

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.