



VISUAL STORYTELLING



**Ralph Vituccio**

Office: 2109

rv0a@andrew.cmu.edu

**John Dessler**

Office: 2107

jdessler@andrew.cmu.edu



**Drag media  
into this area**



Po the panda from the movie Kung Fu Panda is shown from the chest up, looking slightly to the right with a gentle smile. He has his hands clasped in front of him. The background is a warm, golden-yellow sky with a tree branch bearing red leaves in the upper left and a blurred red landscape in the lower left.

SRUJANI

3404 skaminen



A man in a white space suit stands in the center of a desolate, rocky landscape. The ground is dark and uneven, with some patches of light-colored material. In the background, there are jagged, rocky hills or mountains under a cloudy sky. The overall tone is cold and atmospheric.

# WONJAE

## 3420 wonjaek

A FILM BY CHRISTOPHER NOLAN



GHOST TRICK™  
Phantom Detective

Erhan  
3418 equ

Yes, it is THAT simple



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Tara

2406 tmoleswo





Matt  
2420 mefloyd





Qiqi

34 18 qiqif



# What we'll be watching...

- Do you play well with others?
- Attentive?
- Curious?
- Excited?
- Meet deadlines?
- Can you collaborate?





# *TEAM WORK*

*what is it?*



# Attendance Policy

If you miss class for any reason, please notify John or myself ahead of time. If you don't ask for an excusal the following applies:

- 2 unexcused absences lower letter grade by  $\frac{1}{2}$  grade.
- 3 unexcused absences lower letter grade by  $\frac{3}{4}$  grade.
- 4 unexcused absences lower letter grade by a full letter grade.

Late arrivals:

- 3 late to class will lower grade  $\frac{1}{4}$  grade.

Students who experience personal difficulties that may prevent them from complying with this policy are strongly encouraged to meet with the Associate Dean of Students or the Associate Dean for Academic Affairs to discuss what arrangements might be available to help with their situation.





On your phone in class = you are not present...



Sleeping in class...

**0** Tolerance



Slackers...

- **5** Tolerance









Faculty are ALWAYS talking with one another...





**...guess who we talk about?**





**YOU!!!!**



**DON'T  
BE  
THAT  
PERSON!!!**





---

*Dream big, work hard  
and don't be an asshole.*

---





# Course Objectives

- Explore the creative process of visual storytelling.
- Understand visual components and how they are used in Games, Films, Themed Entertainment, Virtual Reality.
- Demonstrate how to use them effectively.
- Apply the components in class assignments as well as BVW.

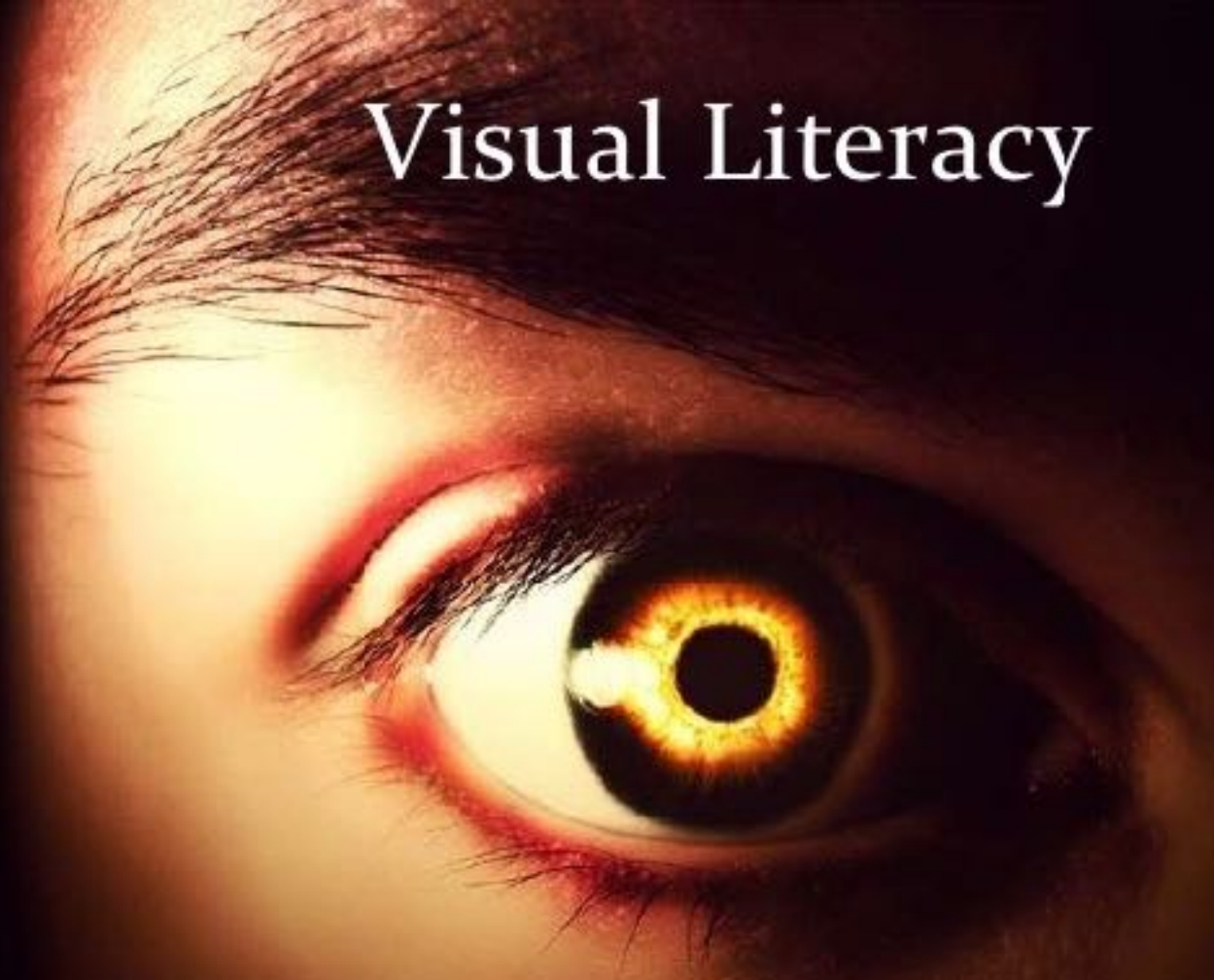


# Learning Outcomes

- *Create:* several visual narratives through the application of appropriate principles of visual construction.
- *Understand & Experience:* the collaborative nature of creative productions by working as a team member.
- *Impact:* Become responsibly aware of the cultural and personal values and criteria that exist in visual media and it's relationship with society.



# Visual Literacy





*“If people aren’t taught the language of sound and images, shouldn’t they be considered as illiterate as if they left college without being able to read or write?”*

George Lucas



FACT #4

THE HUMAN BRAIN  
PROCESSES VISUAL  
INFORMATION  
60,000X  
FASTER THAN TEXT





**90%** of all  
information transmitted  
to the brain is visual

People remember:

- ✓ **80%** of what they  
see and do
- ✓ **20%** of what they  
read
- ✓ **10%** of what they  
hear



This year, reserve extra space.



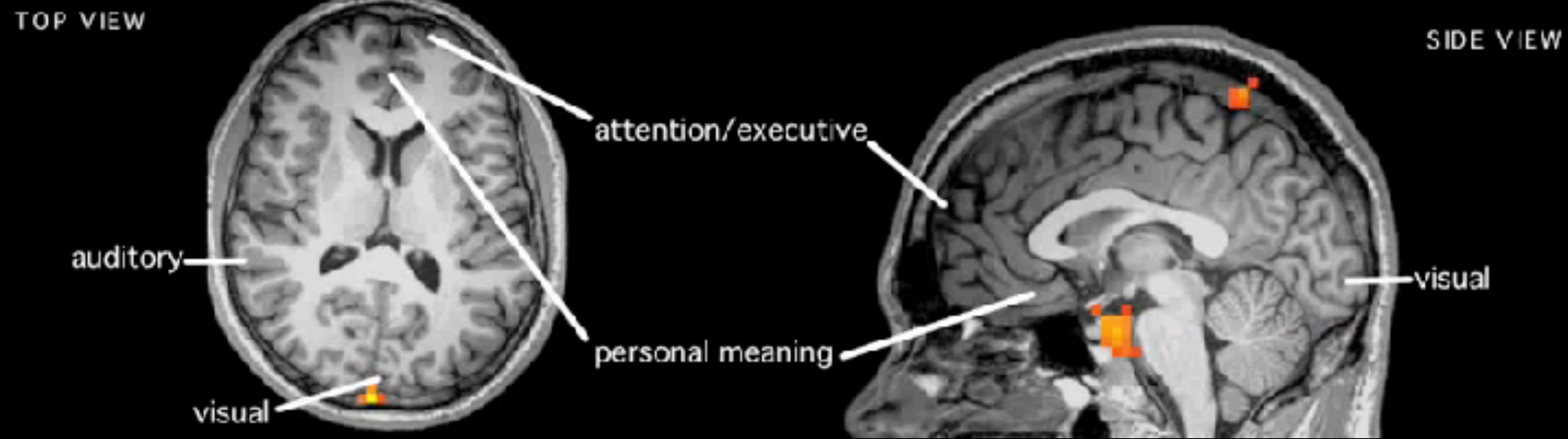
**STRONGER THE VISUALS**



**DEEPER THE ENGAGEMENT**



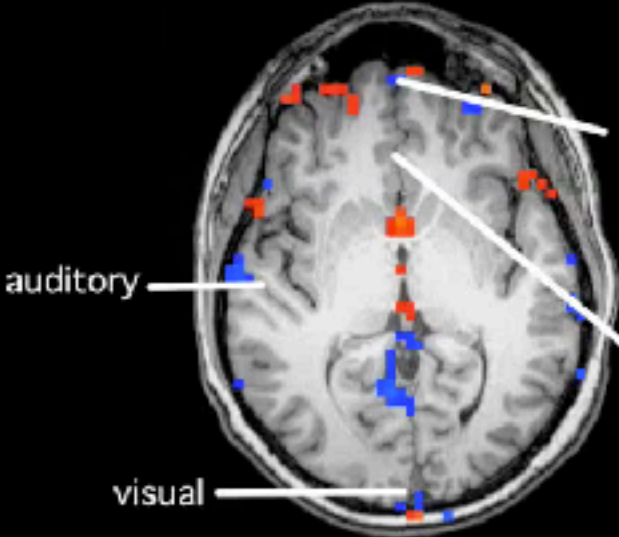
Subject - Male (Age 20-25)  
Event - Avatar Trailer





Subject - 26 yr old male  
Event - Fast and Furious 3 TV Spot

TOP VIEW



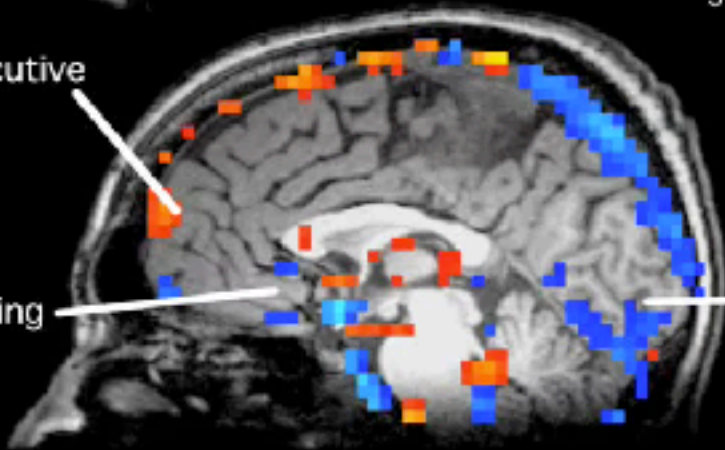
attention/executive

personal meaning

auditory

visual

SIDE VIEW



visual



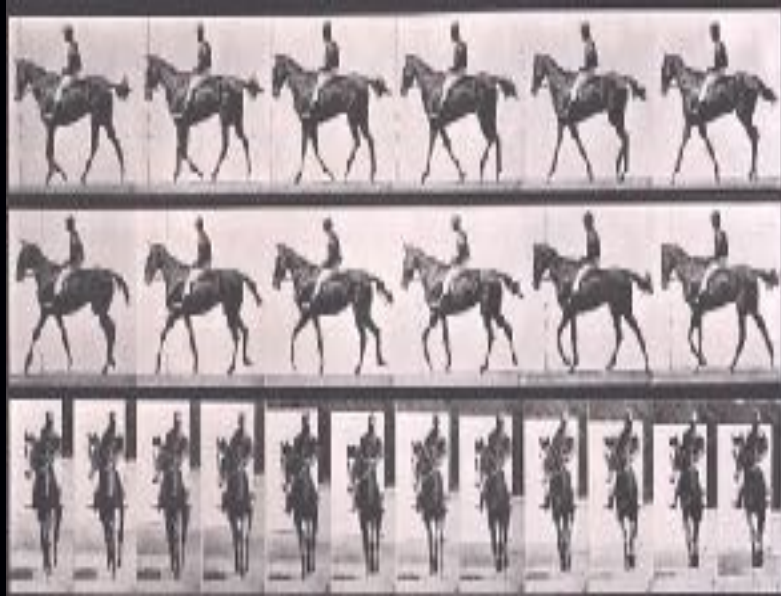
**ARRIVAL OF A TRAIN  
AT LA CIOTAT**

Lumière No. 653









“The hybrid of any two media is a moment of truth and revelation from which new form is born” .....*Marshall McLuhan*





From Paleolithic cave paintings 34,000 years ago to Jackson Pollock (1912-1956)





Namibia cave paintings 8,000 years ago to Alberto Giacometti (1901-1966)







Pre-Columbian picture manuscript, discovered around 1519



ZOT, 1984 Scott McCloud

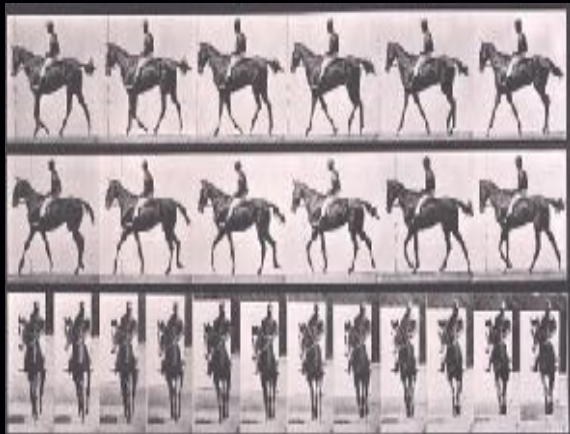


Joseph Niepce  
Heliograph, 1827



National Geography  
2013





Eadweard Muybridge  
Motion study, 1877



Matrix  
Bullet Time, 1999



Max Payne 3  
Bullet Time  
2012





PONG, 1972

## West of House

0/0

ZORK I: The Great Underground Empire  
 Infocom interactive fiction - a fantasy story  
 Copyright (c) 1981, 1982, 1983, 1984, 1985, 1986 Infocom, Inc.  
 All rights reserved.  
 ZORK is a registered trademark of Infocom, Inc.  
 Release 52 / Serial number 871125 / Interpreter 8 Version J

West of House  
 You are standing in an open field west of a white house, with a boarded front door.

)x here.

Zork I, 1977



Naughty Dog, 2013  
 Neil Druckmann,  
 Creative Director



# Janet Murray

Dramatic Agency:  
The Next Evolution of Storytelling



# Classic Visual Narrative

Visual Story practices that promote narrative, visual unity & continuity.





Mike Mills  
Cisco Commercial



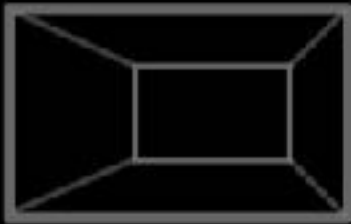






# *Basic Visual Components*

Space



Line



Shape



Tone



Color



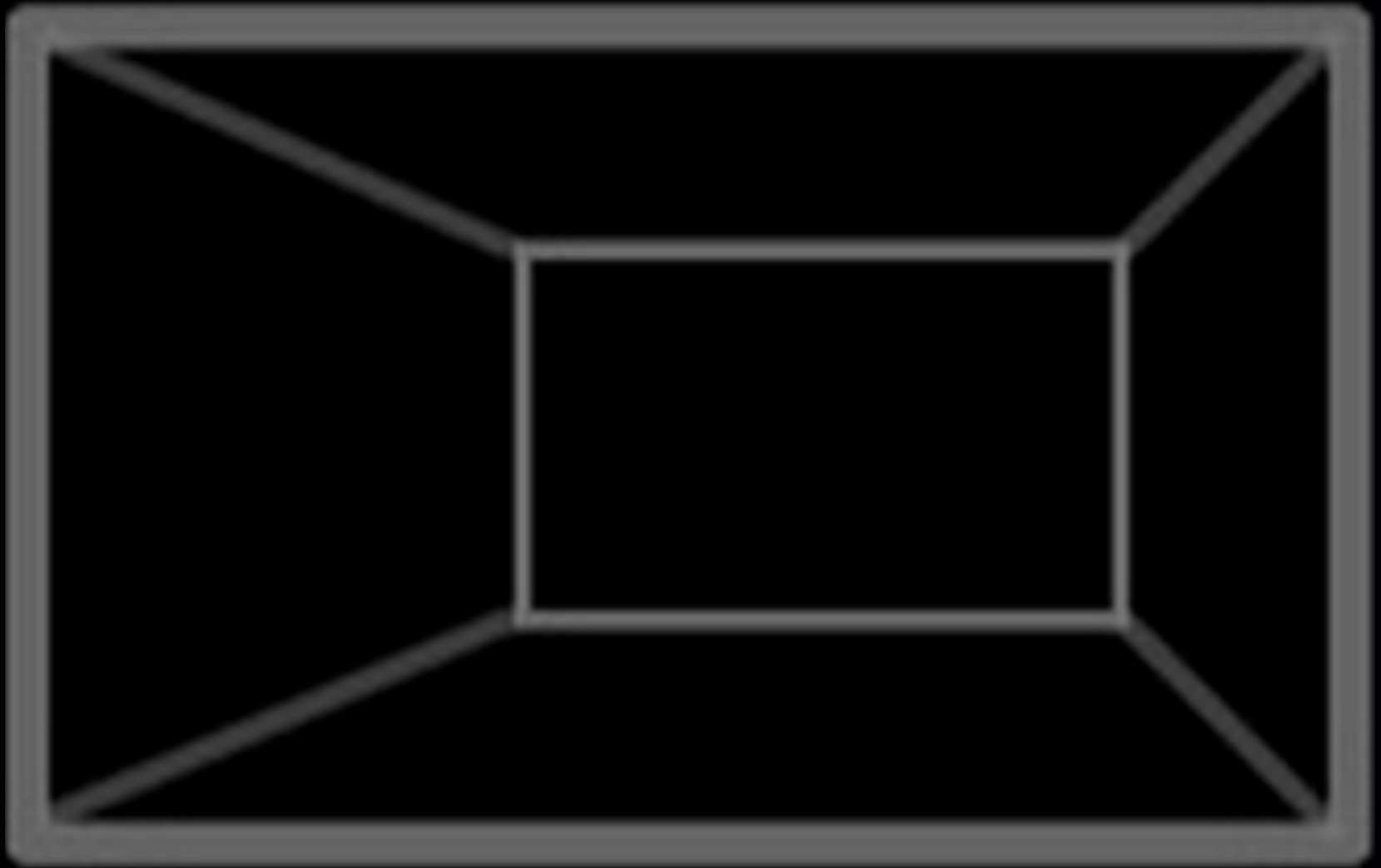
Movement



Rhythm



# Space





# DEEP SPACE













# FLAT SPACE















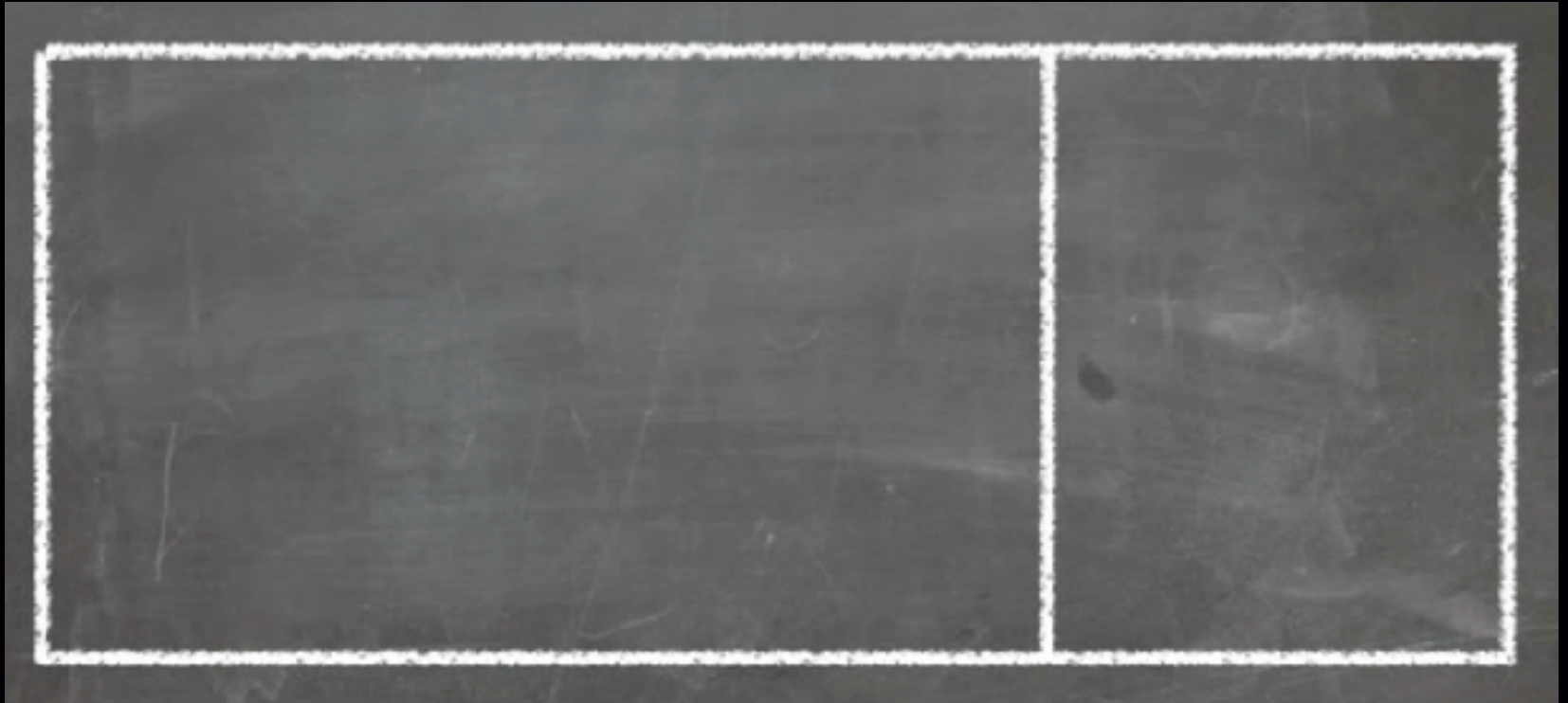


# LIMITED SPACE





# Surface Divisions

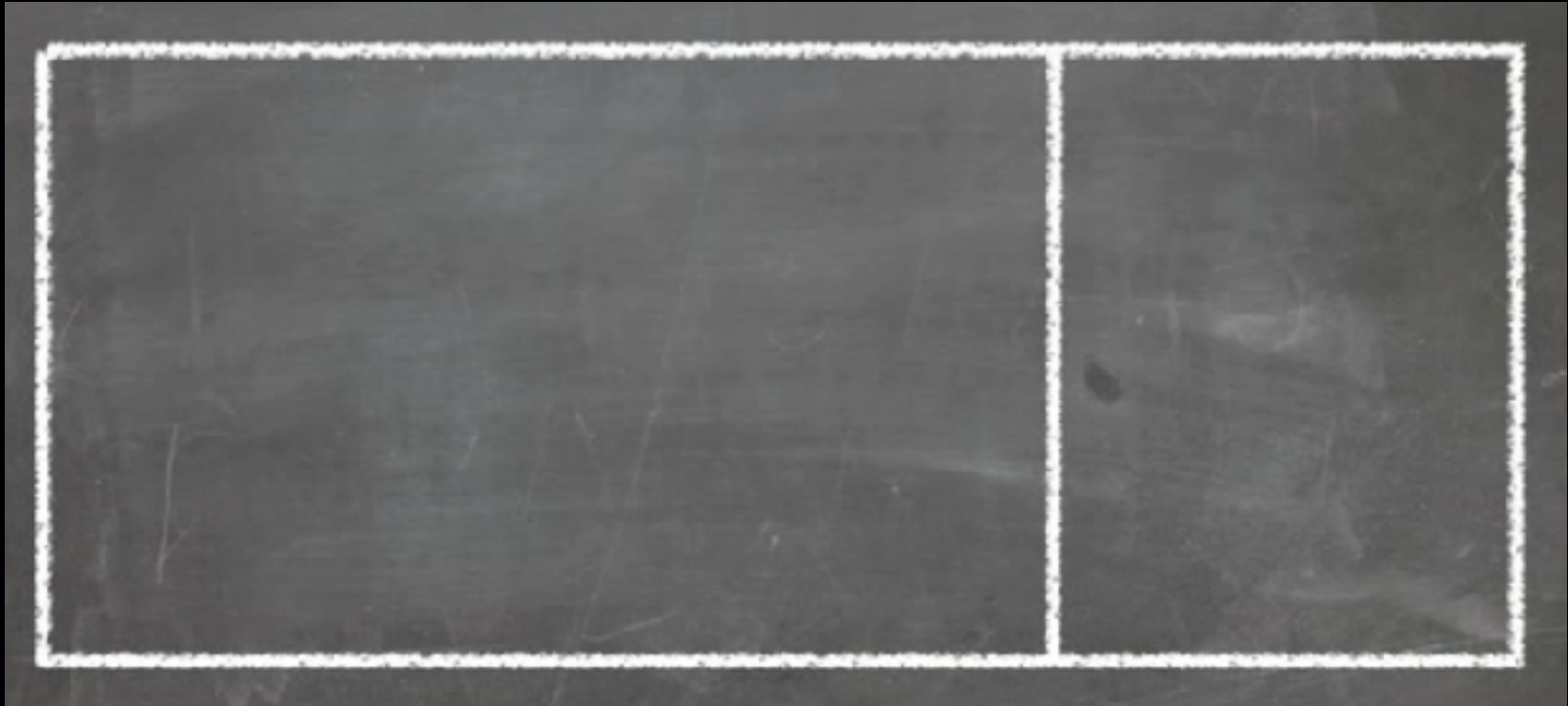








# Surface Divisions

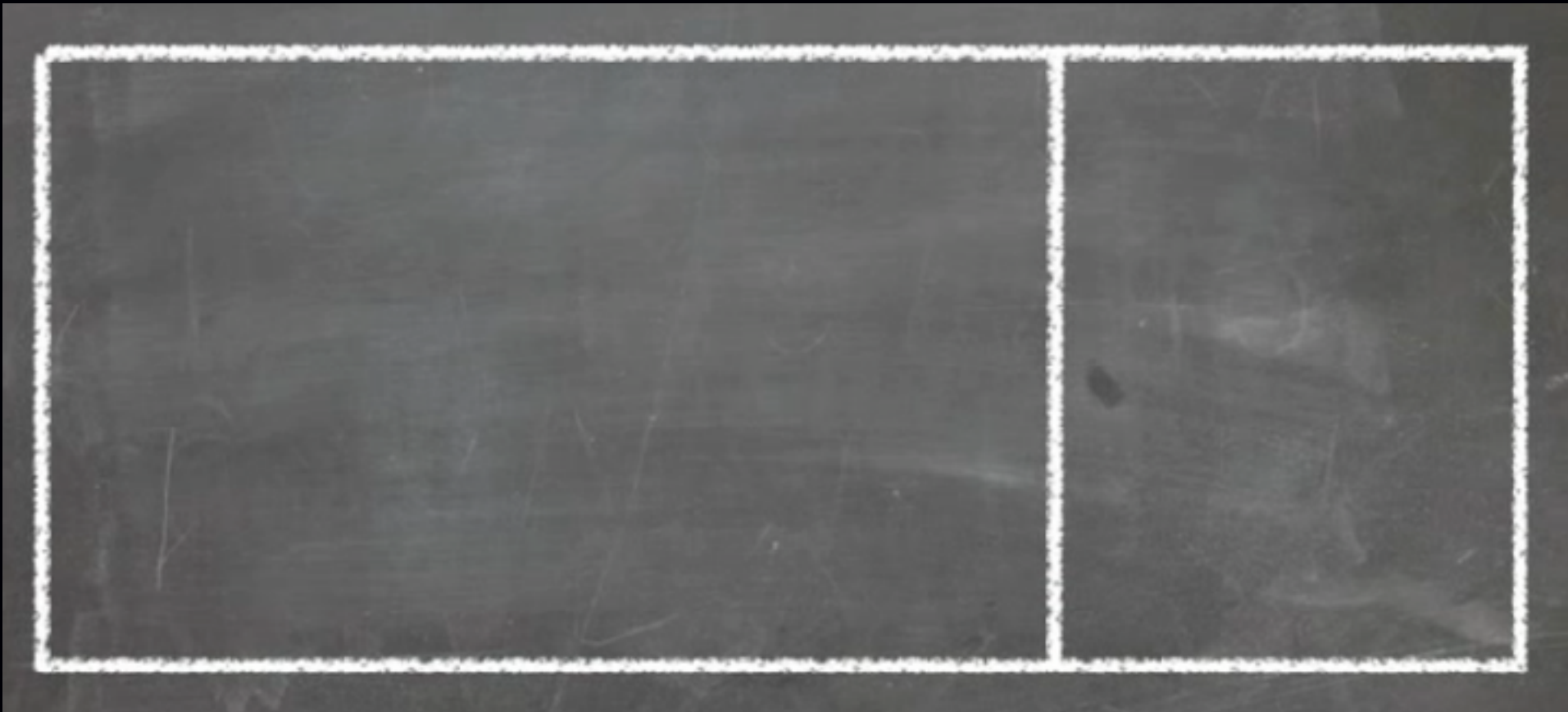








# Surface Divisions

















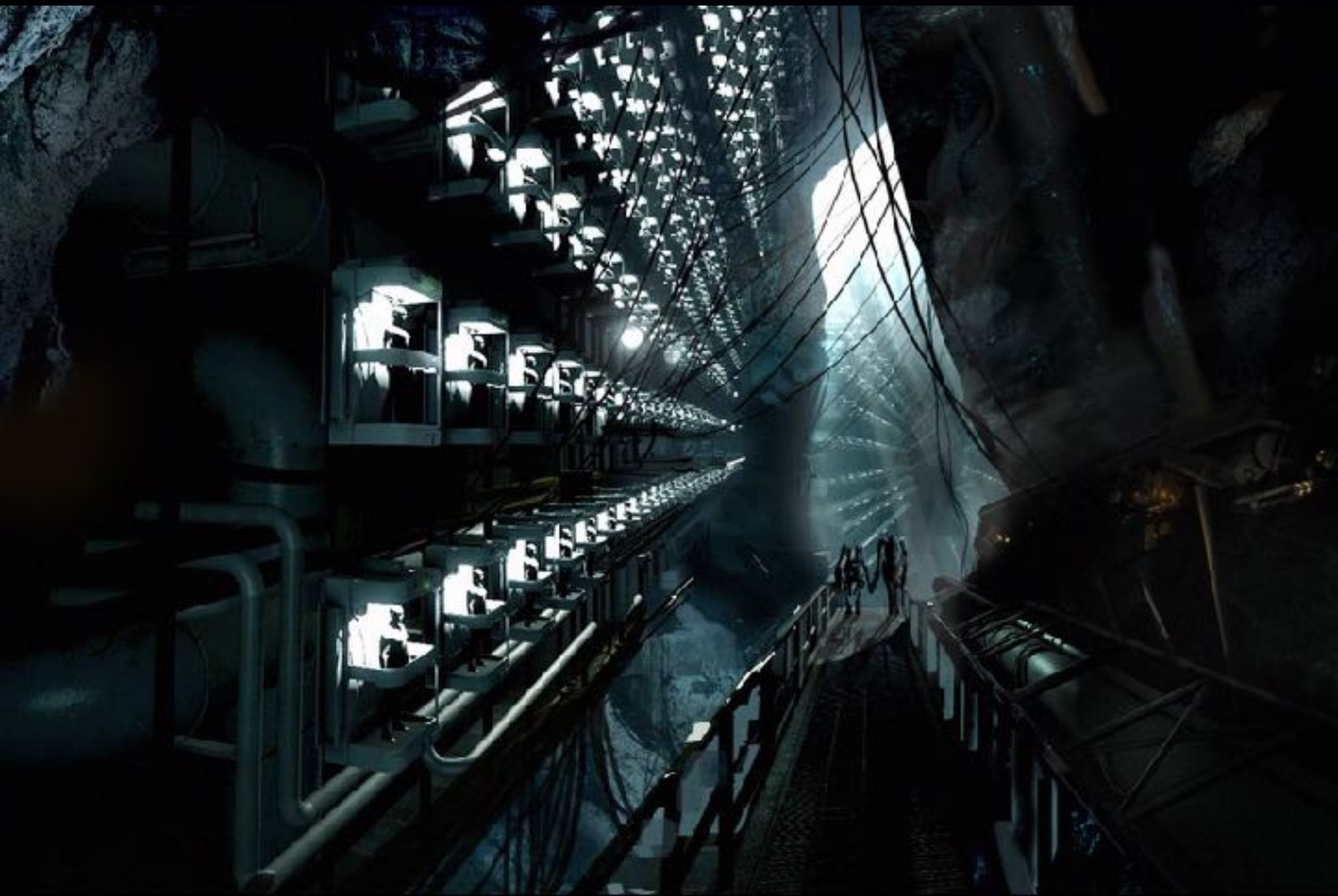




# AMBIGUOUS SPACE

















# Lines

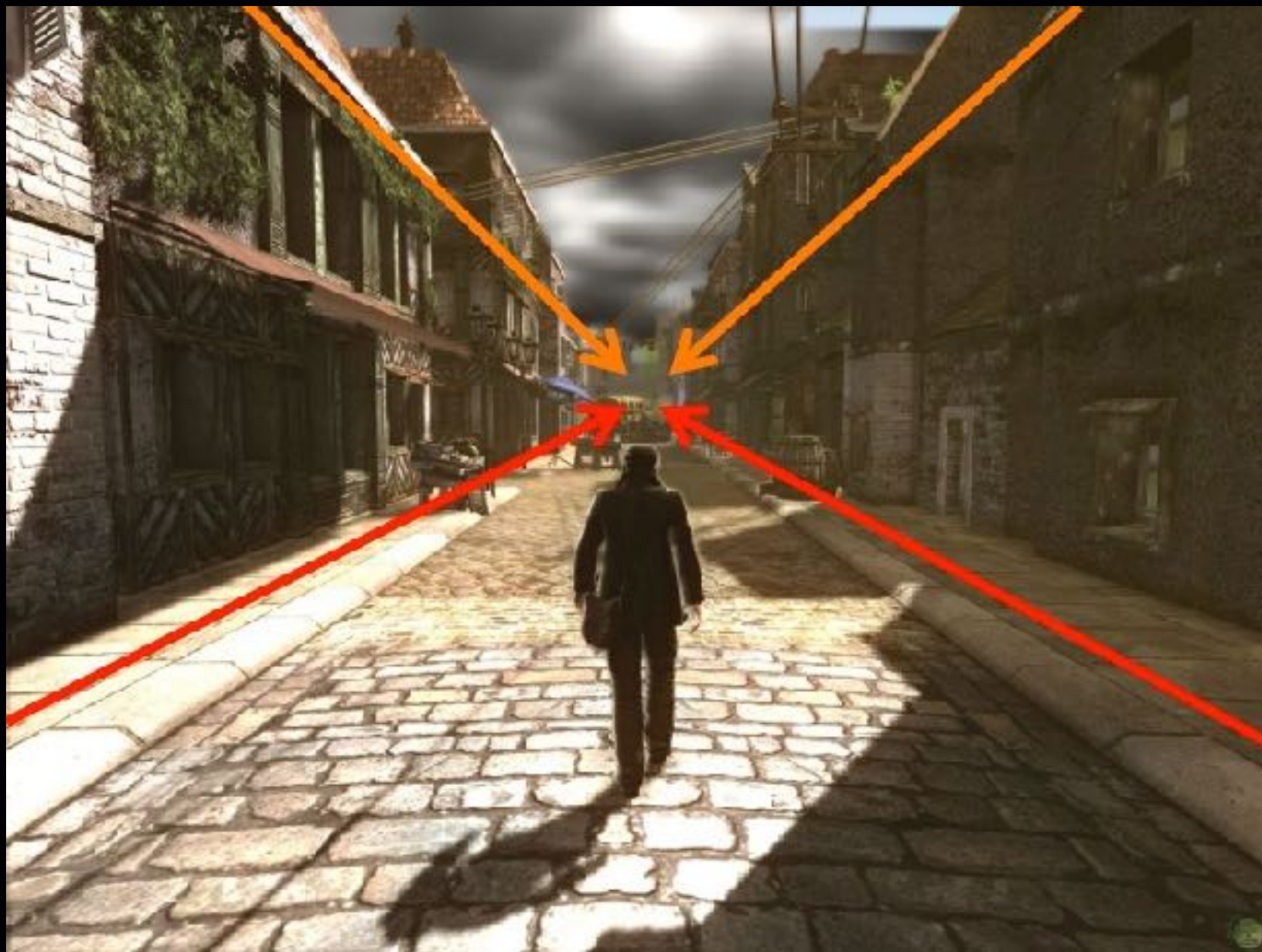




# Linear Motif









# Lines & Intensity



HORIZONTALS TEND TO BE THE LEAST INTENSE



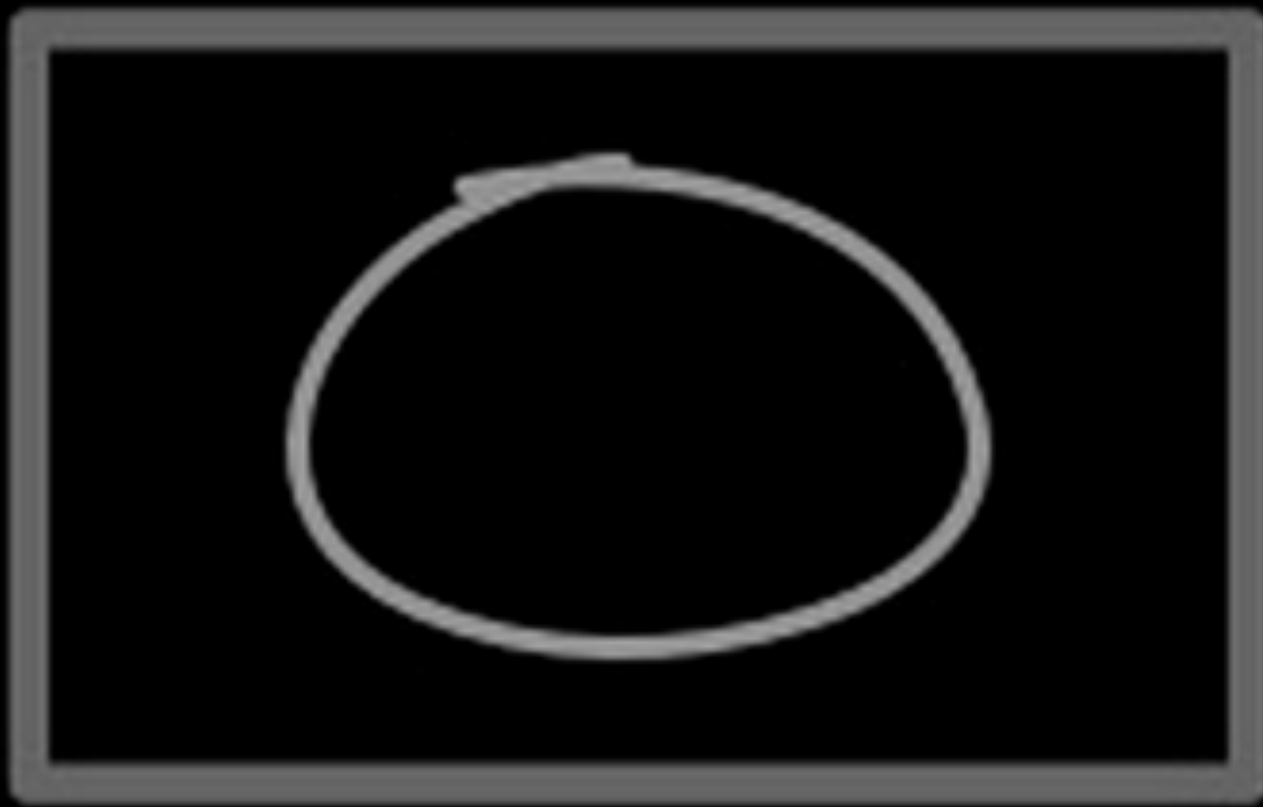
VERTICALS ARE MORE INTENSE



DIAGONALS TEND TO BE THE MOST INTENSE

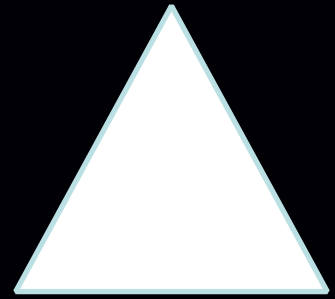
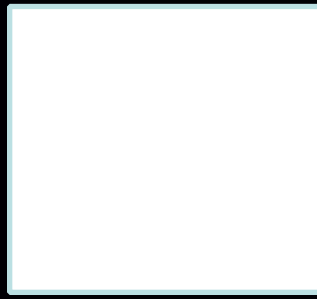
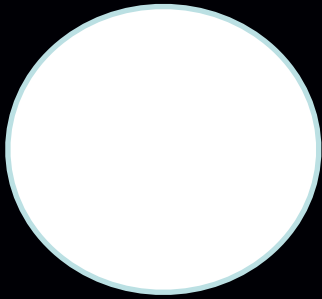


Shape



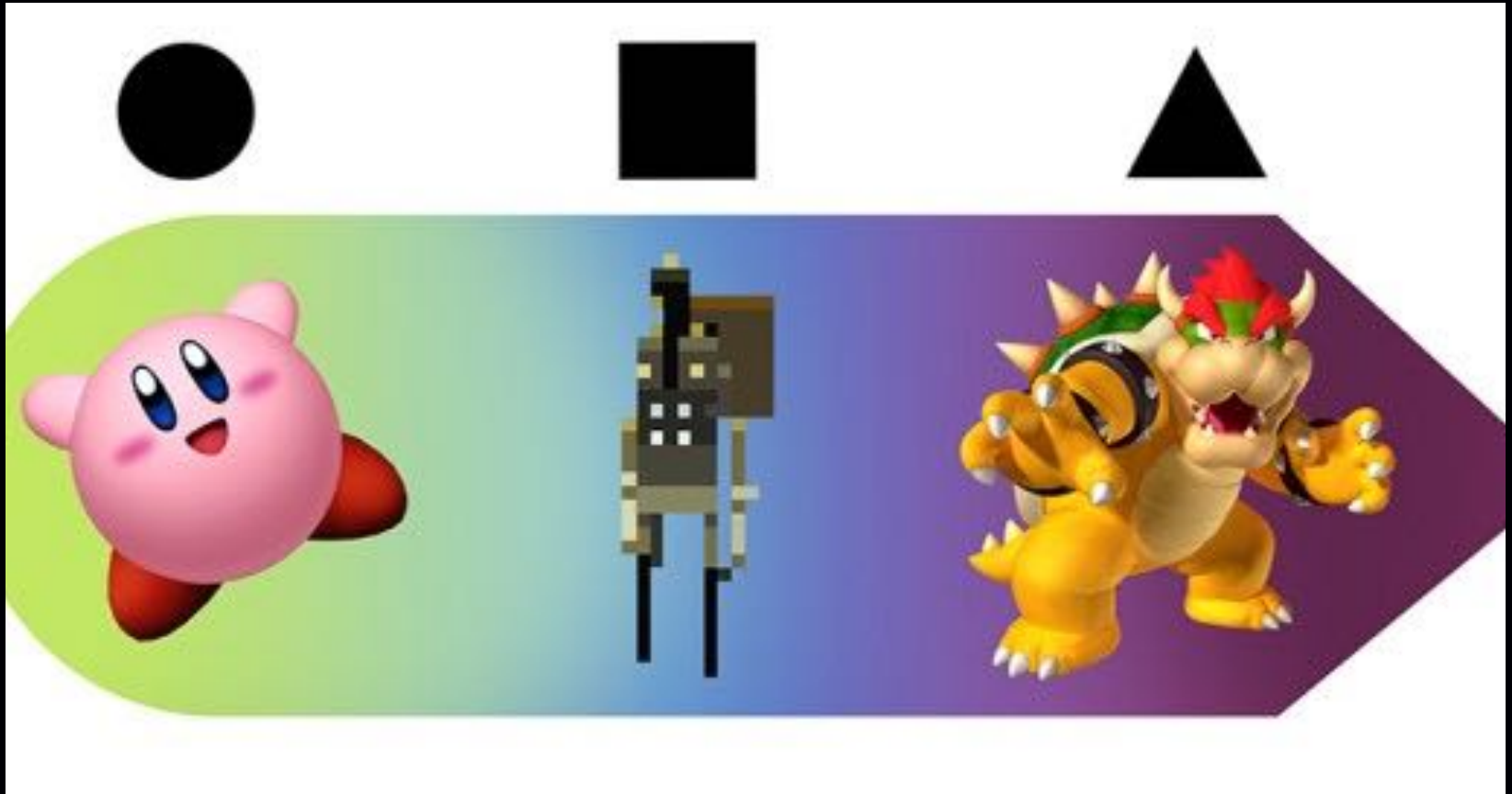


# Psychology of Shapes





# Psychology of Shapes









# Psychology of Shapes



Disney



ELLE



ANTHRAX



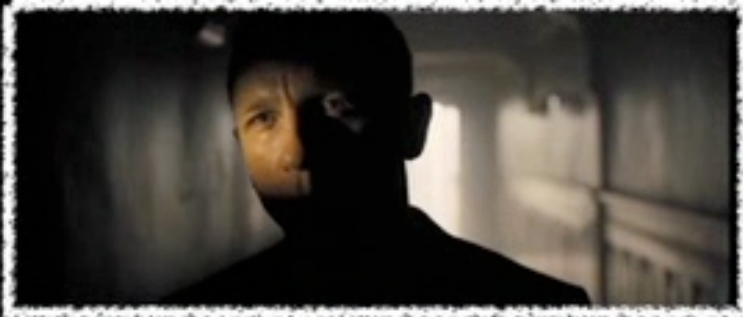


# Tone





# Tone



SKYFALL



# Color







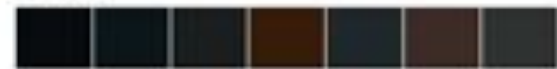
LIGHT



MEDIUM



DARK



GENERAL SPECTRUM











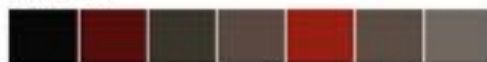




LIGHT



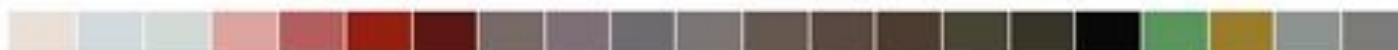
MEDIUM



DARK



GENERAL SPECTRUM





# Movement





# MOVEMENT



The cave paintings of **Chauvet-Pont-d'Arc Cave** (approximately 30,000–32,000 B.C.)

A desire to make images move, the need to capture movement, has been with us 30,000 years ago.



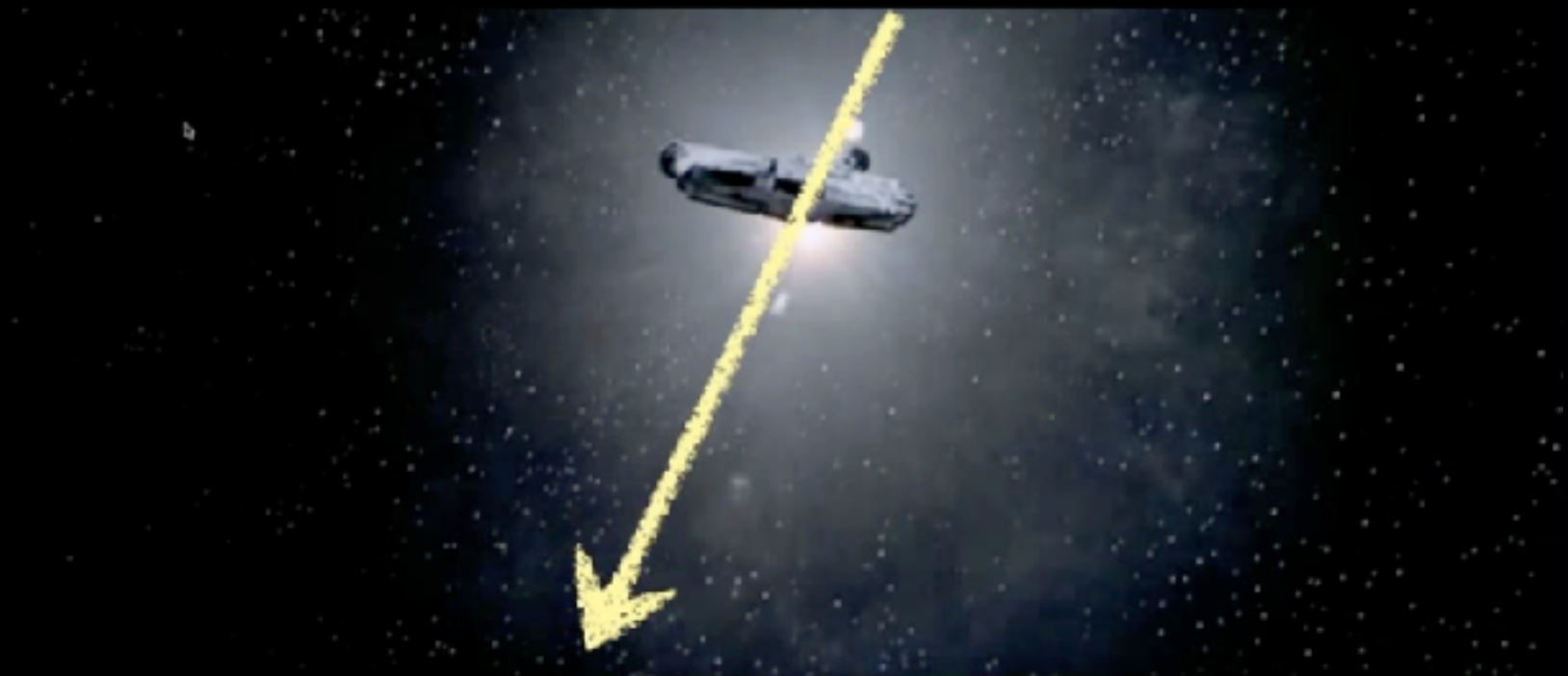
# *Animation in Palaeolithic art: a pre-echo of cinema*

Marc Azéma & Florent Rivère







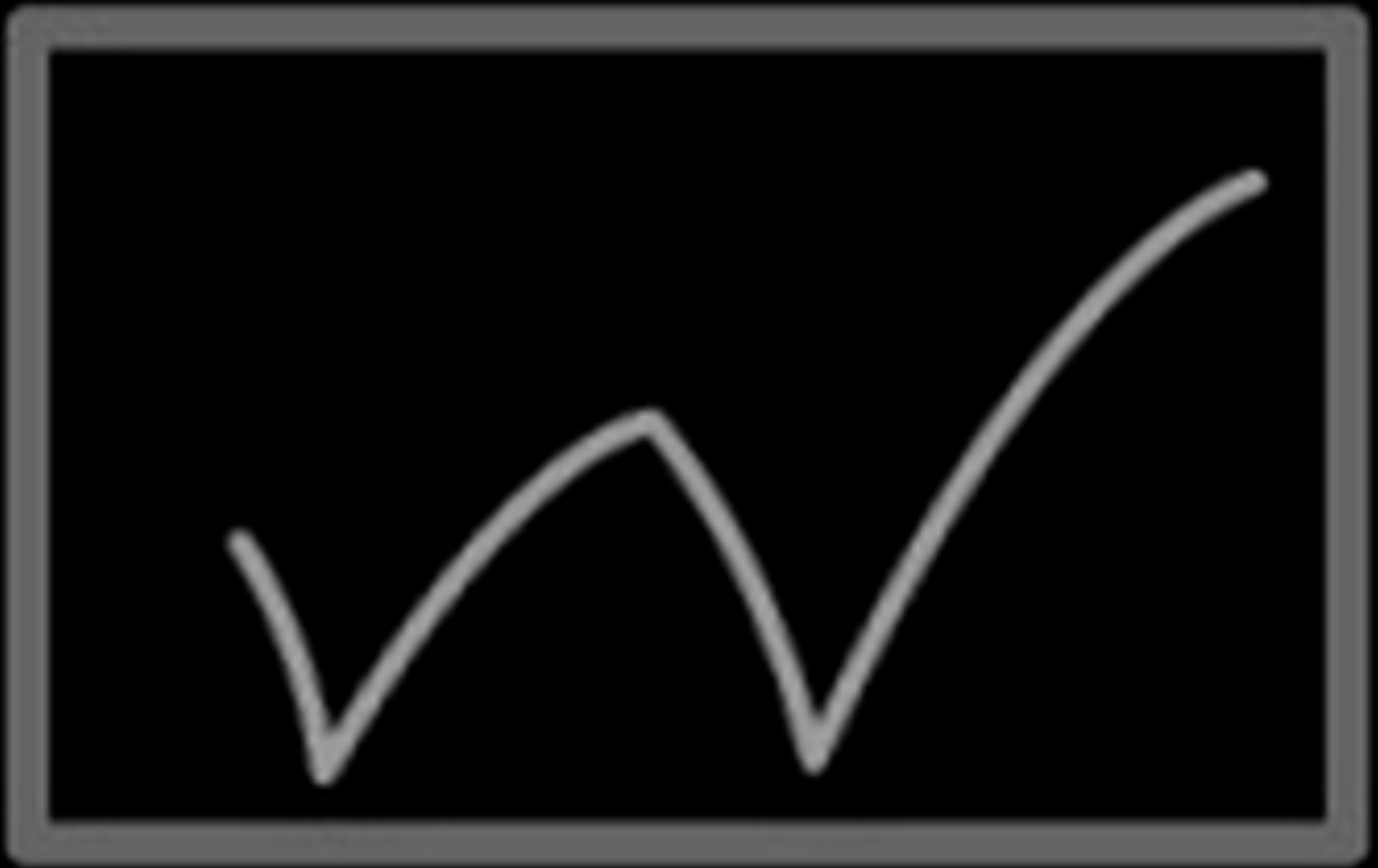








# Rhythm













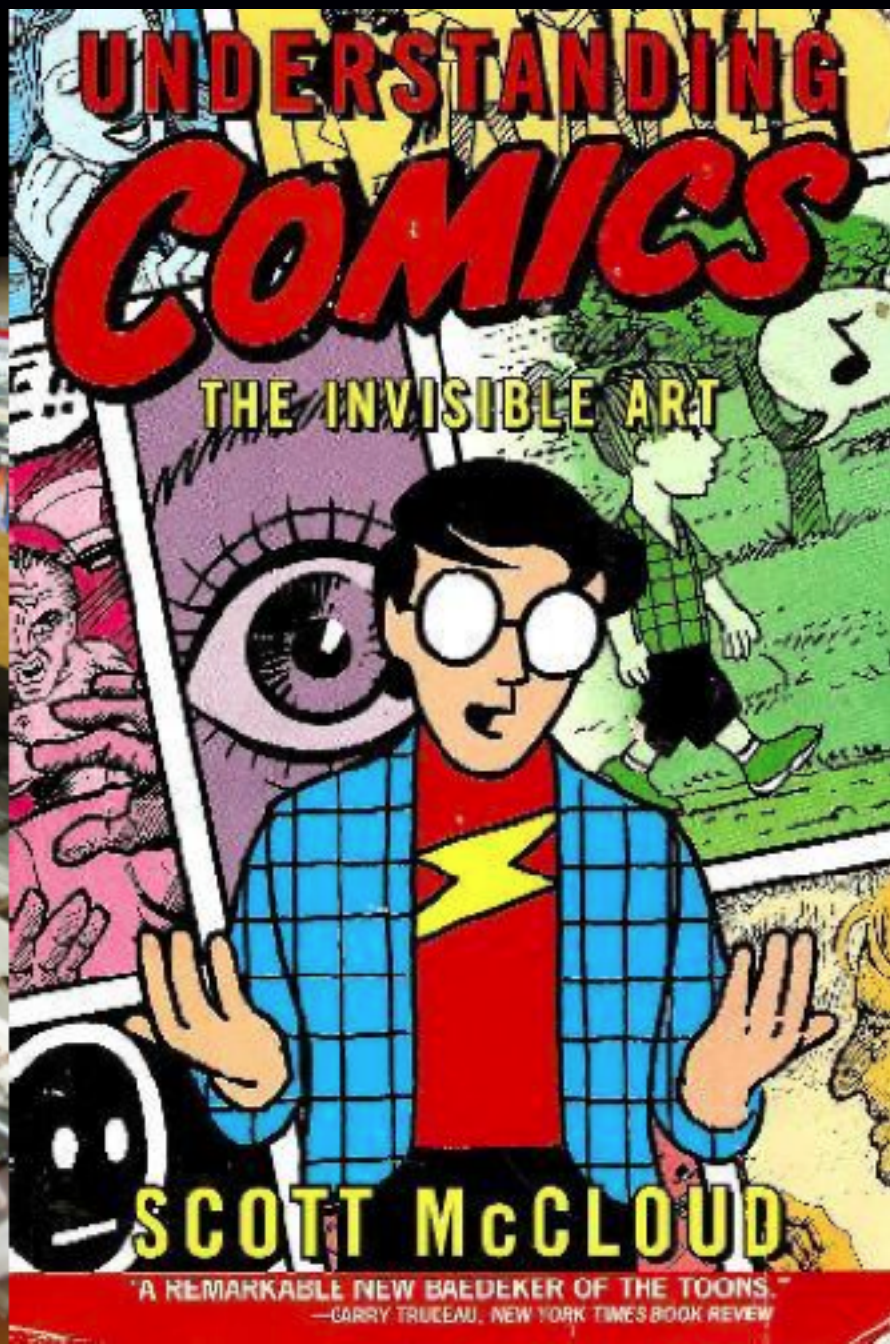




# Basic Visual Components

- **SPACE**..... the physical space in front of the camera.
- **LINE**..... doesn't exist. It's a perceptual fact, existing in our heads.
- **SHAPE**..... same as line - all shapes appear to be constructed from lines.
- **-tone**..... refers to B&W and the gray scale not “tone” of a scene (happy, angry, etc) or audio terms.
- **COLOR**..... one of the most powerful visual components.
- **MOVEMENT**..... key component - attracts and captures the audience's eye and attention.
- **RHYTHM**..... Visual rhythm NOT aural rhythm . We find rhythm in stationary objects and moving objects. Used extensively in editing.







OKAY,  
HOW  
DOES  
*THIS*  
SOUND?

**JUXTAPOSED  
PICTORIAL  
AND OTHER  
IMAGES IN  
*DELIBERATE*  
SEQUENCE**







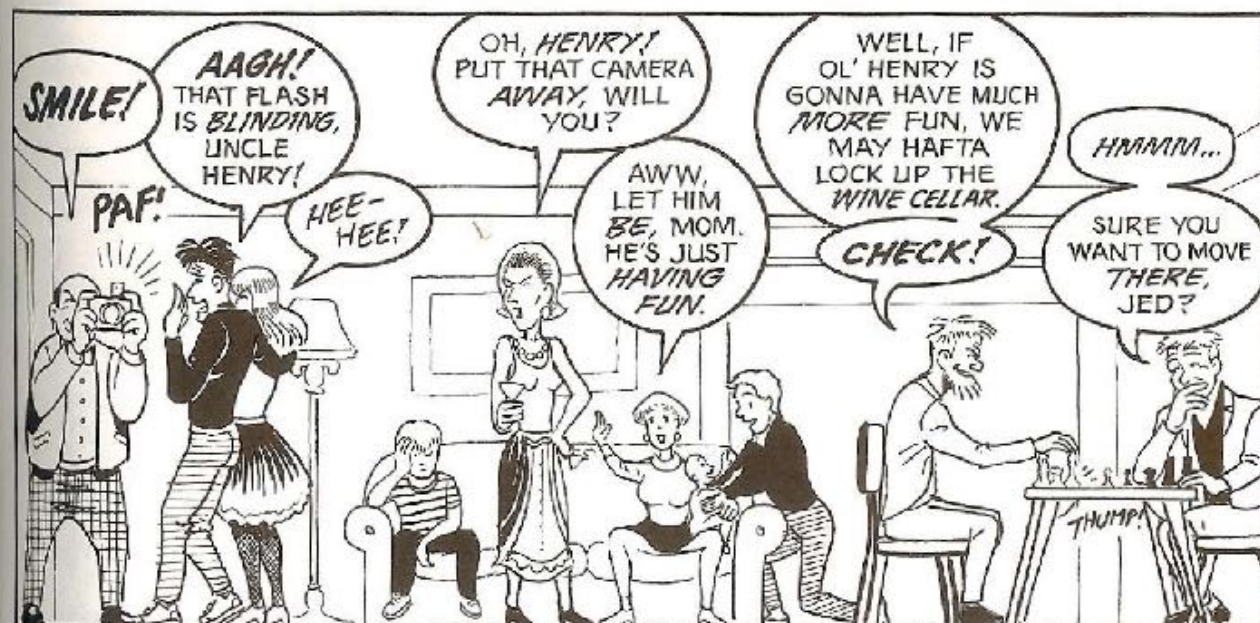


IN SOME RESPECTS THIS PANEL BY ITSELF ACTUALLY *FITS* OUR *DEFINITION* OF COMICS! ALL IT NEEDS IS A FEW *GUTTERS* THROWN IN TO *CLARIFY THE SEQUENCE*.



*ONE* PANEL, OPERATING AS *SEVERAL* PANELS.





IN SOME RESPECTS THIS PANEL BY ITSELF ACTUALLY *FITS* OUR DEFINITION OF COMICS! ALL IT NEEDS IS A FEW *GUTTERS* THROWN IN TO *CLARIFY THE SEQUENCE*.



*ONE* PANEL, OPERATING AS *SEVERAL* PANELS.



IN A  
MEDIUM WHERE  
TIME AND SPACE  
**MERGE--**



--THE  
STORYTELLER  
HAS SOME UNUSUAL  
TOOLS AT HIS/HER  
DISPOSAL--



--SUCH AS  
THE **POLYPTYCH**,  
WHERE A MOVING  
FIGURE OR  
FIGURES--



--IS  
IMPOSED OVER  
A **CONTINUOUS  
BACKGROUND.**





NOW YOU **DIE!!**





<http://www.drewweing.com/puppages/13pup.html>

<http://graphicnovel-hybrid4.peugeot.com/start.html>



## big questions to think about...

- How do the properties of a medium, (video games/film/video/graphic novels), shape it's form and meaning?
- What common properties do they share and what are their significant differences?







# LOONEY TUNES

PRODUCED BY  
LEON SCHLESINGER

RELEASED BY WARNER BROS. PICTURES, INC.