

# TRANSFORMATION OF CONTENT THROUGH (AUDIOVISUAL) LANGUAGE

# VISUAL

- 1. Standard Moving Images**
- 2. Slow-Motion / Time Lapse / Macro**
- 3. (Moving) Photographs**
- 4. Animations: Stop-Motion, Drawings, 3D, Motion Tracking, Deepfakes ...**
- 5. Written Text: In the image / Part of the image / Overlay / Subtitles**









# AUDIO

- 1. Voices: On-Screen, Off-Screen, Voice-over**
- 2. Sound Elements: Foley, Sound Elements,**
- 3. Atmosphere: Surroundings Spaces**
- 4. The Power of Music**

# IMAGE-SOUND RELATION

**Synchrese:**

**«forging of an immediate and necessary relationship  
between something one sees  
and something one hears at the same time.»**

MICHEL CHION: AUDIO-VISION: SOUND ON SCREEN, 1994.

# IMAGE-SOUND RELATION

**»We never see the same thing when we also hear;  
we don't hear the same thing when we see as well.«**

MICHEL CHION: «AUDIO-VISION: SOUND ON SCREEN», COLUMBIA UNIVERSITY PRESS, 1994.

**Chair of Ecosystem  
Management, ETH Zurich**  
Prof. Dr. Jaboury Ghazou



**Oxford University;  
Himalayan Wolf Project**  
Geraldine Werhahn



# **FIVE MEDIA PRINCIPLES FOR RESEARCH DOCUMENTARIES**

## **1. Body of Knowledge**

**Re-formatting written texts;  
condense; interweave; contextualize;  
adaptation; rewrite; show, don't tell;**

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Performance; characters; surrounding spaces;  
image-sound rhetorics; visual argumentation;  
but also ambiguity of images;

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Storytelling; narration; time-space  
element; rhythm; film = conflict;

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## 5. Playful Approach

Filmmaking is such an intense work;  
you have to enjoy it!

# **DOCUMENTARY FILM & EXPERT INTERVIEWS**

**talking head (eng. trans.)**

**Rather ironic term for the dominance of the "talking heads" of interviewees, who appear primarily in television documentaries and are usually recorded in semi-near to close setting sizes (whether against a scenic background - bookcases for humanists, laboratories for chemists, archive shelves for historians, etc. - or in front of a neutralized, mostly monochrome black surface). The staging appears static, is visually unattractive, shifts attention entirely to the spoken word.**

**talking head**

dt. „sprechender

Eher ironische Bezeichnung für die Dominanz der vor allem in Fernsehdokumentationen auftretenden „sprechenden Köpfe“ von Interviewten, die meist in halbnaher bis naher Einstellungsgröße aufgenommen werden (sei es, vor einem szenisch-sprechenden Hintergrund – Bücherwände für Geisteswissenschaftler, Labore für Chemiker, Archivregale für Historiker etc. –, sei es vor einer neutralisierten, meist monochrom schwarzen Fläche). Die Inszenierung wirkt statisch, ist visuell wenig ansprechend, verlagert die Aufmerksamkeit ganz auf das Gesprochene.

<http://filmlexikon.uni-kiel.de/index.php?action=lexikon&tag=det&id=777>



# Principles of Electrical Circuits

L18 Operational Amplifier

Operational Amplifier  
Op Amp



Principles of Electric Circuits by Tsinghua University

presented by Guip  
dubbed by Xinjie



A man with short, bright pink hair is sitting in a wooden chair with a red cushion. He is wearing a black t-shirt and dark blue jeans. He is smiling and looking towards the camera. He has several rings on his fingers. To his right is a small, round, dark wood table. The background shows a building with large columns and a mural on the wall. The scene is outdoors on a paved area.

**Empathies Conference 2017 European  
Society for Literature, Science and the  
Arts, University of Basel**



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**WSL, FiBL & ETH Zurich**  
**Better Gardens**  
David Frey



**WWF, COOP &  
Southpole Carbon**  
Maasai Women, Cookstoves  
And Fairtrade Flowers

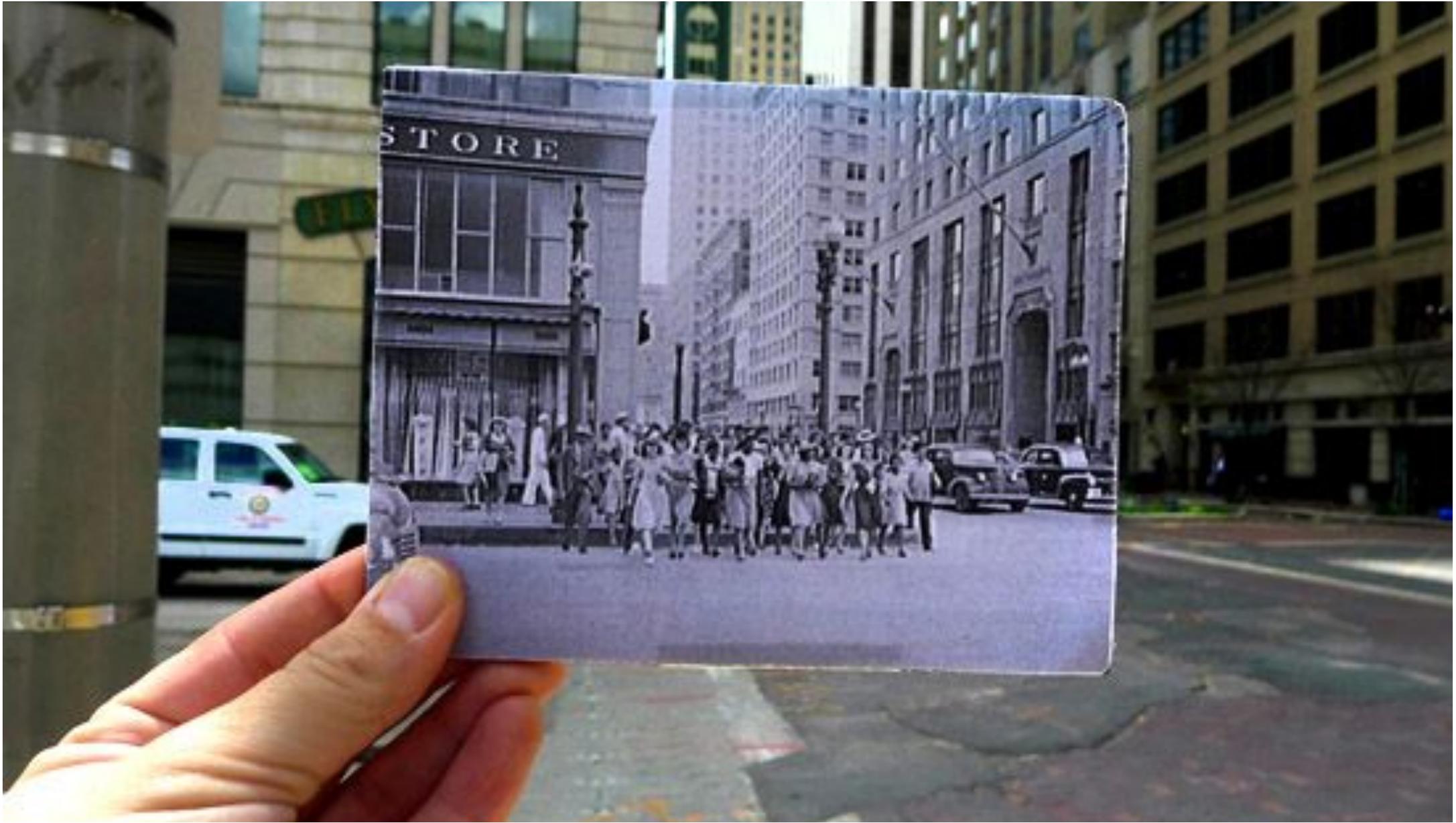
# VISUAL SYNTHESIS

# POSSIBLE VISUAL CONCEPT FOR OUR SYNTHESIS PROJECT

## **1. Historic Material 'Slider'**







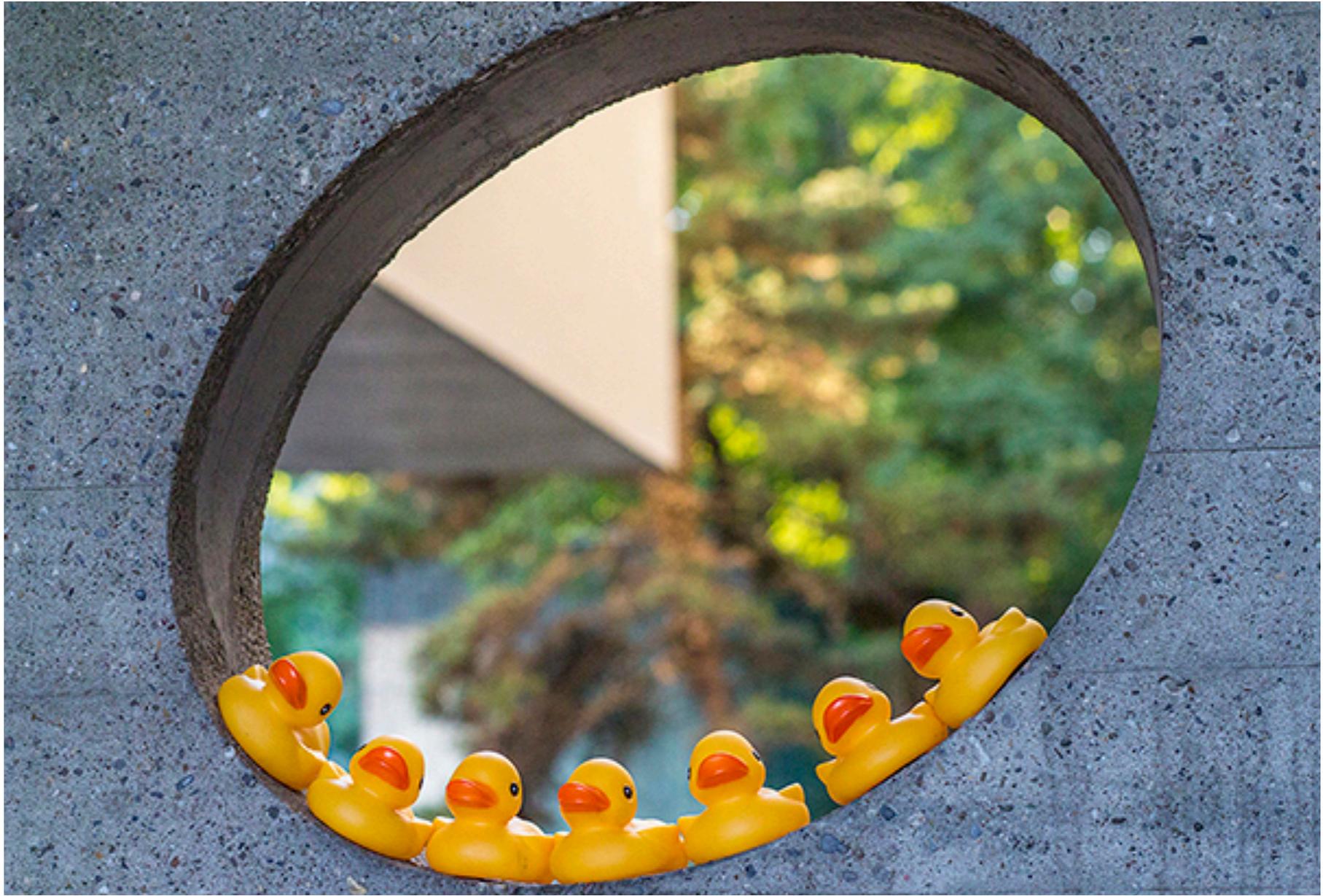


MANHATTAN BRIDGE



# POSSIBLE VISUAL CONCEPT FOR OUR SYNTHESIS PROJECT

- 1. Historic Material 'Slider'**
- 2. Match-Cuts between  
Projects (Visual & Audio)**





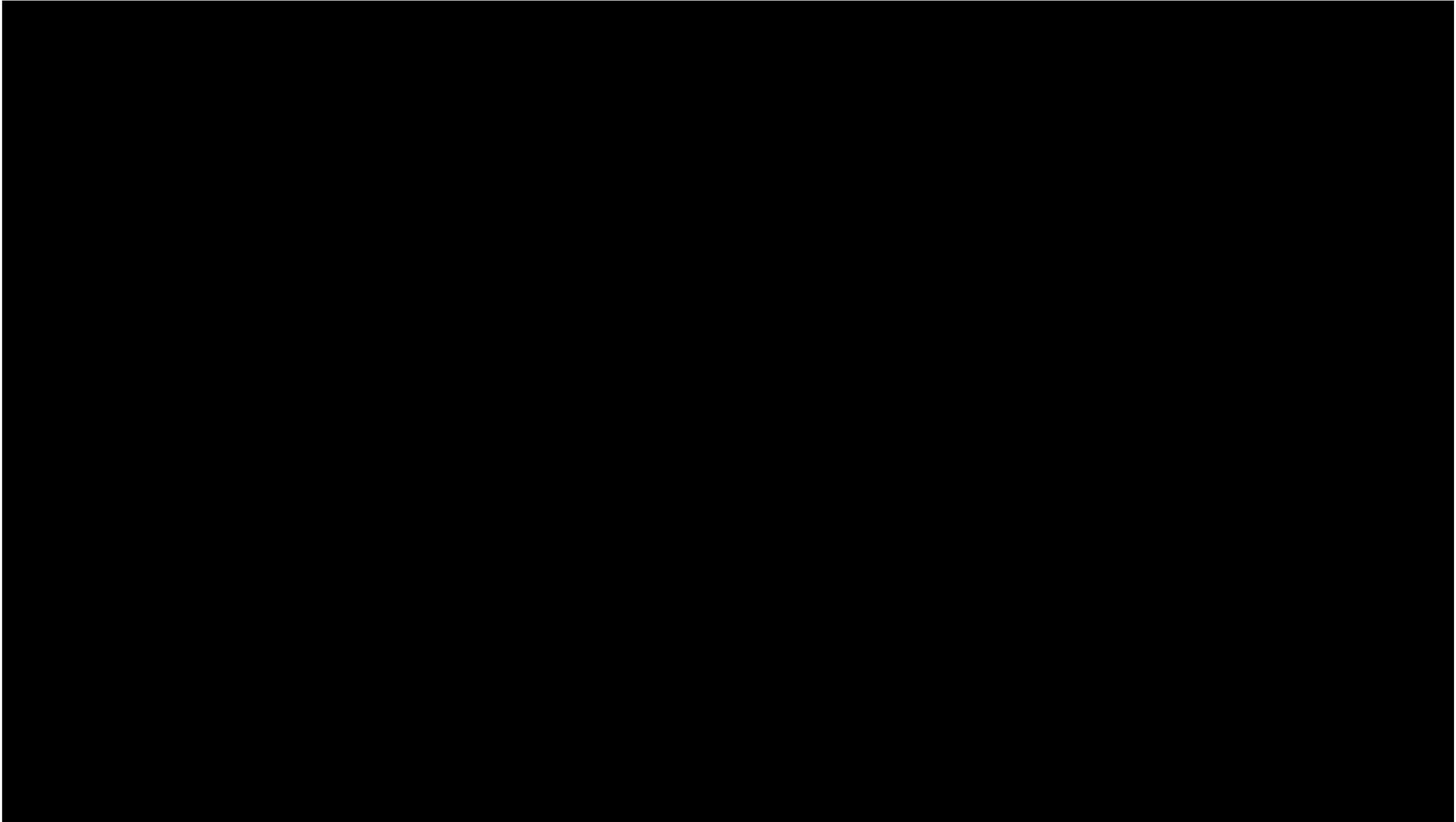
**Lines;**  
**Shapes;**  
**Objects;**  
**Actions;**  
**Movements;**  
**...;**











- Needs concrete planning of scenes;
- Access to previous archive material **BEFORE** field work;
- script development: identification of: **Montage Points**



## **Preproduction**

Definition of target audience, genre, format, technical equipment, workplan (times, deadlines, work steps, tasks), roles, organization of production, script writing, production plan, research on similar films, access to existing material, search for copyright-free material and historical material.



## **Production**

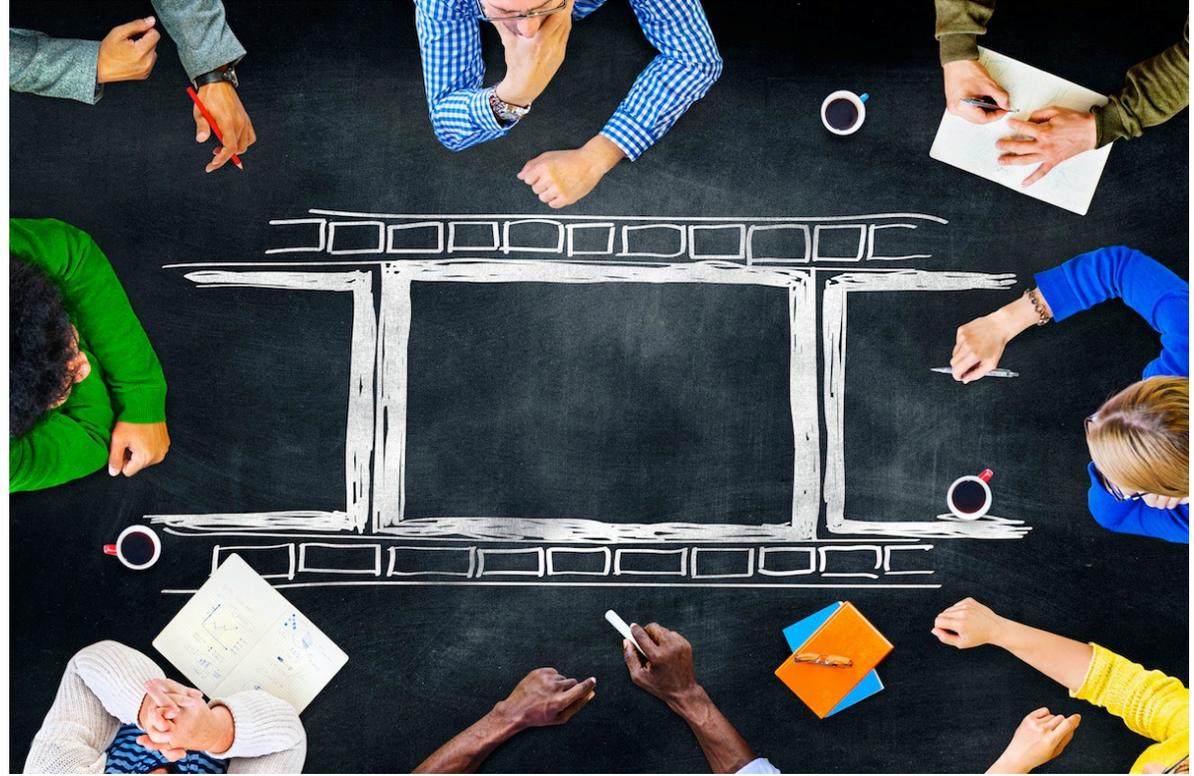
Stakeholder interviews, key locations, impressions, Field work, sleepless nights, long working hours



## **Postproduction**

Montage, titles, translations, subtitles, 'lower thirds', (maybe) animations, visual effects, color grading, voice-over texts and recording, sound design, music, sound mix, end credits, rendering.

# PREPRODUCTION



**Overview:**

topic of the film is;  
(presentation of hypothesis)

**Logline:**

Brief synopsis of story in 1 or 2 sentences. Hook!

**Scope of Film:**

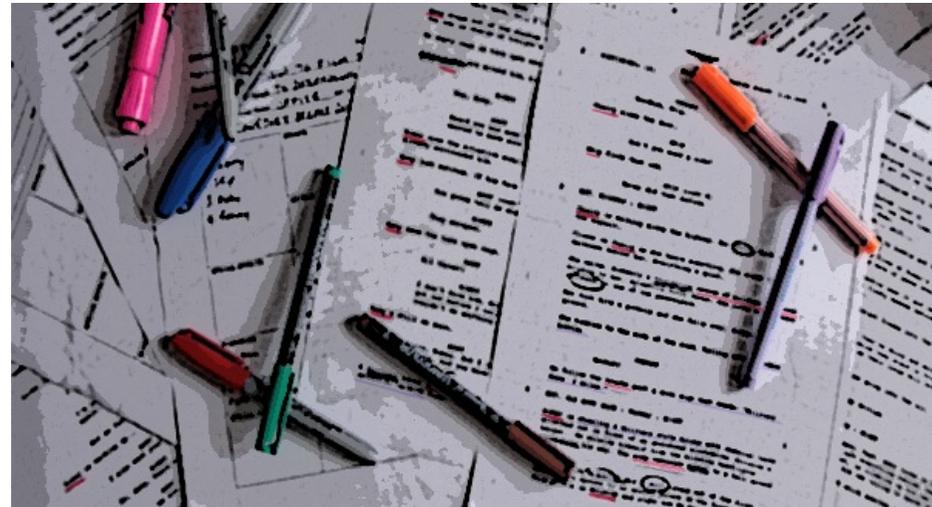
list of what issues are being examined;  
limitation is important; not say everything

**Outline (script):**

sketch of the film, describes the narrative arc of story;

**Characters and Storyline:**

list all characters in story:  
what is their role in the story;



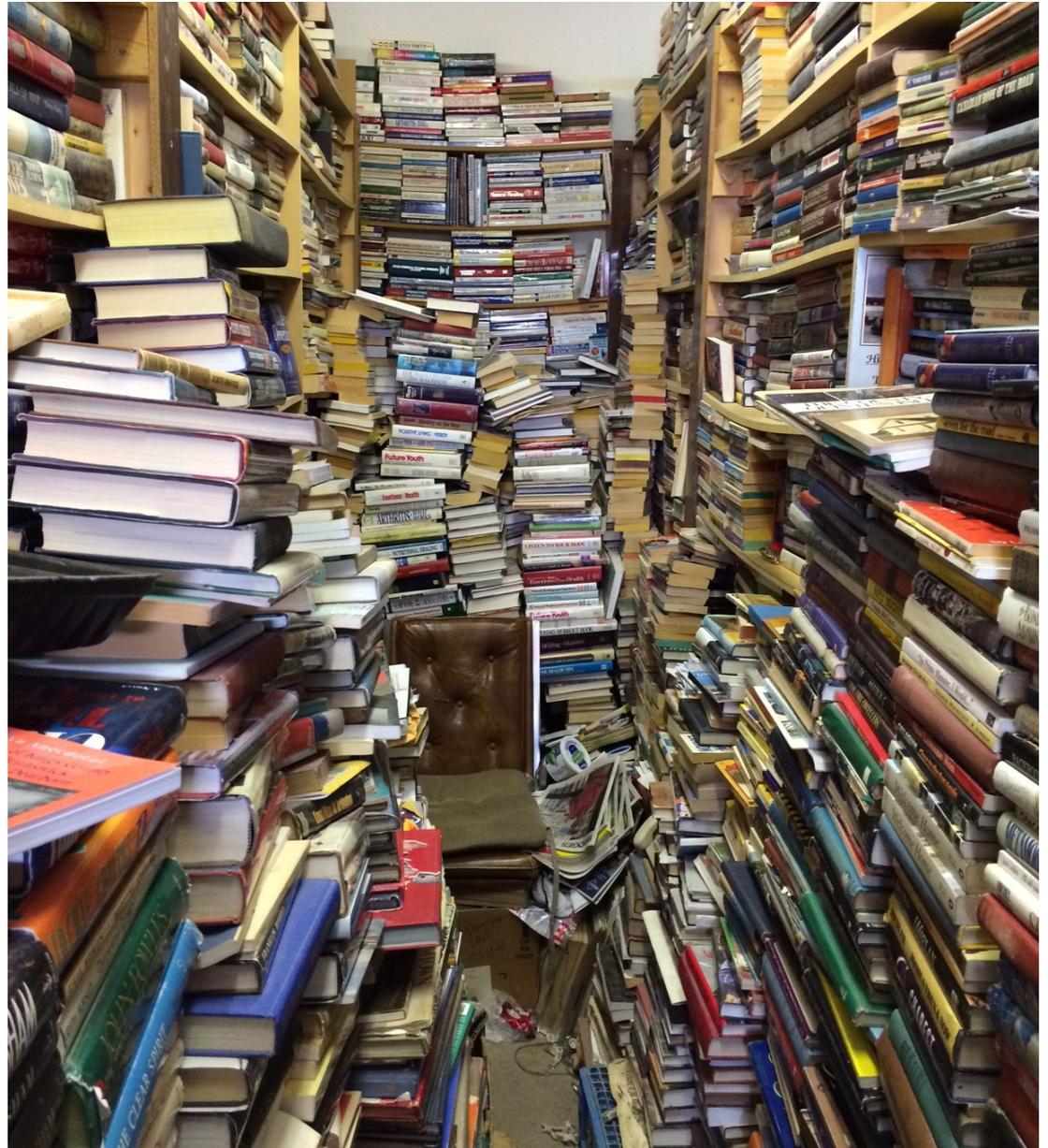
# **PRODUCTION**

**What to expect in the production, field work?  
How is it to work with us on-location?**





# POSTPRODUCTION



The image displays a video editing software interface. At the top, a video player shows a man in a white shirt and glasses sitting in a red armchair, gesturing with his hands. The video player includes a progress bar with a current time of 00:09:42:13 and a total duration of 00:21:32:13. Below the video player is a multi-track timeline. The timeline is divided into several tracks, each containing colored blocks representing video clips and audio tracks. A yellow line indicates the current playhead position at 00:10:00:00. The tracks are labeled with 'fx' (effects) and 'weiss' (white). The interface also shows a project name 'Empathy\_long\_FINAL' and a user name 'lower\_laura'.

