

VISUAL STORYTELLING

3 C's of Visual Storytelling:

- **CAMERA** - An instrument
 - 35** - Maximum Focal Length 35mm
 - 6** - Focus at 6 feet
 - 11** - Aperture of f/11
 - SS** - 1/250
 - ISO** - Auto
- **CONTEXT** - A setting to a story. A good **CONTEXT** gives a sense of time and place.
- **CHARACTER** - A good **CHARACTER** tells a story with their Face, Body Language, Visual Clues, and Relation to Environment.
 - Face. Everybody's face holds a story, regardless of age. Add to that an expression, turn of the eyes, up, down, sideways, the lips, is it a smile, a sneer, or a grin?
 - Body language. Emotions and gestures. The way one sits, rests, walks, or relates to others with their body language. Their gestures are movements of the hands, arms, legs, etc.
 - Visual clues. How they are dressed, what they carry or "props"...
 - Person in relation to their environment, what surrounds them and how do they relate to those surroundings.