

Narrative



Storytelling

- HOW a story is told
- not necessarily complicated
- A story of a leaf falling to the ground



-
- Tell the story from a specific point(s) of view
 - 1st, 2nd or 3rd person
 - from the imaginative viewpoint of an inanimate object, an animal, a machine, etc.



-
- Experiment with the sequence/order of various clips.
 - Be aware of the effect of the specific ordering of information as it is presented to the audience.
 - past, present, future tense
 - flash back or foreword



Use both Audio and Video to tell your story

- Experiment with one leading into the other
 - ex. Start music clip which sets up the mood of a scene before you actually see the images
- Synchronize specific actions with dramatic points of a sound clip
 - spikes in volume or changes in instruments/ voices
- power of silence and when to use it most effectively
 - The Pause...



tempo or rhythm

- slo-mo, fast-mo
- cuts or transitions between scenes and sounds
 - effects the subliminal feelings/moods of the audience
 - creates an overall context within which the story line is then interpreted.



-
- Use your imagination and value judgments:
 - what and how much to tell to keep the audience engaged
 - Surprise endings or twists
 - memorable
 - Not complicated



Advancing the narrative

- ability to tell a story in a sequential, engaging, interesting and thought-provoking manner:
 - voice over/audio
 - music/audio
 - motion graphics/animation
 - still image photography
 - live motion video
- manipulate them individually
- interweave them collectively

-
- The narrative is always advanced by:
 - collaborative or cumulative effect of several of these areas together,
 - but only one at a time becomes the primary motivator.
 - voice-over, music, animation, still, or live action takes the lead
 - The others support

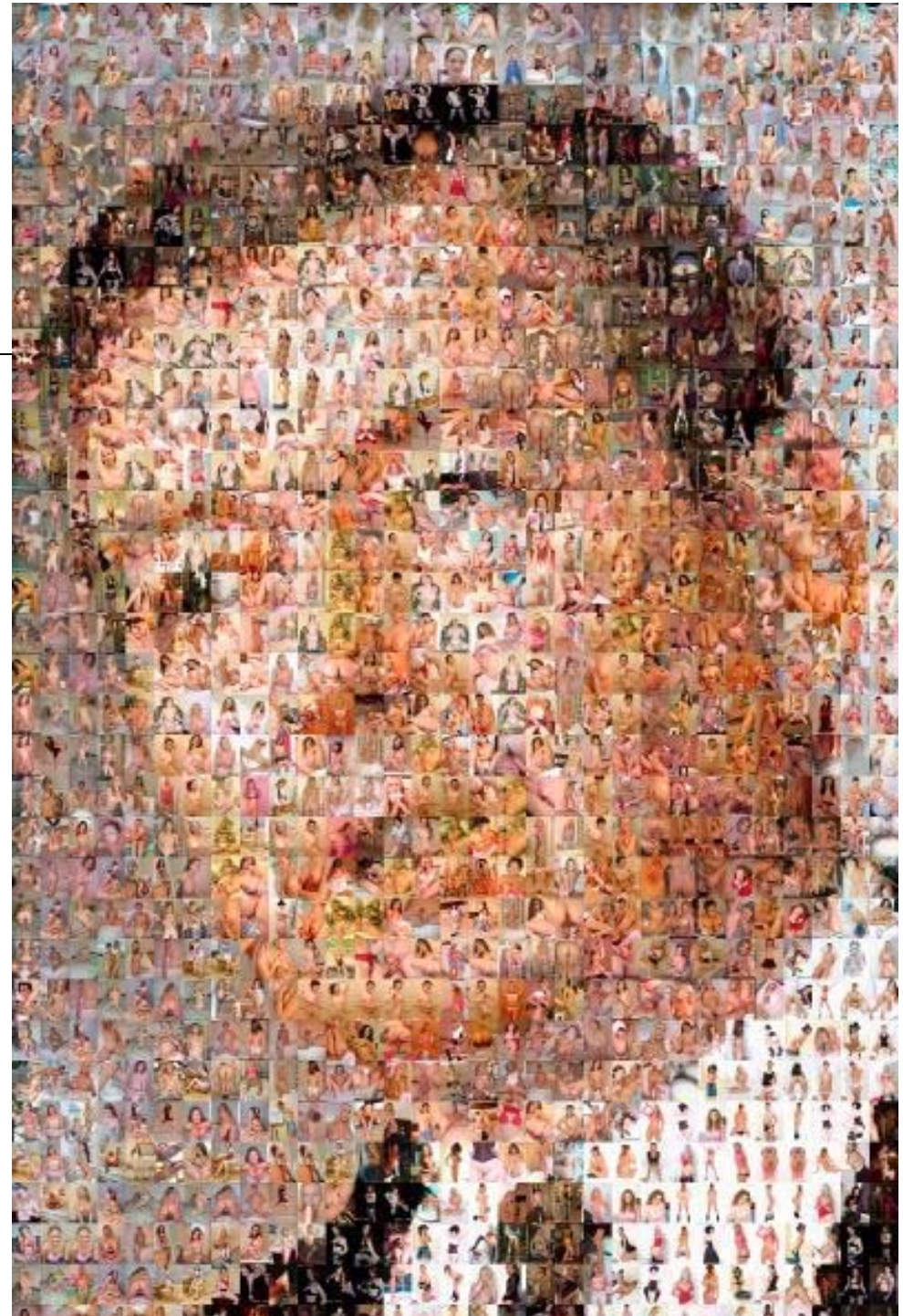
- Similar to poster design
 1. the main message
 2. visual hierarchy between the photos, display type, text type, etc.If all equal in visual weight > competing



Video

- hierarchy of elements
- this hierarchy may change over time
 - The story might be introduced by music/audio
 - with a very tight close-up of a still image which acts in a secondary role at this beginning point
- As the video rolls
 - the image might zoom out to see the complete picture
 - the photo now assumes the lead
- changing the volume on the audio or going from b & w to color

-
- shift the lead role between different aspects of video/film
 - possibility of telling a story-within-a-story, or picture-within-a-picture.
 - Utilizing the pan and zoom effects on a still photographic image



Ken Burns documentaries

- Jazz, Baseball and The Civil War
- examples of advancing the narrative through shifts in video hierarchy and story-within-a-story techniques.
- <http://www.youtube.com/watch?v=ITbuFIG4Xvc>
- <http://www.youtube.com/watch?v=hkZo7kqpd14>

Ken Burns documentaries

- Look for specific ways in which the story is told and how images are sequenced and presented.
- How are supplemental images and sound effects used to augment a main theme?
- Look for examples of visual hierarchy, what elements are being juggled within the overall context of the video-story.
- Are they all given equal importance?
- Does there importance in relation to one another change?