

AUDIOVISUAL INTERPRETATION OF REALITY

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POWER OF PICTURE

VISUALITY

THE EPOQUE OF VISUALITY



VISUALITY

A MAN PERCEIVES 80-90% OF WORLD BY EYES

- Sightless people
- Fascination of moving image
- Unjust victory of television
- Visual studies (era of visuality)

VISUALITY

HOW TO UNDERSTAND IT

HOW NOT TO BE LOST IN IT

HOW NOT TO ABUSE THE PICTURE

VISUALITY

„portrait photos“



„landscape photos“



VISUALITY

„portrait photos“



„landscape photos“



VISUALITY

„landscape photos“



VISUALITY



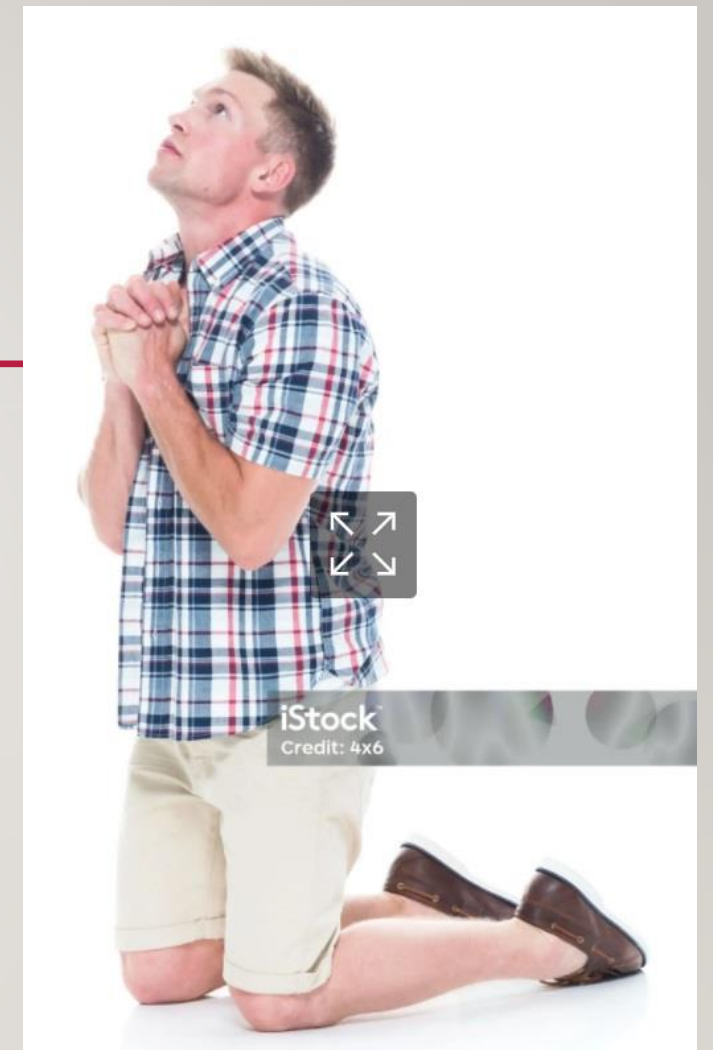
VISUALITY



VISUALITY



VISUALITY



Whole rest of your life



iStock
Credit: 4x6

ATTRIBUTES OF PHOTO/PICTURE

- I. Size of frame
- II. Size of picture
- III. Light dynamics (contrast)
- IV. Perspective (color or linear)
- V. Focal distance
- VI. Depth of sharpness



I. SIZE OF FRAME



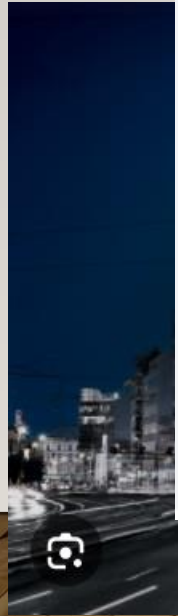


I. SIZE OF FRAME





1920 x 1080

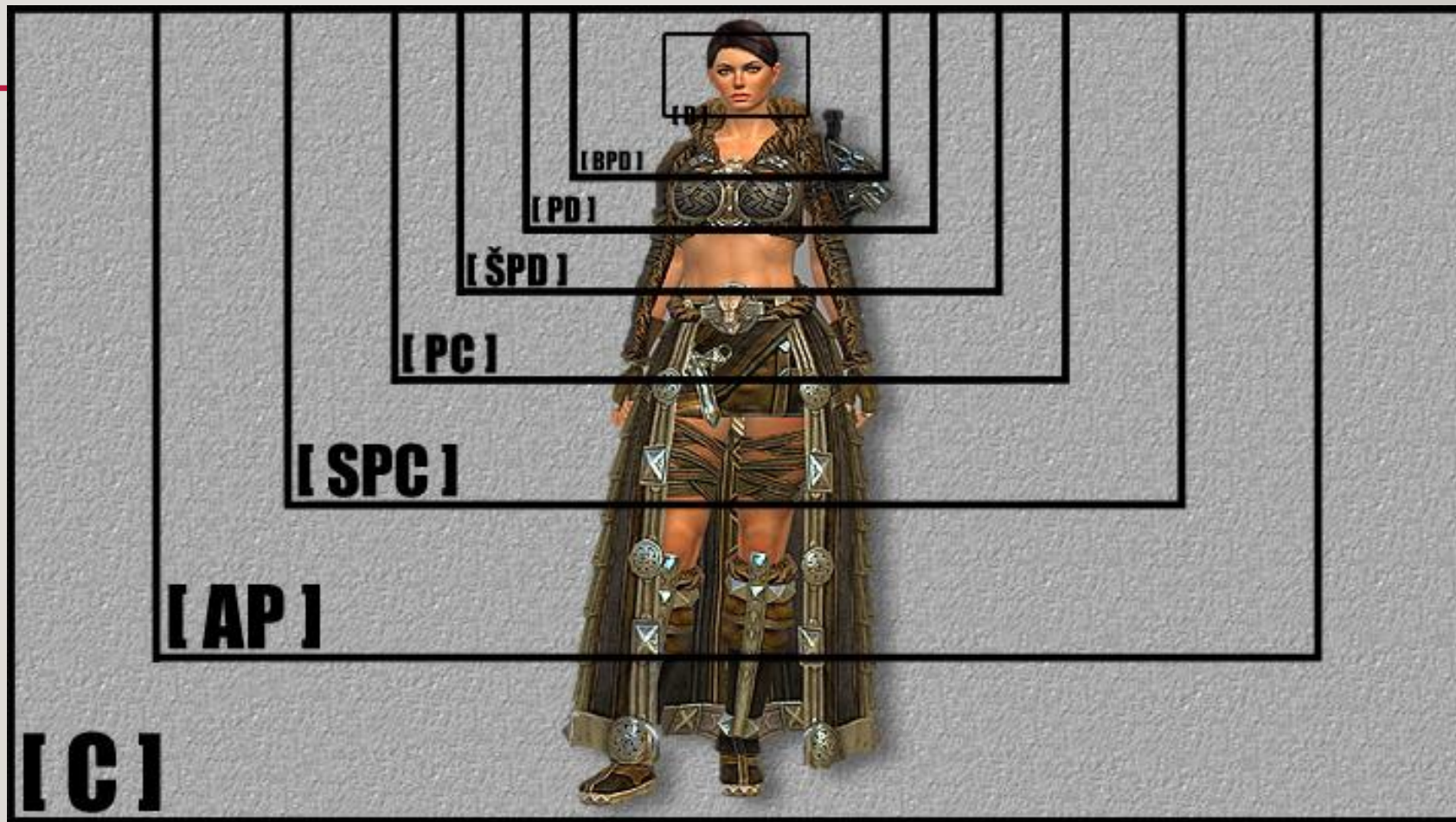


1920 x 1080



II. SIZE OF PICTURE

Extreme close-up (ECU)
Close-up (CU)
Medium close-up (MCU)
Medium shot (MS)
Medium long shot (MLS)
Long shot (LS)
„Americal plan“ (AP)
Extreme long shot (EXL)



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VÁCLAV HAVEL (1936-2011)

Playwriter (Absurd Theatre)

Theater Dramaturge

Political Dissident

President

**Important person of
public space in CZ**

**Nominated for Nobel
Prize**



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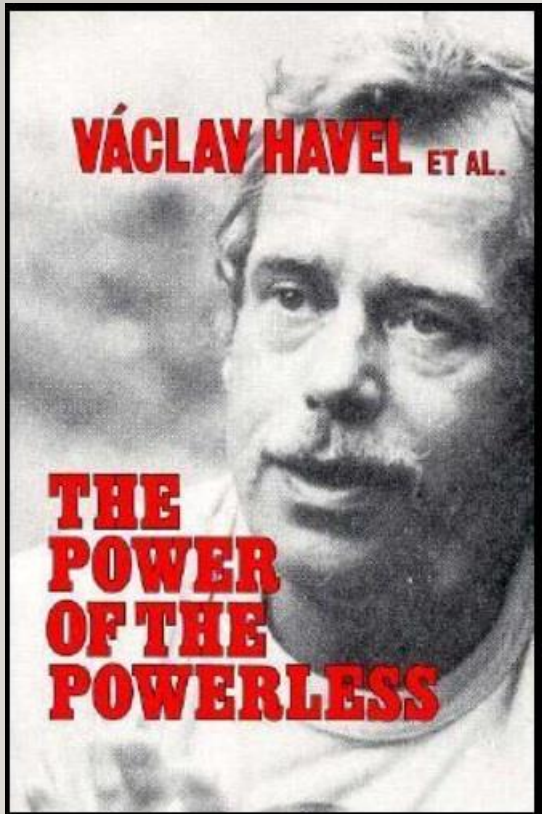
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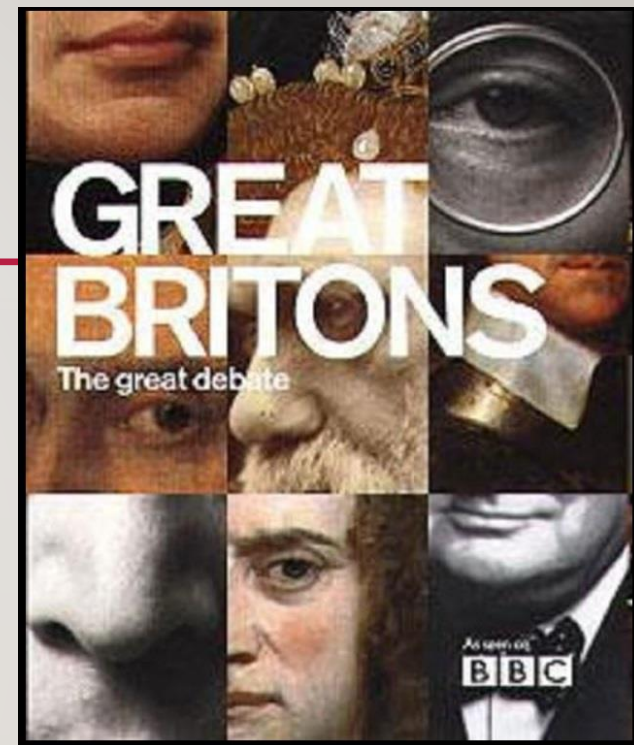
VÁCLAV HAVEL (1936-2011)



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Jak je nevěrohodně nepatetické panoráma Hradčan
tka u Národního divadla. Josef Sudek

III. LIGHT DYNAMICS (CONTRAST)



IV. PERSPECTIVE (COLOR/LINEAR)



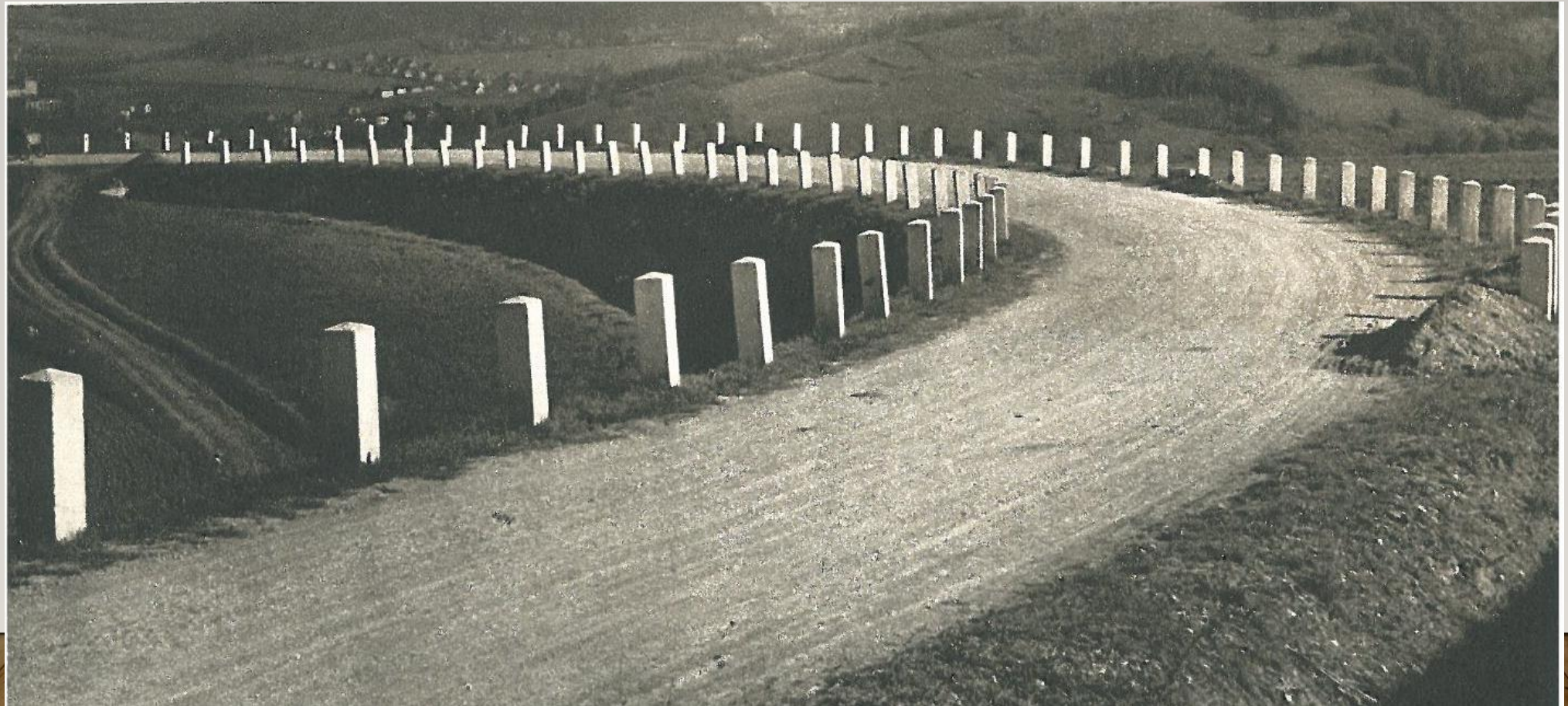
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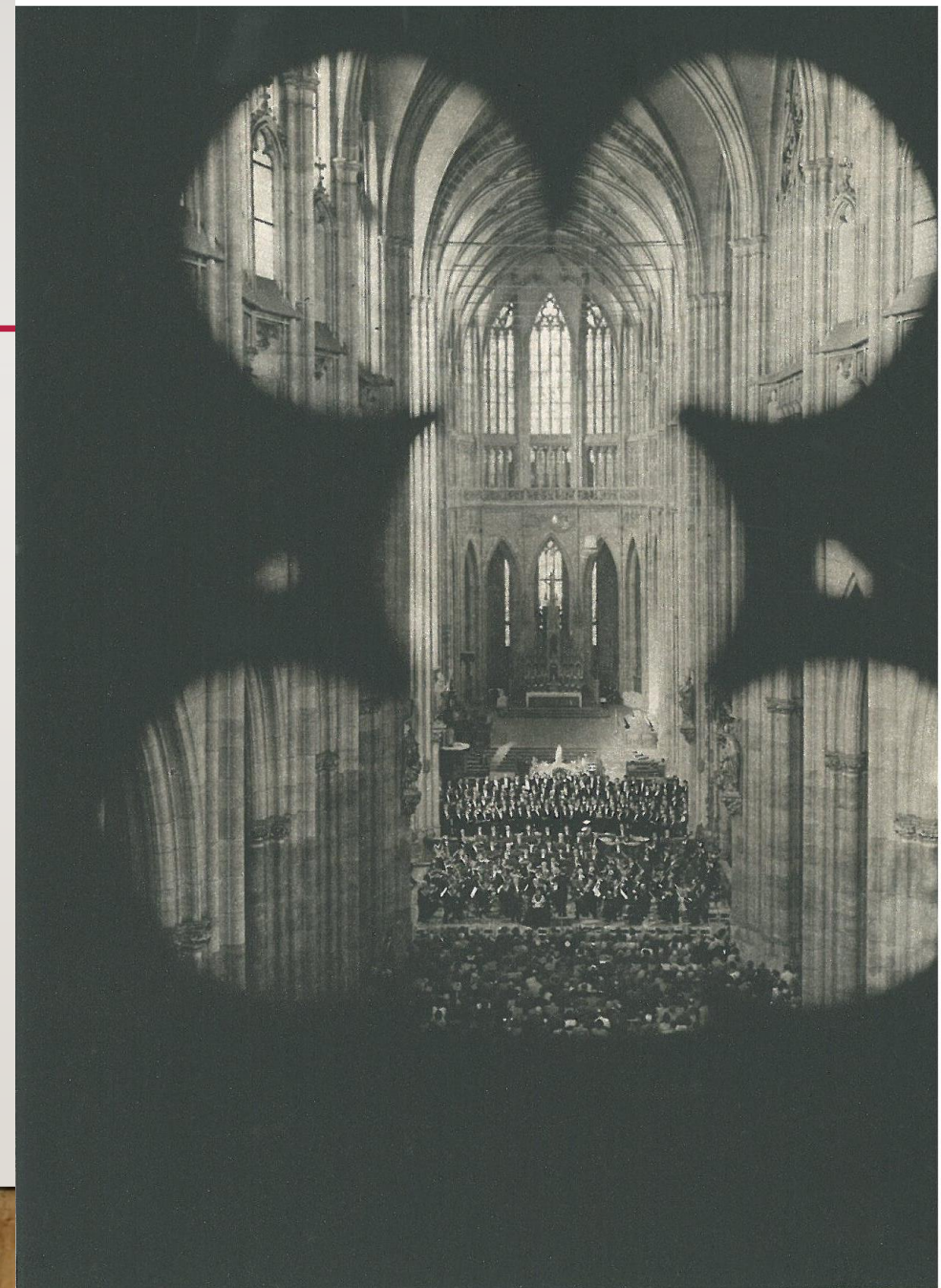
V. FOCAL DISTANCE



V. FOCAL DISTANCE



V. FOCAL



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VI. DEPTH OF SHARPNESS



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VALUES OF VISUALITY

Space for **creativity**

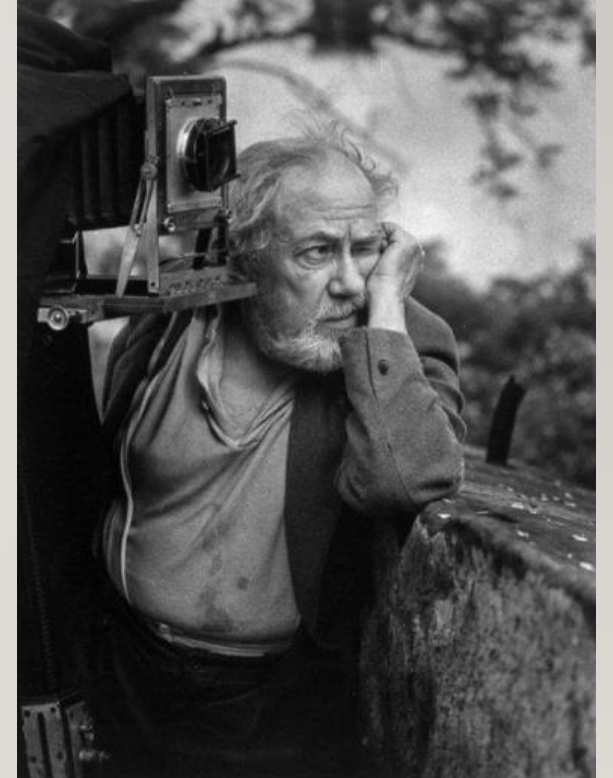
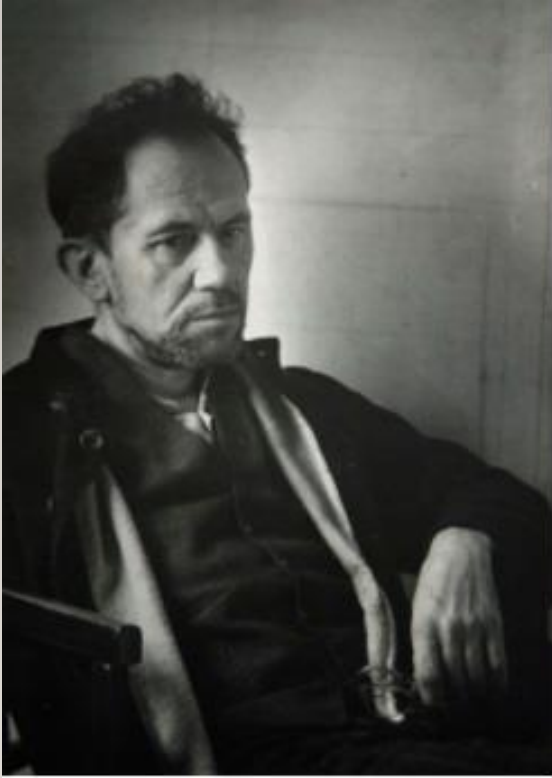
Space for **imagination vs. concrete**

Kind of **intimacy** – closeness of action

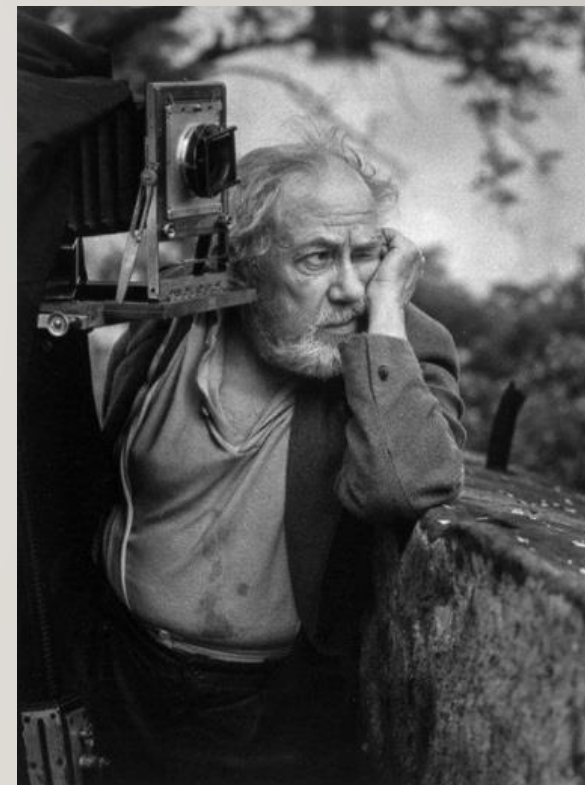
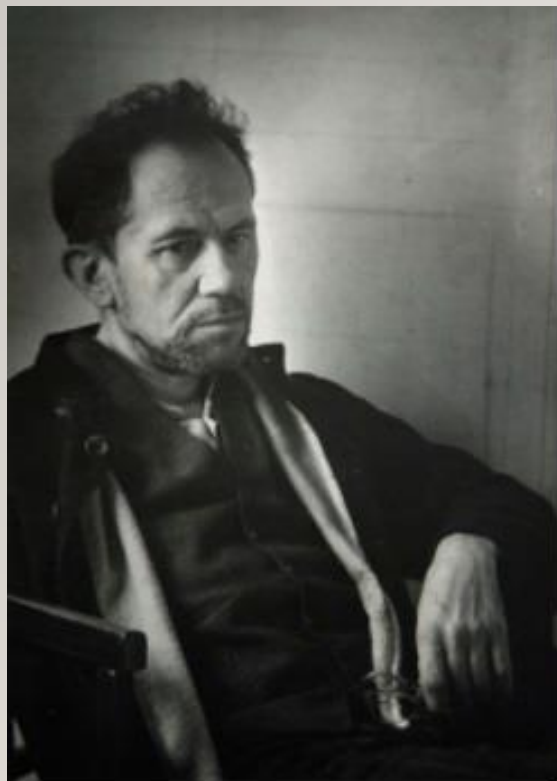
Necessity of **concentration**

Totality of viewing (perception)

JOSEF SUDEK (1896-1976)



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EXCERPT I

Live your life (1964)

Dir: Evald Schorm

Krátký film Praha

