UNIT NUMBER	3
NAME	AUDIOVISUAL LANGUAGE

SUMMARY

Cinemagraphic Language

Audiovisual Language- is a communication system that integrates visual elements and sound elements.

Film- is an art and a medium of communication that narrates a story in movement, in space and with particular sounds.

      Structure: Still Frame-the individual photographs that are impressed onto the movie's negative cinematographic film.

                Framing- the space that captures the objective of the camera.

                Shot- a frame from a particular place and visual angle.
                                -General
                                -Medium
                                -First Shot

     Movements: Panoramic
                       Translation or Dolly
                       Zoom

     The Camera: Angles: Normal
                                Chopped
                                Angle Shot

The Language of Press and Publicity

Press and Publicity- have their own language. The language's objective is that the message arrives to the receptor, it is expressive and as appealing as possible so can that it can meet the purpose for which it was created.

     Purposes of Press: Documentary
                           Symbolic
                           Illustrative
                           Humorous

      Publicity: Audiovisual- during the advertisement, the actions occur in   the opening, the development and the end.

                  Print- is characterized by the   design and spatial distribution of four elements; the headline, the illustration, the text and the company.

Elements: <u>Studio-</u> the space where the actions executed in the film are integrated into the production.

<u>Production-</u> the process of executing a program.

<u>Script-</u> is the text that reflects the narration of the program.

<u>Execution-</u> is equivalent to the direction in the film.

Television Language

Genres: <u>Entertainment-</u> includes contests, *reality shows*, news programs and galas.

<u>Fiction-</u> includes series, TV movies, soap operas and films.

<u>Documentary</u>

New Technologies

<u>Computer Graphics-</u> is a system that employs the use of the computer to create   or manipulate images.

-Descriptive Outlines
-Multimedia Presentations
-Rotoscoping
-Rendering

<u>Interactive or Cyber Art-</u>

-Interactive creations
-Installation of interactive objects

<u>Video Art-</u> artistic creations executed in digital or electromagnetic video.

1. What is audiovisual language?
2. Define ¨shot¨ in film language.
3. What type of shot is present in this still frame?
4. What is the purpose of using moving cameras when making a film?
5. What camera movements are being used in this action? Define the word.
6. What functions can a photograph have in a medium of communication, such as press?
7. In this advertisement, some visual elements can be observed that make up a form of communication. Name these elements.
8. What are the possible script formats for the medium of television?
9. What is a television format?
10. What are the characteristics that define visual language and the theme of the T.V. movies?
11. What are computer graphics? What technique has been used to achieve the 3D sensation in this image?
12. What themes are considered a constant in the artistic career of Alberto García-Alix?

13. What is a fractal?

. Classify the following photographs according to the angle that they present: normal, high angle, low angle. Trace on baking paper the outlines of the shapes and observe the visual sensation that they produce.

10. Choose a passage from a book that you like and write a technical script following the model below. Next to the script draw a storyboard to visually explain the action.

11. Draw a sketch for the announcement of an event in your school. Use the sketch to make a definitive work with a computer program like Powerpoint, helping you with pre-designed images.
Observe the example, and pay attention to the distribution of different visual elements so that it has clarity of visualization and reading.

12. Look on the internet for an advert, download it and open it in Photoshop. Us edifferent tools like filters of artistic sketches, pencil and paintbrush, rubber, lines and different colour options, until you have simplified the visual content, witht the idea of creating your own composition.

1. Investigate the possibilties that the 3D options of the drawing tool bar offer in Word in a drawing with various 3-dimensional figures. Observe in the example 2 steps followed to make this drawing.

2. Choose a family photo, preferibly a portrait in first shot and with the program photoshop manipulate and soften the features, taking out stains, exaggerated shadows, brightness etc. Use the following tools: clonign pad, correcting brush and disfocus. Also you can soften the background until you get a smooth surface with the same tools and the background rubber.

3. The objective of these touches is to achieve a natural sensation in which computer manipulation is not perceived.