

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

By Patti Bellantoni

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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.  
—Judy Irela, ASC, Head of Cinematography, USC School of Cinema-Television

## IF IT'S PURPLE, SOMEONE'S GONNA DIE

The Power of Color in Visual Storytelling



PATTI BELLANTONI



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and giving the spirit to my daily activity.

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