

3

18/10/10

Lecture: 10.00 – 11.00, ET130

Becoming a Cultural Detective: Doing Visual Analysis (PW)

Workshop: 11.00 – 1.00, ETB06, ETB10 and ETG05

Applying visual analysis: the cinematic advert (*Chanel No5*)

Creative Technical Workshop:

Composition of the image: simple, complex and developing shots

- Simple shots: (LS, MS etc + shaky cam, wonky cam, point of view shots, birds-eye/ants-eye viewpoints etc.),
- Complex (pan and tilt)
- Developing shots: track, crane, 'Shaky-cam', Wonky angles, focus pull