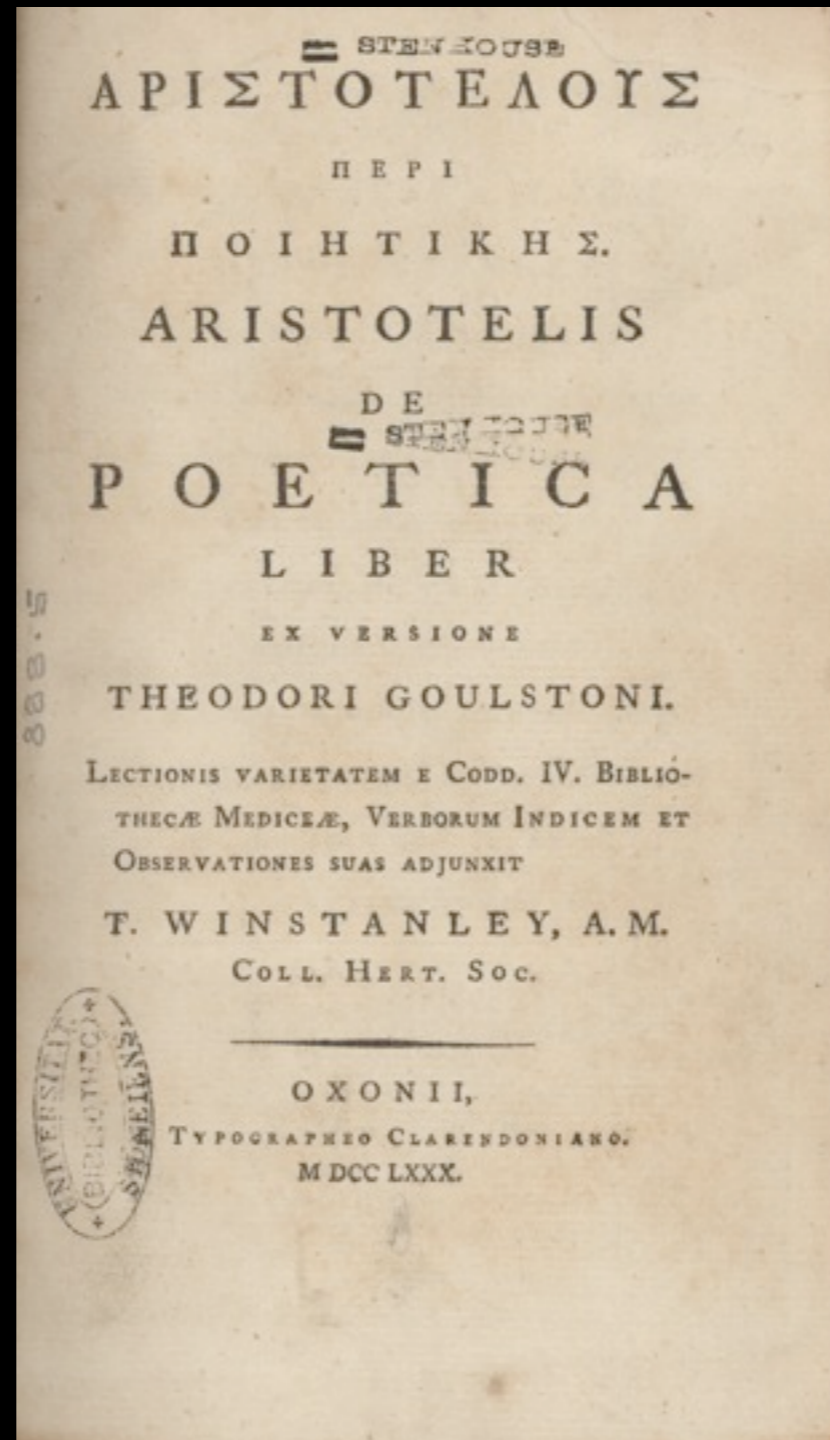


Video For The Web

Class 1 : Storytelling

Craig Protzel
ITP Summer Session II
07.09.13

IN THE BEGINNING



Definition of Tragedy

“A tragedy is the imitation of an action that is serious and also, as having magnitude, complete in itself; in appropriate and pleasurable language;... **in a dramatic rather than narrative form**; with incidents arousing pity and fear, wherewith to accomplish **a catharsis of these emotions**.”

Elements of Tragedy

- 1) Plot
- 2) Character
- 3) Thought (Theme)
- 4) Diction
- 5) Melody (Rhythm)
- 6) Spectacle

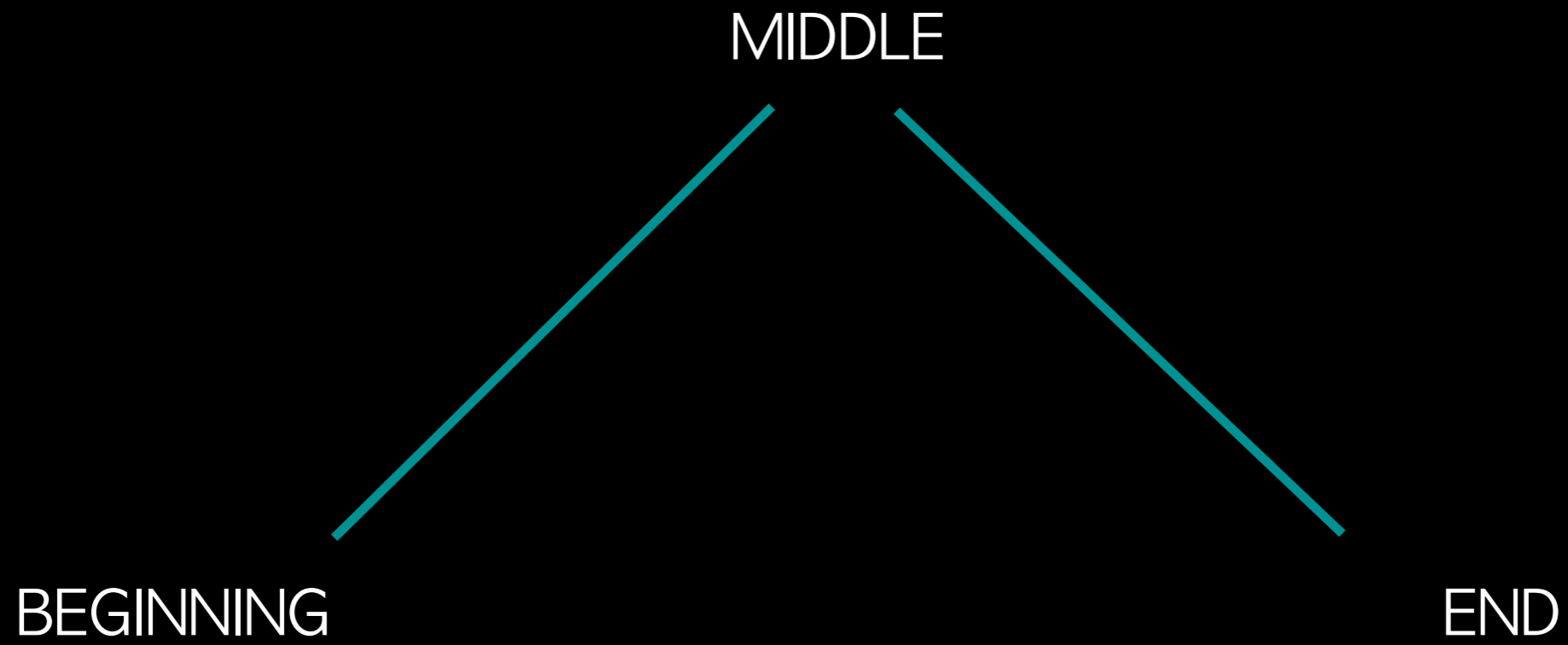
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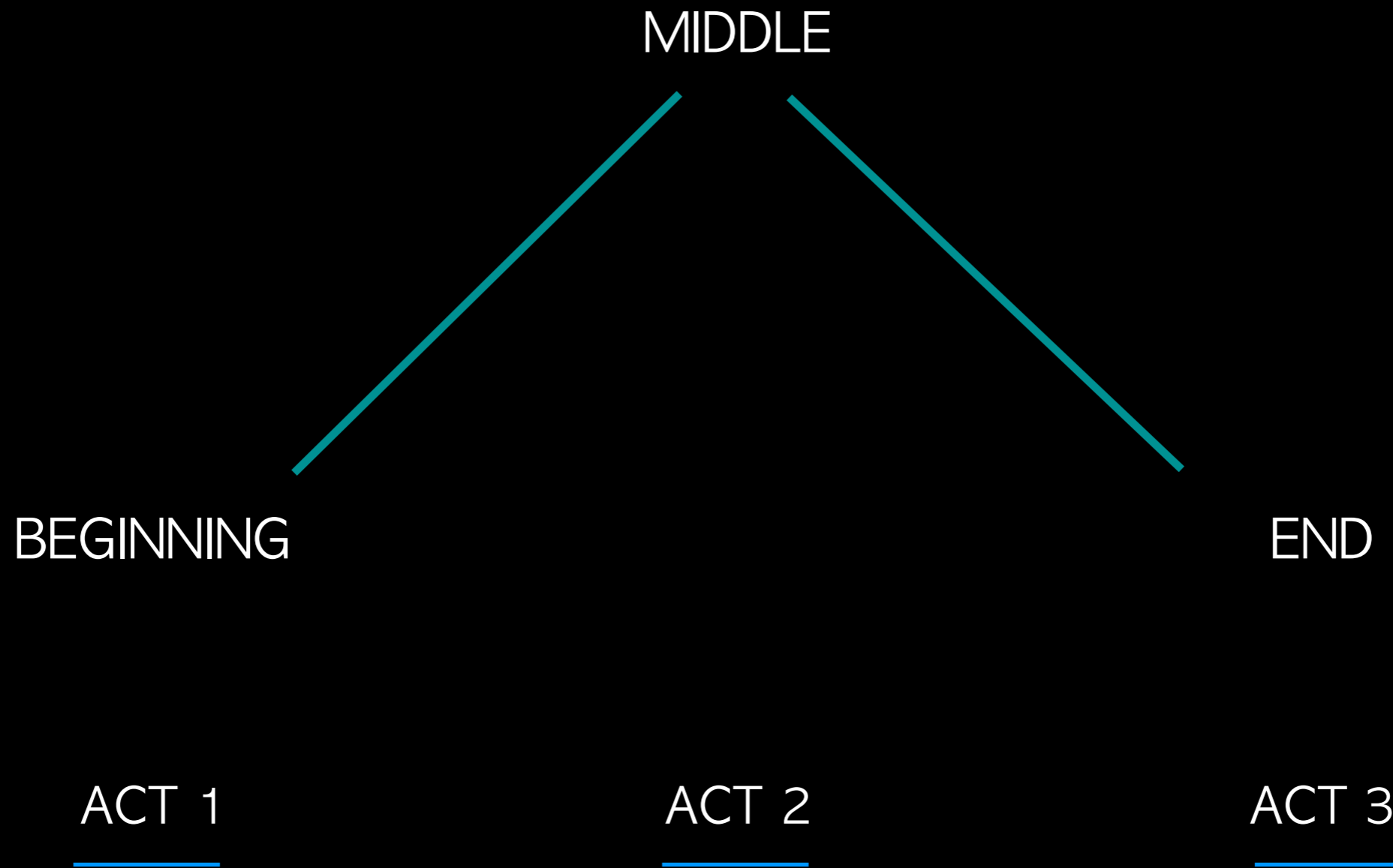
ARISTOTLE

“A whole is what has a beginning and middle and end”

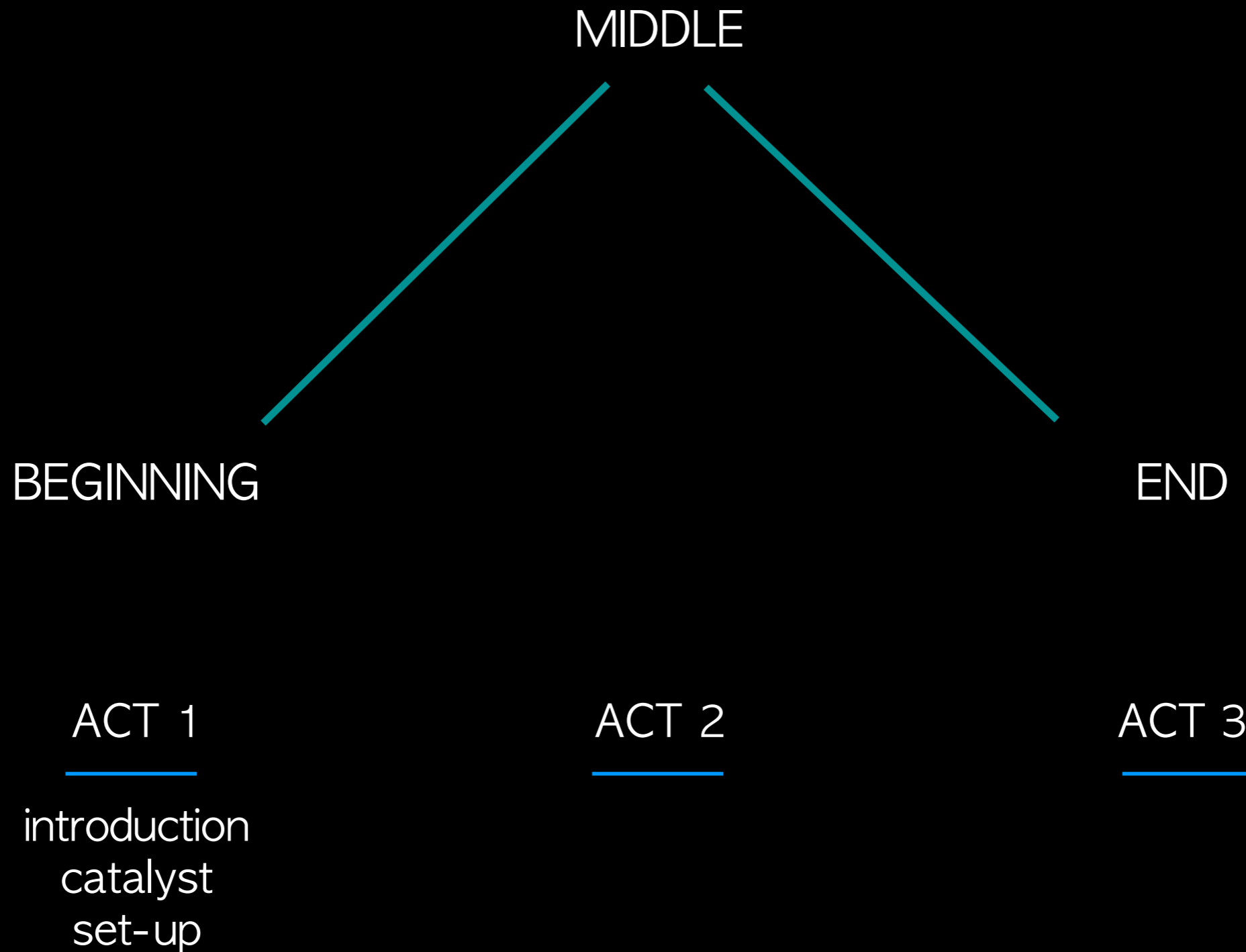
3-ACT STRUCTURE



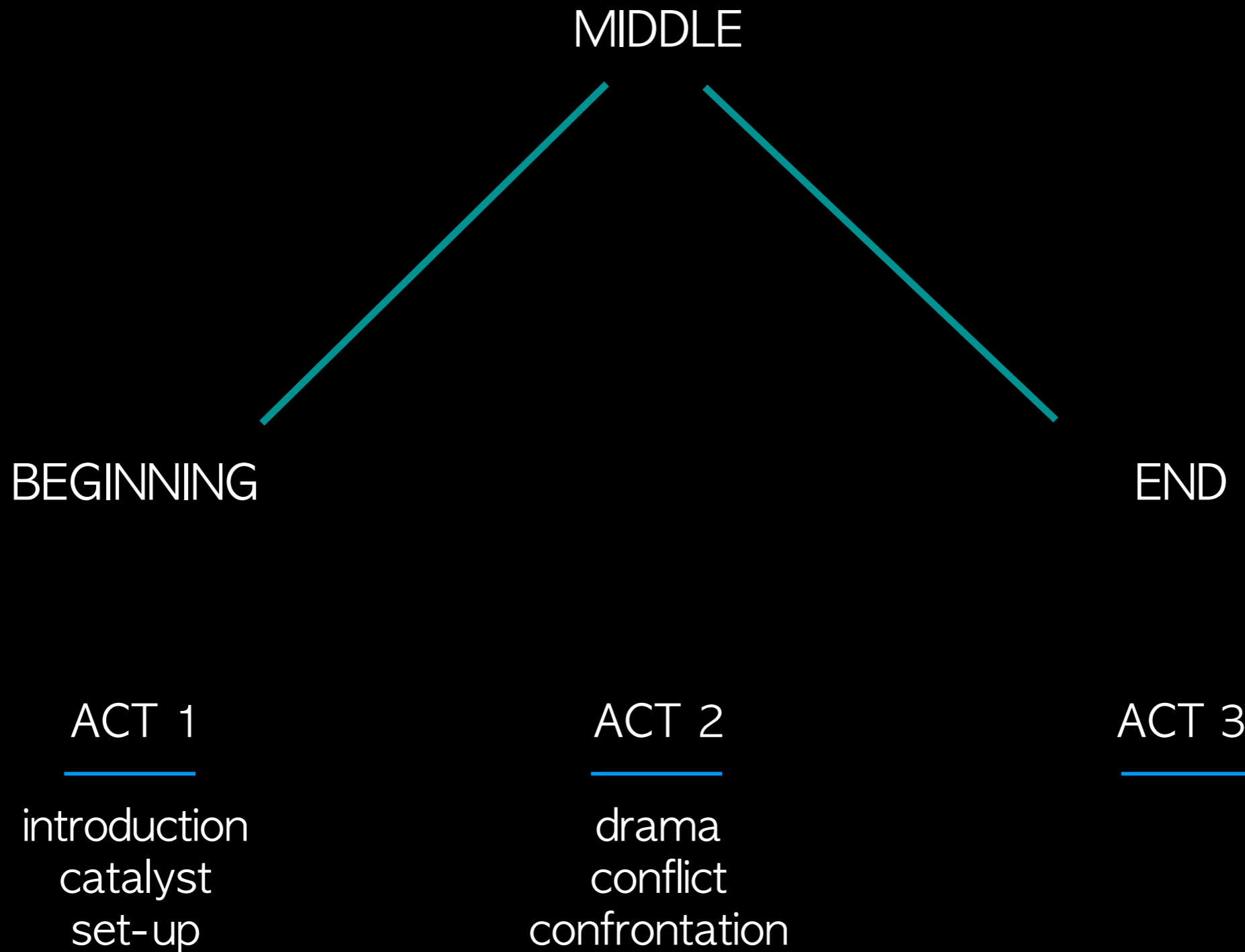
3-ACT STRUCTURE



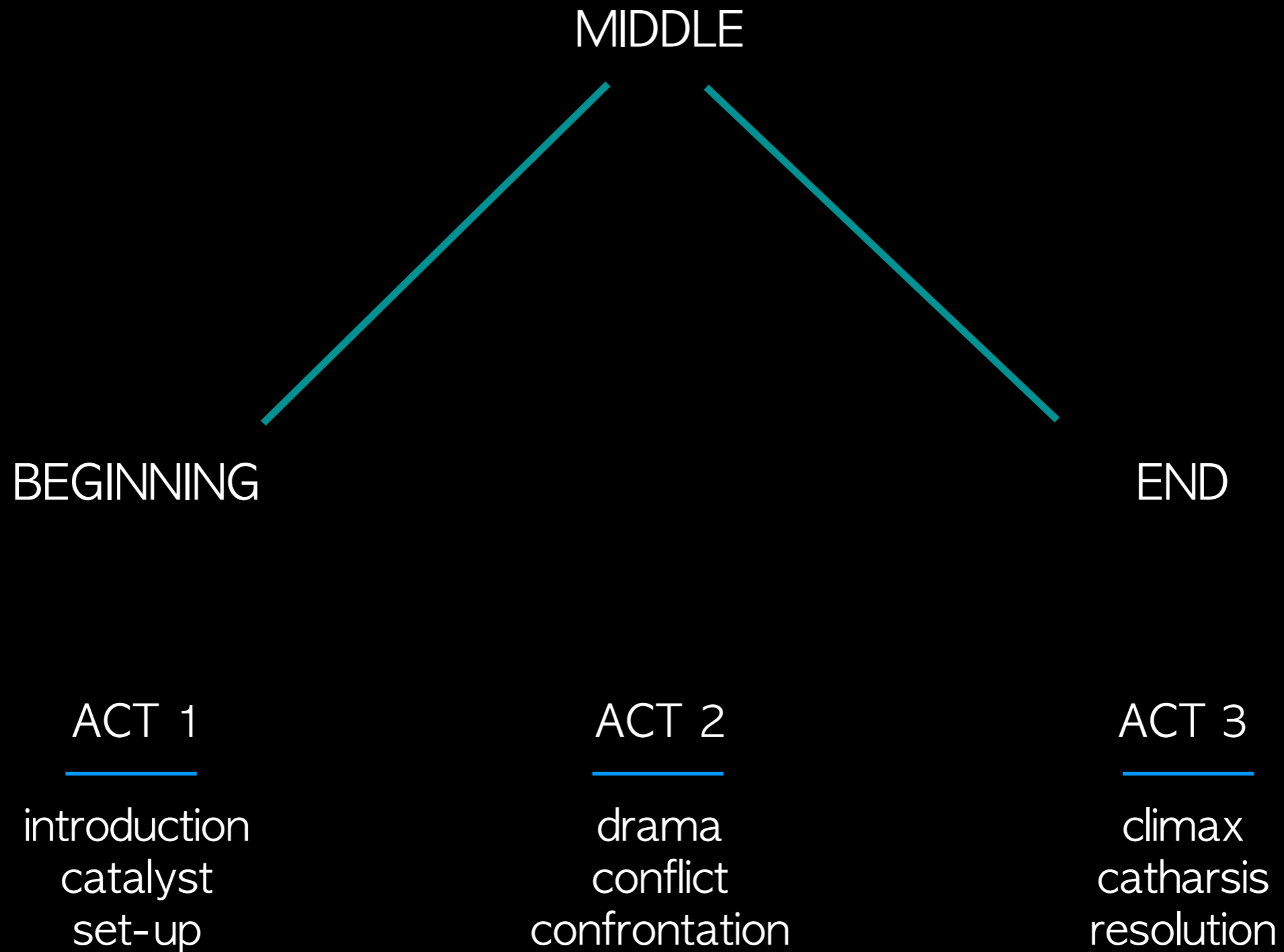
3-ACT STRUCTURE



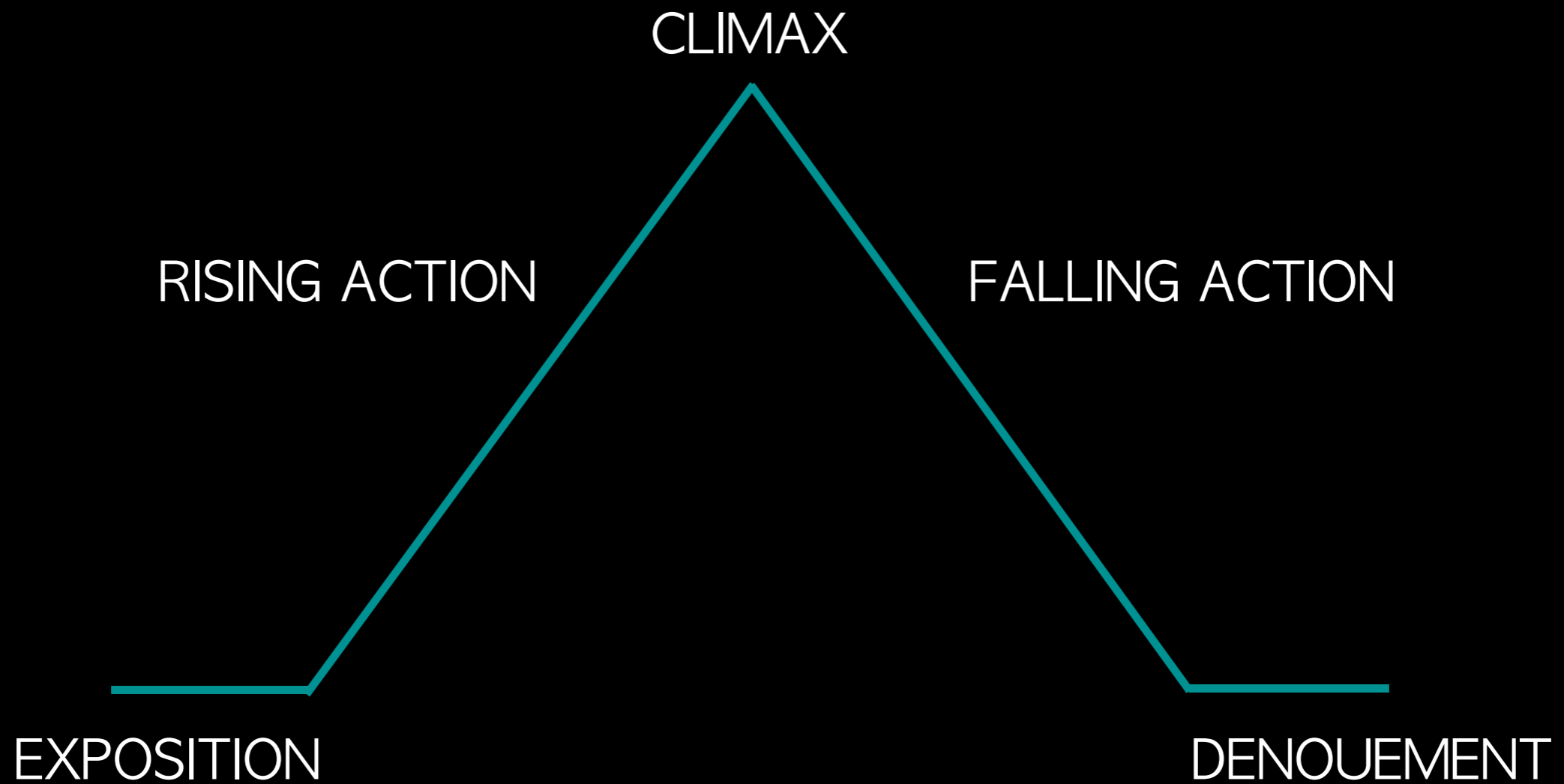
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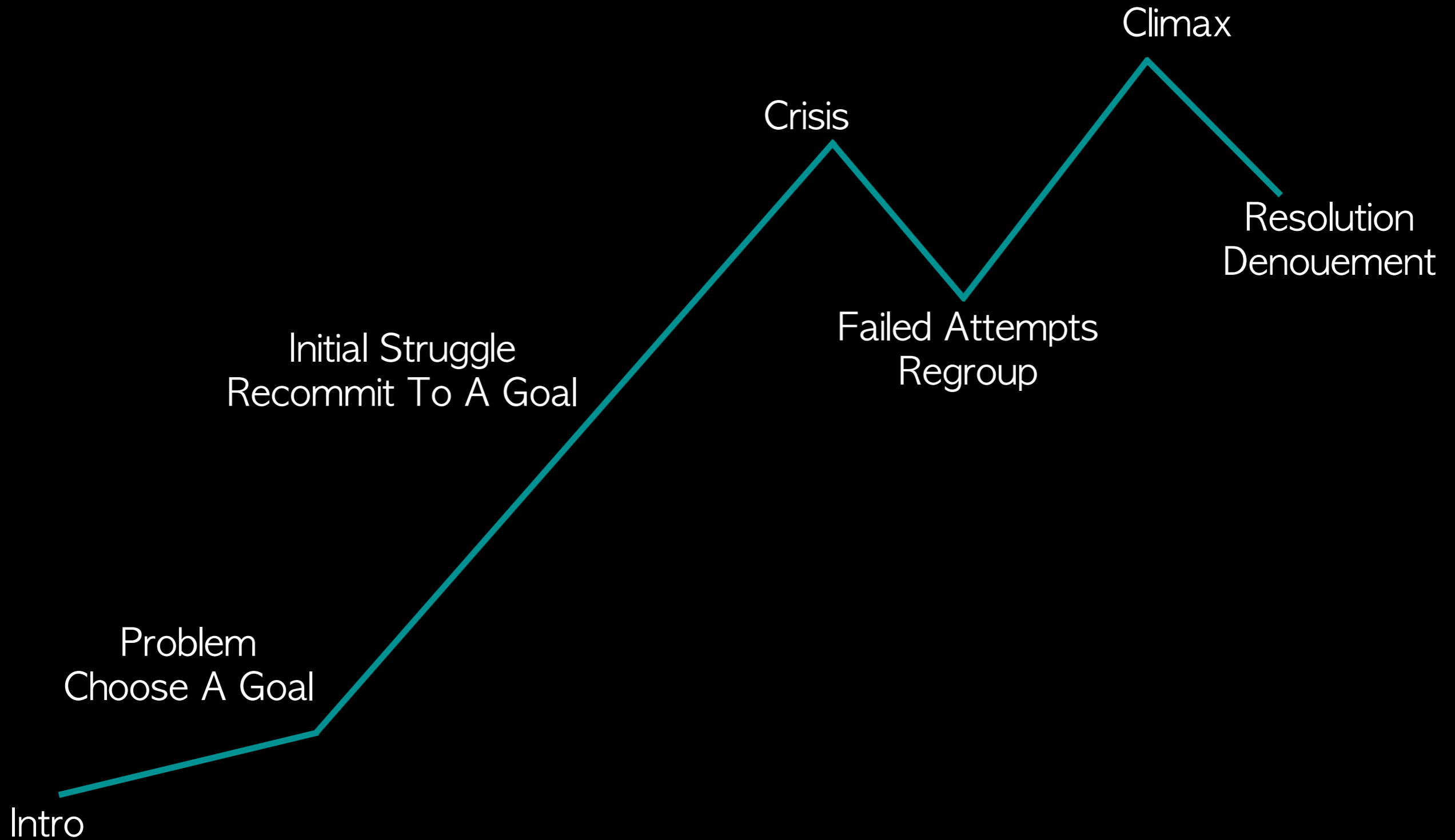
3-ACT STRUCTURE



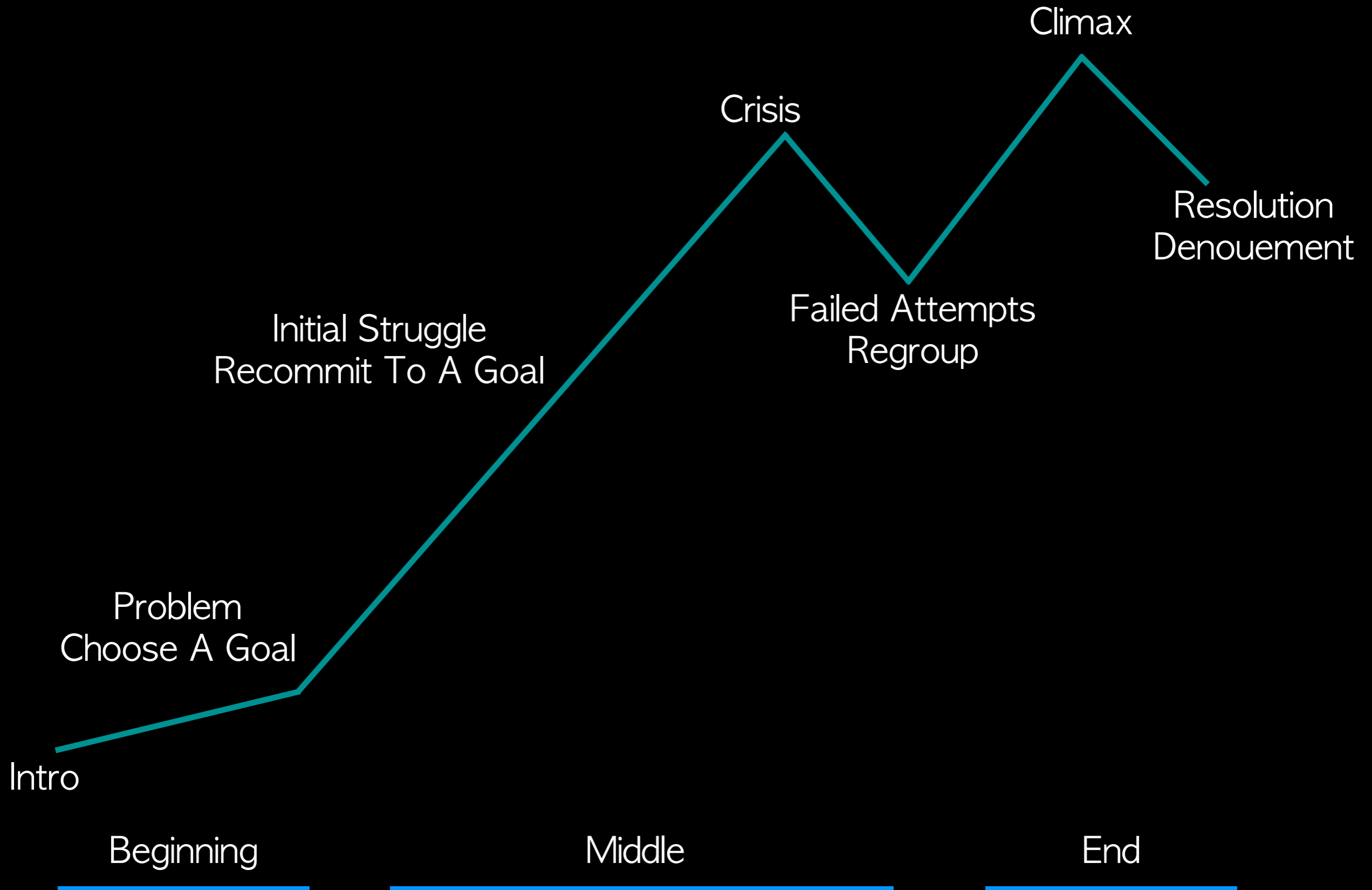
FREYTAG'S PYRAMID



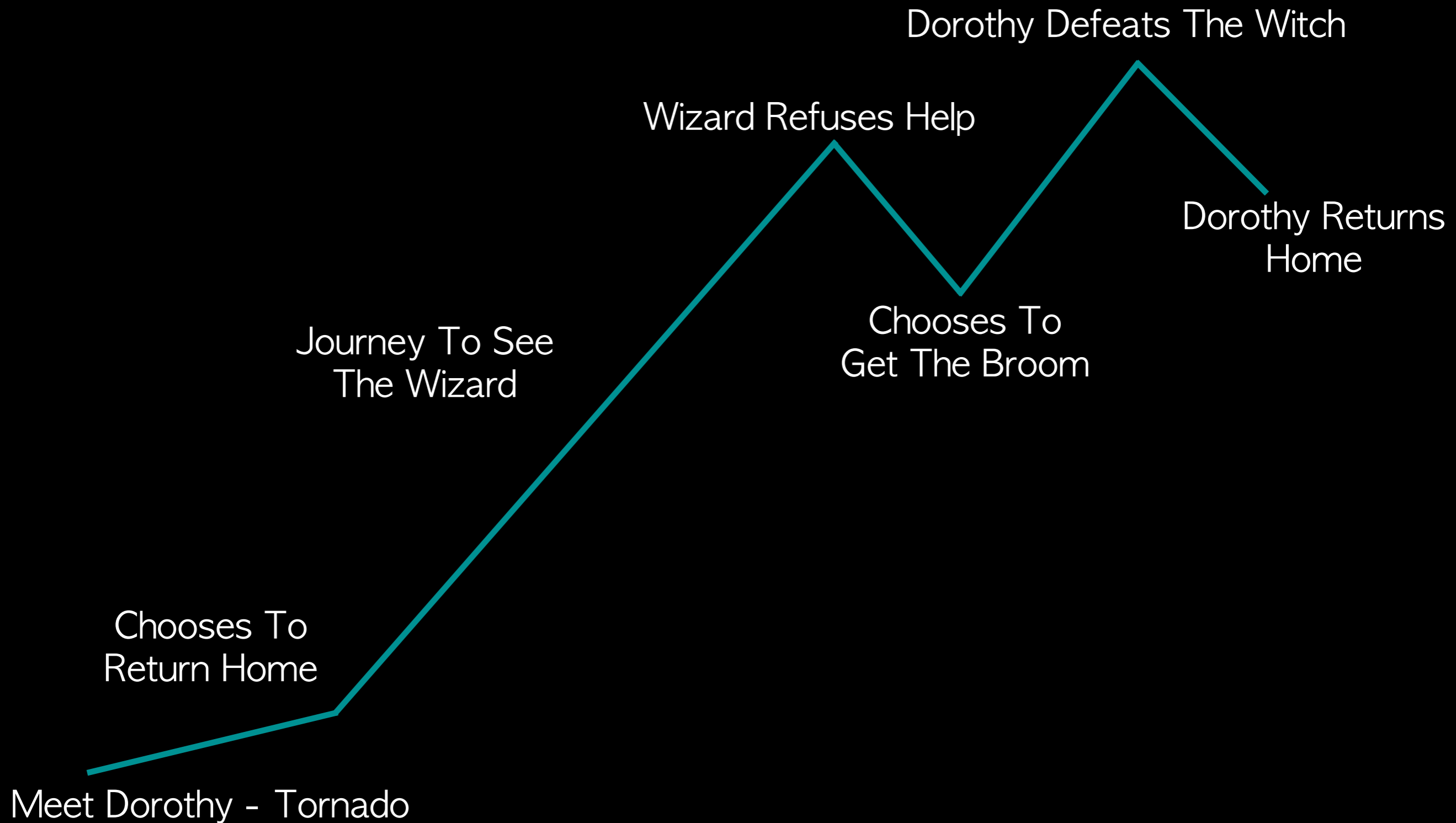
FROM 5 TO 7



FROM 5 TO 7



THE WIZARD OF OZ



<http://goteenwriters.blogspot.com/2012/09/understanding-three-act-structure.html>

NARRATIVE STRUCTURES

Dramatic Arc



<http://narrativestructures.wisc.edu/structures>

NARRATIVE STRUCTURES

Dramatic Arc Hero's Journey



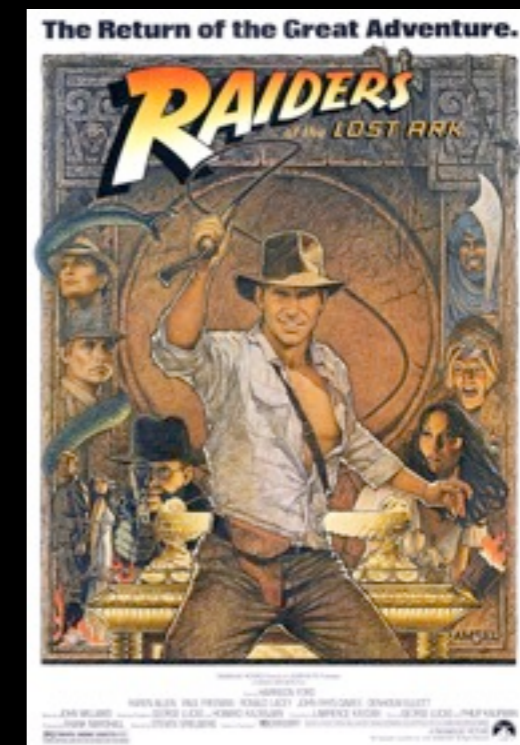
<http://narrativestructures.wisc.edu/structures>

NARRATIVE STRUCTURES

Dramatic Arc

Hero's Journey

Hollywood



<http://narrativestructures.wisc.edu/structures>

STORYTELLING

“Effective stories are essentially a sequence of events that engage audiences with content through emotion and meaning-making.”

David Reinhart, Ph.D.
narrativestructures.wisc.edu

Does narrative storytelling structure
apply to video for the web?

Does narrative storytelling structure
apply to video for the web?

Why use the web to tell stories?

Does narrative storytelling structure
apply to video for the web?

Why use the web to tell stories?

Who is creating video for the web?

HERE COMES EVERYBODY

CONSUMER + PRODUCER = PROSUMER

HERE COMES EVERYBODY

CONSUMER + PRODUCER = PROSUMER

How do **WE** create compelling content for the web?

Thesis

Traditional short-form narrative practices can guide the creation of short-form video content for the web.

USE CASES

Comedians In Cars Getting Coffee

Instagram - Introducing Video

Casey Neistat - Hurricane Sandy

Kickstarter - GlassKap

Battle At Kruger Park

Al Madrigal on Vine

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Web Series
Product Demo
Indie Filmmaker
Fundraising
Documentation
Social

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Web Series
Product Demo
Indie Filmmaker
Fundraising
Documentation
Social

Personal
\$

Professional
\$\$\$\$



NARRATIVE SHORT FORM

Ask yourself the following...

FIVE QUESTIONS

SUBJECT?
AUDIENCE?
GOAL?
DESTINATION?
EMOTION?

THE SUBJECT

WHAT is this about?

WHAT is this about?

Moment

Product

Person

Event

Place

Idea

THE AUDIENCE

WHO is this for?

WHO is this for?

Children
Individual
Friends
Colleagues
Employers
Clients
Yourself

THE GOAL

WHAT is the goal?

WHAT is the goal?

Entertain

Inspire

Sell

Document

Influence

Share

Teach

THE DESTINATION

WHERE is this going?

WHERE is this going?

Platform

Portfolio

Business

Device

Social

News

Blogs

THE EMOTION

HOW should it feel?

THE EMOTION

HOW should it feel?

Refreshing

Thoughtful

Reckless

Cheerful

Exciting

Serious

Scary

THE FIVE QUESTIONS

MOTIVATED CHOICES

THE FIVE QUESTIONS



Length?
Camera?
Characters?
UX?
Lighting?
Colors?
Music?
Wireframes?

URL?
Script?
Copy?
Titles?
Voice Over?
Shots?
Interaction?
Angles?

Effects?
UI?
Sound?
Styling?
Pacing?
Beats?
Wardrobe?
Movement?

ASSIGNMENT

A Story About You

Create a 1-3 min single shot video telling us a story about yourself.
Use only a smartphone camera (if you don't have a smartphone camera, feel free to use any camera at your disposal, whatever's easiest).

Shoot in a single shot, NO EDITING.

You are allowed to narrate the video but you are NOT ALLOWED TO BE IN IT.

Title your video and upload it online.

Be prepared to present and discuss your video in class on Thursday.