
Monthly Newsletter from the CCC Mastery Program

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Feature Article:

Feature article this month is about 'The Visual Environment'

Micro Masterclass

'Factors to Consider'

Q&A/Case Study/Tips:

Q&A - Gesturing



Dr Christiaan Willems



This Month: **Visual Vocabulary**

- from the desk of Dr Chris...

This month we are looking at developing your '**Visual Vocabulary**'

This includes developing your knowledge of the video medium - some of its common nomenclature and vocabulary - as well as some factors to consider when you are making your own business videos.

So we're looking at specifics in terms of Framing and Shot Sizes, and explaining some of the basic tech-talk around that.

Of course, the fundamental question to ask there is: what does the Camera see? What do we *let* it see? What does it *need* to see?

Because whatever the Camera sees, that is what your Audience sees, so you need to look at this from their point of view.

So let's kick off this month with the feature article - Visual Environment.

Feature Article: Visual Environment

- by Dr Christiaan (Chris) Willems

The Visual Environment:

The environment in which you shoot and present your video tells us a lot about who you are, where you are, and what you are going to be talking about - even before you say a word. So choosing images and pictures that support, enhance, reinforce and illustrate your business story is really important in the on-screen context. You therefore need to determine what pictures best tell your business story?

Depending on what your business does, where you are located, what you offer and how you want your business to be perceived, those factors (and many more) will determine what kinds of images you choose. If you operate in the traditional corporate world, you might select a cityscape depicting high-rise commercial office towers.



If on the other hand your business is about environmental sustainability, you would probably go for something like a rain forest - perhaps including close-ups of prehistoric ferns, tree frogs, or something as simple as water drops on leaves.

A tourism business might use similar images, but alternatively might also feature popular attractions such as beaches, heritage buildings, water sports - or indeed a 'best-kept-secret', for that get-away-from-it-all alternative location, appealing to those visitors and tourists looking for a more restful and regenerative experience, rather than paddling furiously down the rapids in a rubber dinghy!



Micro-Masterclass Video:

The featured **One-Minute Micro Masterclass** for this month is: **'Factors To Consider'**:

This month's Micro-Masterclass looks at some of the fundamental factors to consider, when you are making your business videos...



Behind The Scenes/Q&A/Case Study/Quick Tips:

"Know, Like, Trust"

*"As they say in business, your potential clients need to **'Know, Like, and Trust'** you, before they will do business with you.*

Video is a great way of achieving 'all-of-the-above, because they get to see who you are, what you are offering, and whether you can solve their problem..."

Contact us:

Dr Christiaan (Chris) Willems

e: drchris@artsmediaconsultants.com

w: <https://artsmediaconsultants.com/>

m: +61 417 470 874



**Book-a-Chat
with Dr Chris**

