Visualization

TELLING STORIES
STILLS & MOTION
Visualization

- Composition
- Visual Sensitivity
- Arranging things in the frame
- Static principles
- Moving principles
- Guidelines, but not rules
Form vs Content

- Content Takes Precedence
  - Message most important
  - Avoid visual distractions
  - Make things look good, but not the most important thing
Camera Angle

- above--diminishes
- below--increases stature
- canted--instability
Composition

- how elements are organized in the frame
- Good composition is:
  - unified
  - establishes spatial and psychological relationships
  - directs audience attention
  - aesthetically pleasing
Composition

1. organize screen area
   - centering--stable, symmetrical, secure
   - non-symmetrical
     - Golden Mean--divide frame in thirds, place objects on these lines or at intersections
     - place strong verticals off center
     - avoid empty space in center
     - headroom
       - eyes 1/3 down screen
       - be consistent
     - noseroom, talkspace, walkspace
     - avoid profiles
     - closure--natural cut-off
Rule of 3rds
Symmetry
Vertical off Center
Headroom
Too Much Headroom
Composition

2. Screen depth
   - try to create illusion of depth
   - don't position objects, people in same plane
   - shoot from angles not straight on
   - use foreground, middleground and background

3. Screen motion
   - movement to or away stronger than side to side
Need Noseroom
Depth and Depth of Field
Depth-vectors
Angled Depth
Fore, Mid, and Background
Composition

4. Avoid

- Poor juxtaposition
- Lack of or inconsistent headroom
- Large, unmotivated differences in subject height
- Camera angle extremes without reason—shoot down on persons of authority
- Too much space in center
- Distracting movement—movement draws attention
- Profiles
Not Careful Juxtaposition
Composition

- 5. Simple is better
  - Compose around single area of interest
  - Avoid clutter
  - Brightest part
    - this is what you want viewer to focus on
Brightness
Background

- Keep simple
  - Not distract
  - Not busy
  - Avoid movement

- Create depth
  - Placement (not too close to background)
  - Use planes

- Light well
  - Not as bright
  - Gradated—not even