Visual Storytelling

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Cast of Visual Characters

- Pictures are everywhere
  - Books
  - Magazines
  - TV
  - Museums
  - Movies
  - Concerts
  - Video Games
  - Internet

- As far as a movie most pictures contain
  - Story – the building blocks of plot, character, and dialog
  - Sound – the building blocks of dialogue, sound effects, and music
  - Visuals – the building blocks of scenery, props, costumes, lighting, and setting
Cast of Visual Characters

- These examples communicate meaning
  - If an advertisement – persuade to buy
  - If a video game – make it addictive
  - If a movie – make it emotionally moving in some way

Visual Components

- Found in every picture we see – communicates moods, emotions, ideas and gives visual structure
  - Space
  - Line
  - Shape
  - Tone
  - Color
  - Movement
  - Rhythm

Space

- Not outer space
- Physical space
  - space in front of the camera
- Screen space
  - space as it appears on screen
- Space size
  - spatial size and screen shape itself
Line and Shape

- Line is perceptual
  - It only exist in our heads
- Shape is also perceptual
  - Shapes appear to be constructed from lines

Tone

- Refers to the brightness of objects in relation to the grey scale
  - Does NOT refer to tone of a scene
    - Ex. (sarcastic or excited)
  - Important in black and white and color photography

Color

- One of the most powerful components
- Use of hue to tell a story
  - Warm
  - Cold
  - Stark
  - Rich
- Ex. limited color palette
  - Sin City
  - Schindler’s List
**Movement**
- The first visual component to attract the eye
- Occurs various ways
  - Using the camera
  - Using objects in front of the camera
  - Using to viewers eyes as they watch the screen

**Rhythm**
- We are most familiar with the kind we hear
- Also there is rhythm in what we see
- Found in various places
  - stationary (non-moving) objects
  - moving objects
  - editing

**Video**
- The best investment you can make is in yourself
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