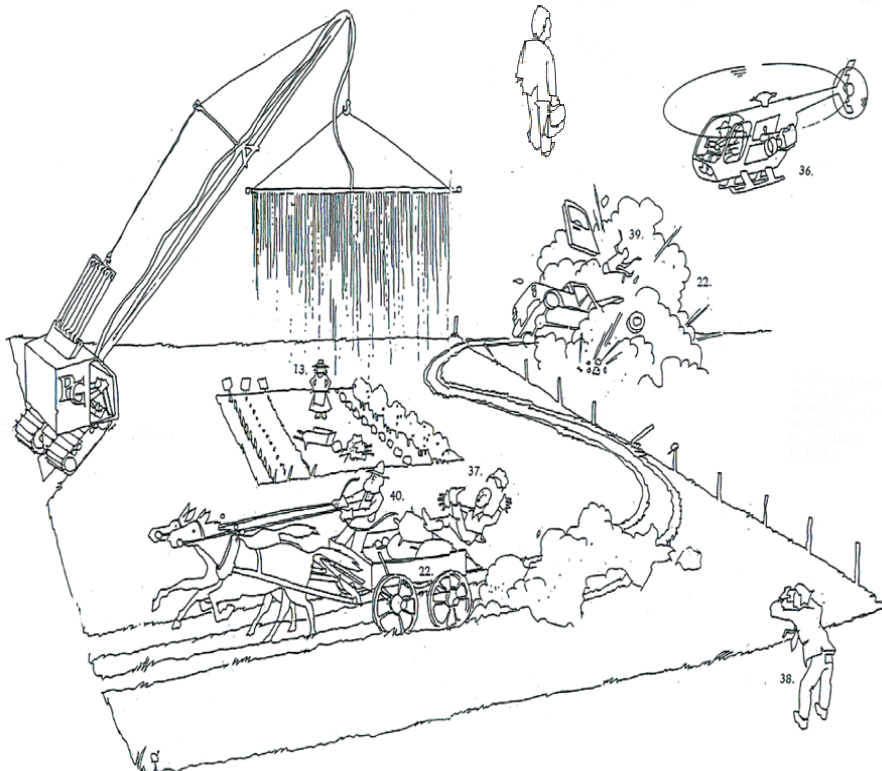
William (Bill) Irish spent forty years as a director in top Canadian production houses. He was given a "Lifetime of excellence in the field of communication arts" award by the Toronto Art Directors Club and a top award from the Canadian Television Bureau for... "making an outstanding contribution to the cinematic art of the television commercial."



## 40 ANSWERS TO 40 QUESTIONS and 54 PRODUCTION STORIES

*DIRECTING* is an important tool for anyone interested in storytelling.

[williamirish.info](http://williamirish.info)  
or  
[friesenpress.com](http://friesenpress.com)



Contents of the book *DIRECTING* covers many actual shooting situations.

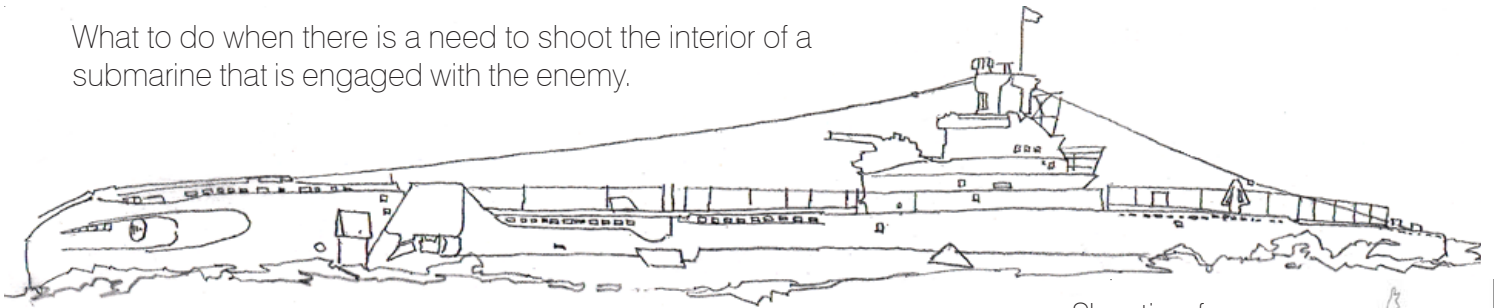


The agency's storyboard for the Canadian Tire Bike story.



The director's shooting board for a commercial voted Canada's favourite commercial.

What to do when there is a need to shoot the interior of a submarine that is engaged with the enemy.



How to fail well.



Dancers in the city center of Tblisi, Georgia, Union of Soviet Socialist Republics.

Shooting for a Los Angeles restaurant.



A fabulous story of three elderly sisters who couldn't drive but bought a new DeSoto and drove to Florida.

