

Visuals we live by

*How the images we use
shape our world*

World Communication Forum Davos
Visual Communications
CCCB Barcelona, May 23 2014

Eva Snijders. Storyteller

**Welcome to this
session**

Backstory

ILFORD

20,3x25,4cm
8x10in
六切
100

PHOTOGRAPHIC PAPER
PAPIER PHOTOGRAPHIQUE
FOTOGRAFISCHES PAPIER
CARTA FOTOGRAFICA
PAPEL FOTOGRAFICO
FOTOGRAFISCH PAPIER
FOTOGRAFISKT PAPPER
フォトグラフィック・ペーパー



100

ILFORD
MGFB
MULTIGRADE FB
CLASSIC

GLOSSY
BRILLANT
GLANZEND
GLANZEND

ILFORD
MGFB
MULTIGRADE FB
CLASSIC

GLOSSY BRILLANTE

100
20.3x25.4cm
8x10in
CAT 117 1983
MGFB1K

20,3x25,4cm
8x10in



This is not a Story

Christian Maury



This is not a Story

Joan Crisol



Pilar Albajar & Antonio Altarriba
L'Ordre série Tyrannies, 2011-2012

What is a Story?

**A story makes sense
of our world**

And you know what?

**A story is always
visual...**

...**in your mind's eye**

Intermezzo

This is Story

Thank you!
¡Gracias!
Gràcies!

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WCFDavos | Barcelona

“Visual Storytelling,
an Aristotelic
Approach”

Montecarlo

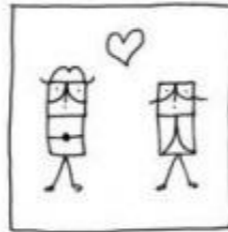
2014 - May, 23

We are going to discuss
some questions about image,
story and visual language.

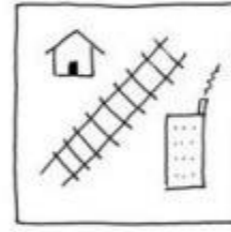
About Visual Storytelling

But first...

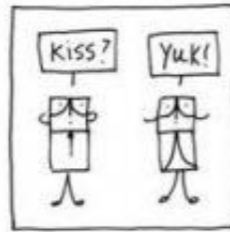
What is Visual Thinking?



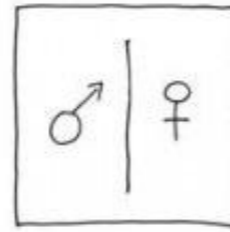
PORTRAIT



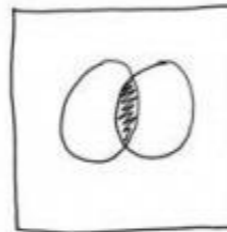
MAP



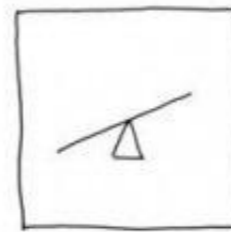
COMIC



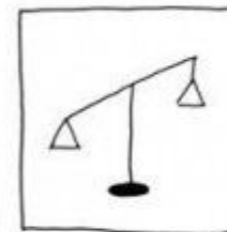
COMPARISON/CONTRAST



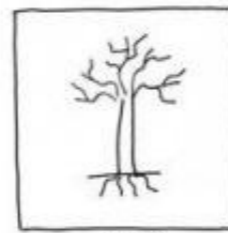
VENN DIAGRAM



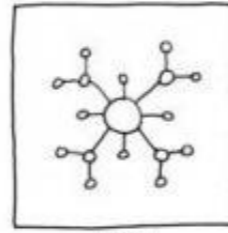
SEESAW



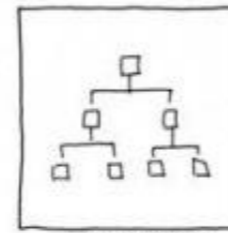
SCALES



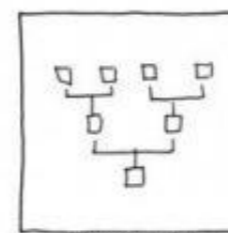
TREE



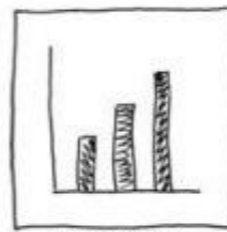
WEB



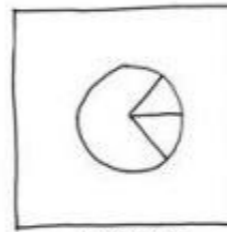
ORGANIZATION



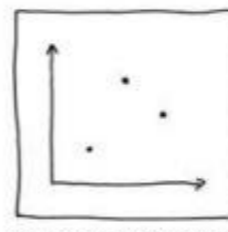
GENEALOGY



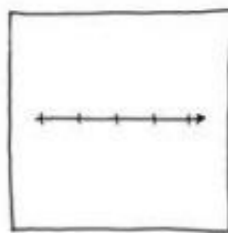
BAR GRAPH



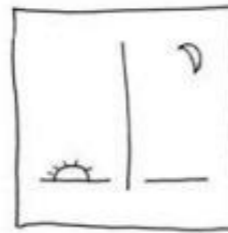
PIE CHART



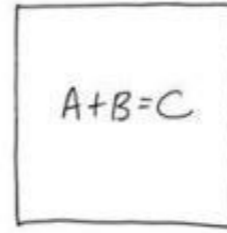
MULTIVARIABLE GRAPH



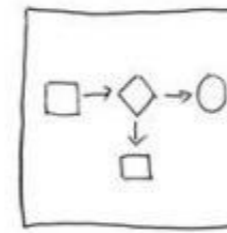
TIMELINE



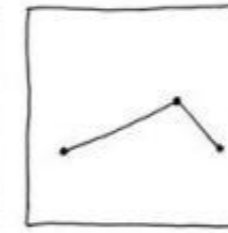
BEFORE & AFTER



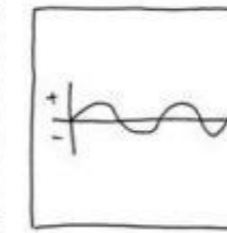
EQUATION



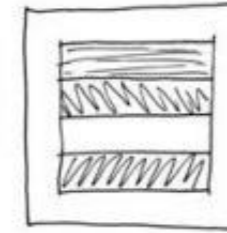
PROCESS



FREYTAG'S PYRAMID



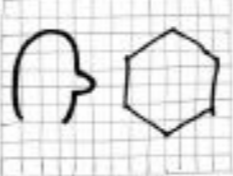
+/- PLOT






LAYERS

SEE:



SHOW:


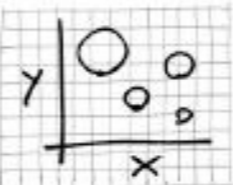
Who / What  → Qualitative representation =  Portrait

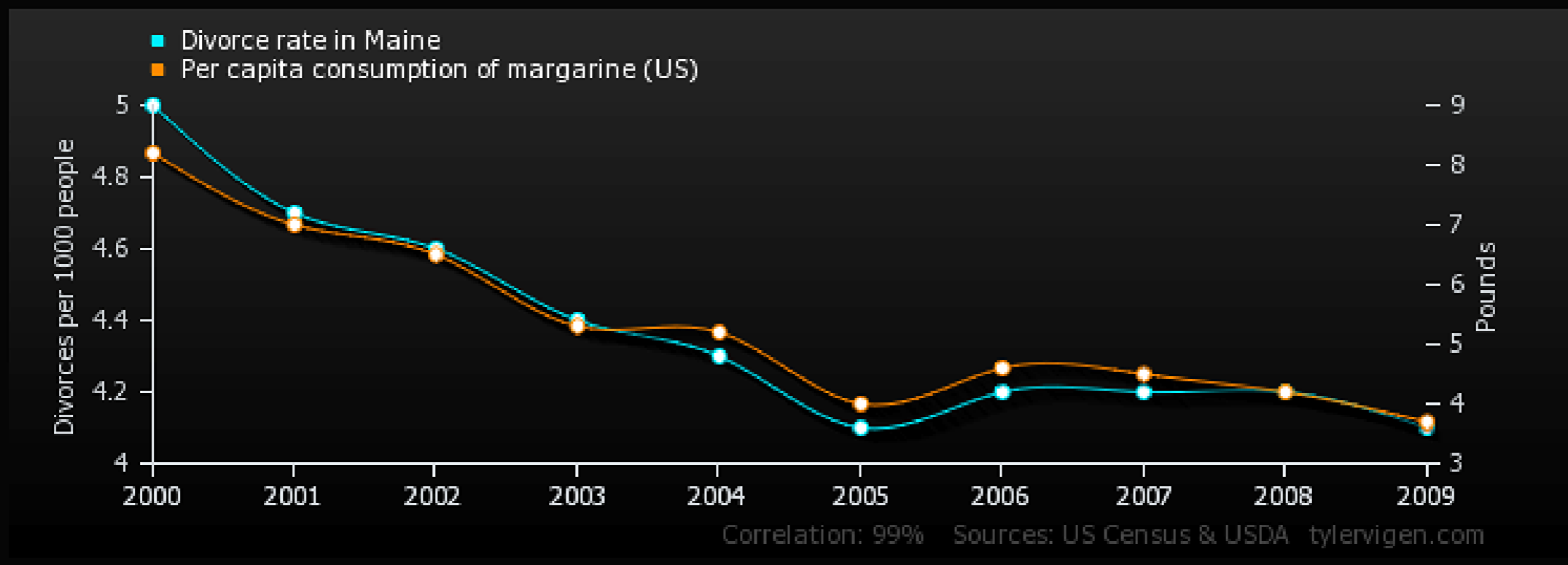
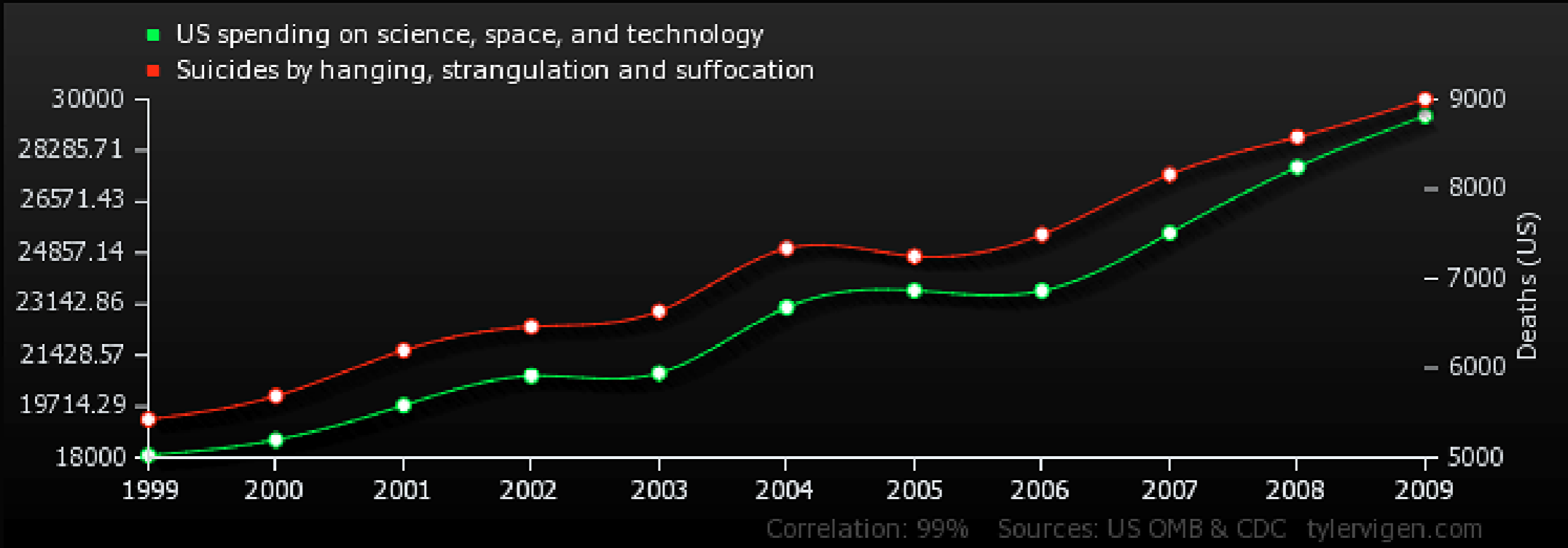
How much  → Quantitative representation =  Chart

Where  → Position in space =  Map

When  → Position in time =  Timeline

How  → Cause + effect =  Flowchart

Why  → deduction + prediction =  Multiple-variable plot



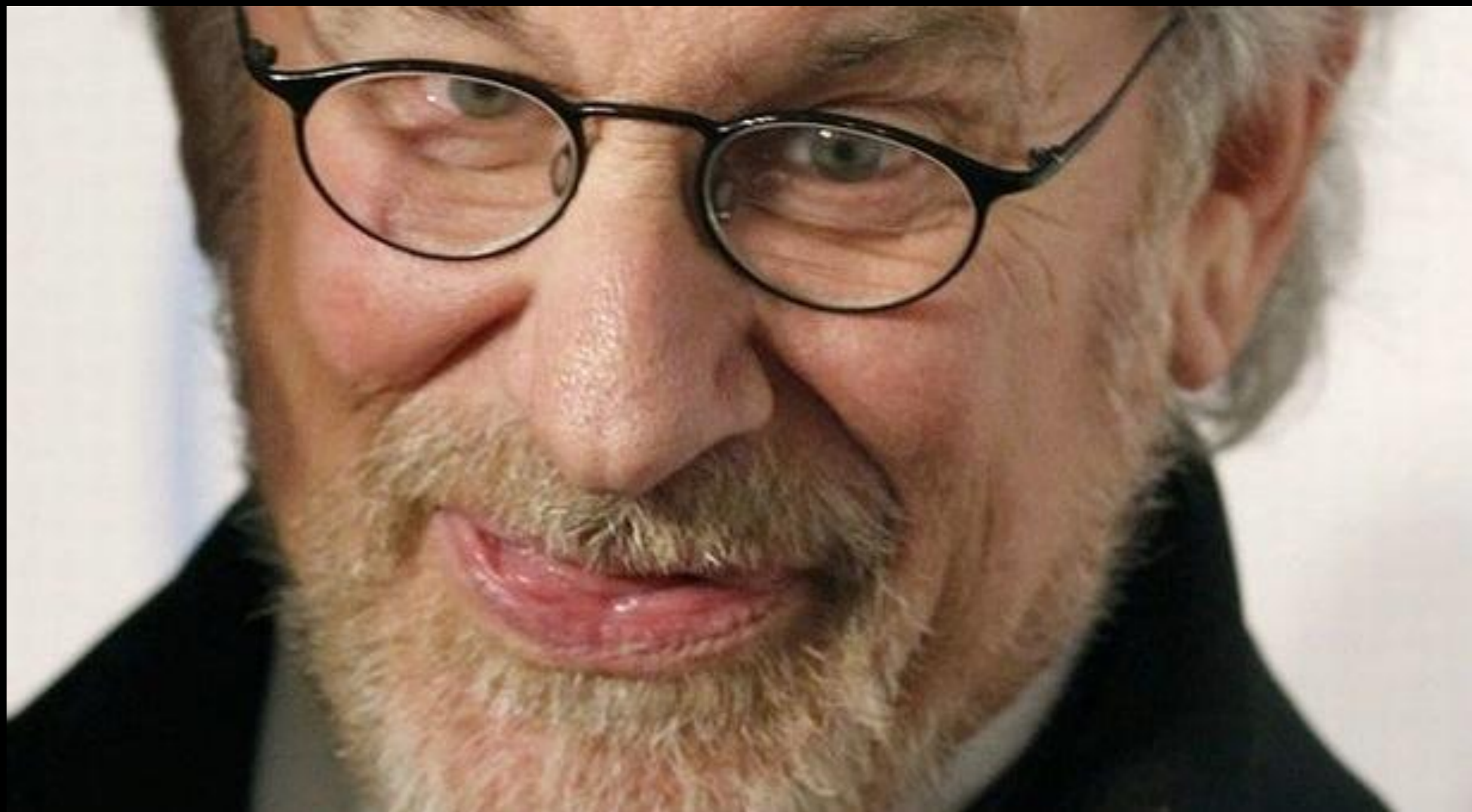
What is Visual Storytelling?



“Cinema deals with feelings, sensations, intuitions
and movement, things that communicate to
audiences at a level
not necessarily subject to conscious,
rational and critical comprehension”

Alexander Mackendrick





“Cinema is not so much non-verbal
as pre-verbal”

Alexander Mackendrick

Reality, Truth and other Stories



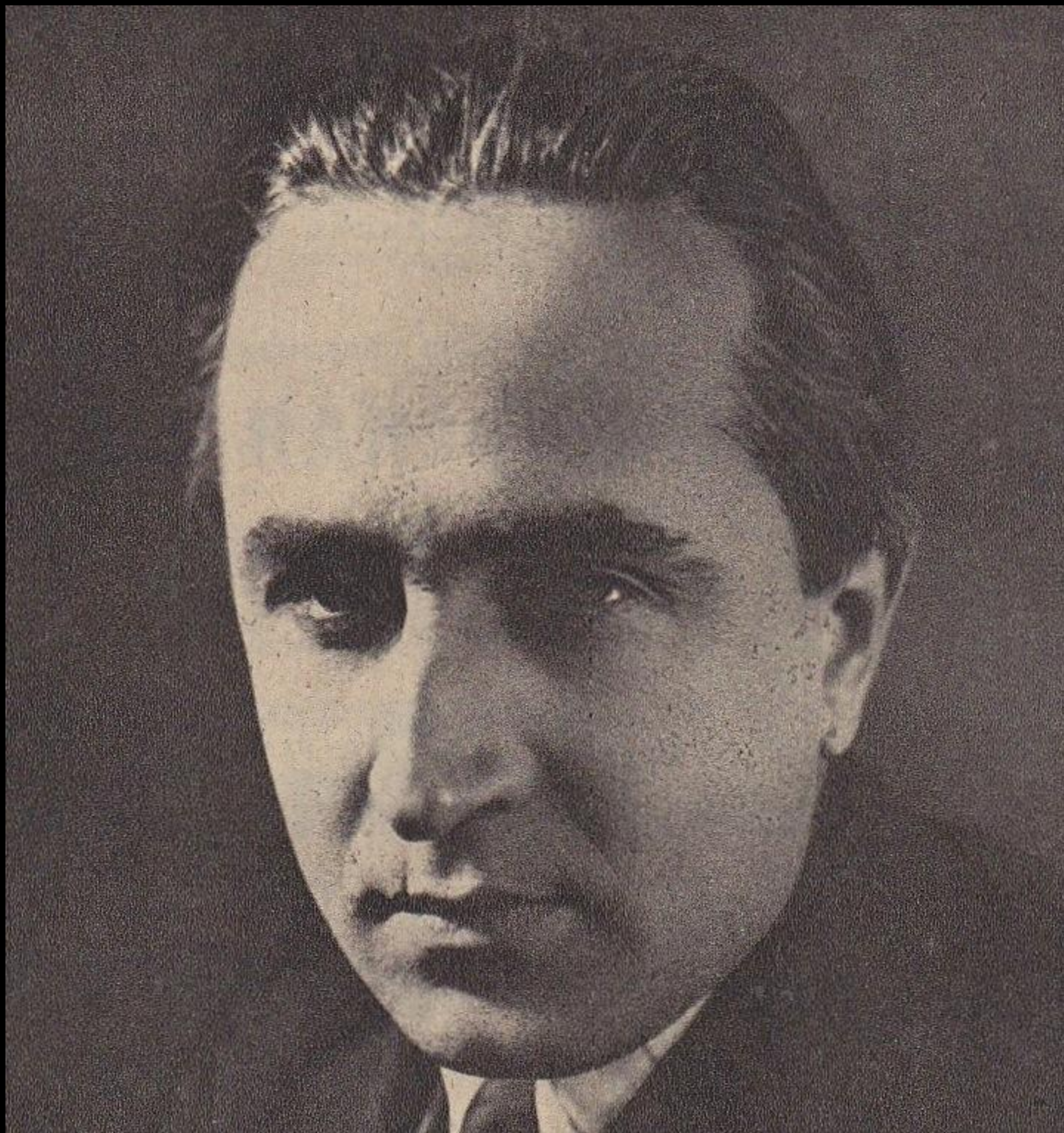
“If you want to trick someone with a photograph, there are lots of easy ways to do it. You don’t need Photoshop. You don’t need sophisticated digital photo-manipulation. You don’t need a computer. All you need to do is change the caption”

Errol Morris



“Photography is truth.
The cinema is truth
twenty-four times
per second”

Jean-Luc Godard



The Kuleshov Effect



The Kuleshov Effect



The Kuleshov Effect



What Are Images?





It is not only about violence.

You name it:

Love...

Sex...

Friendship...

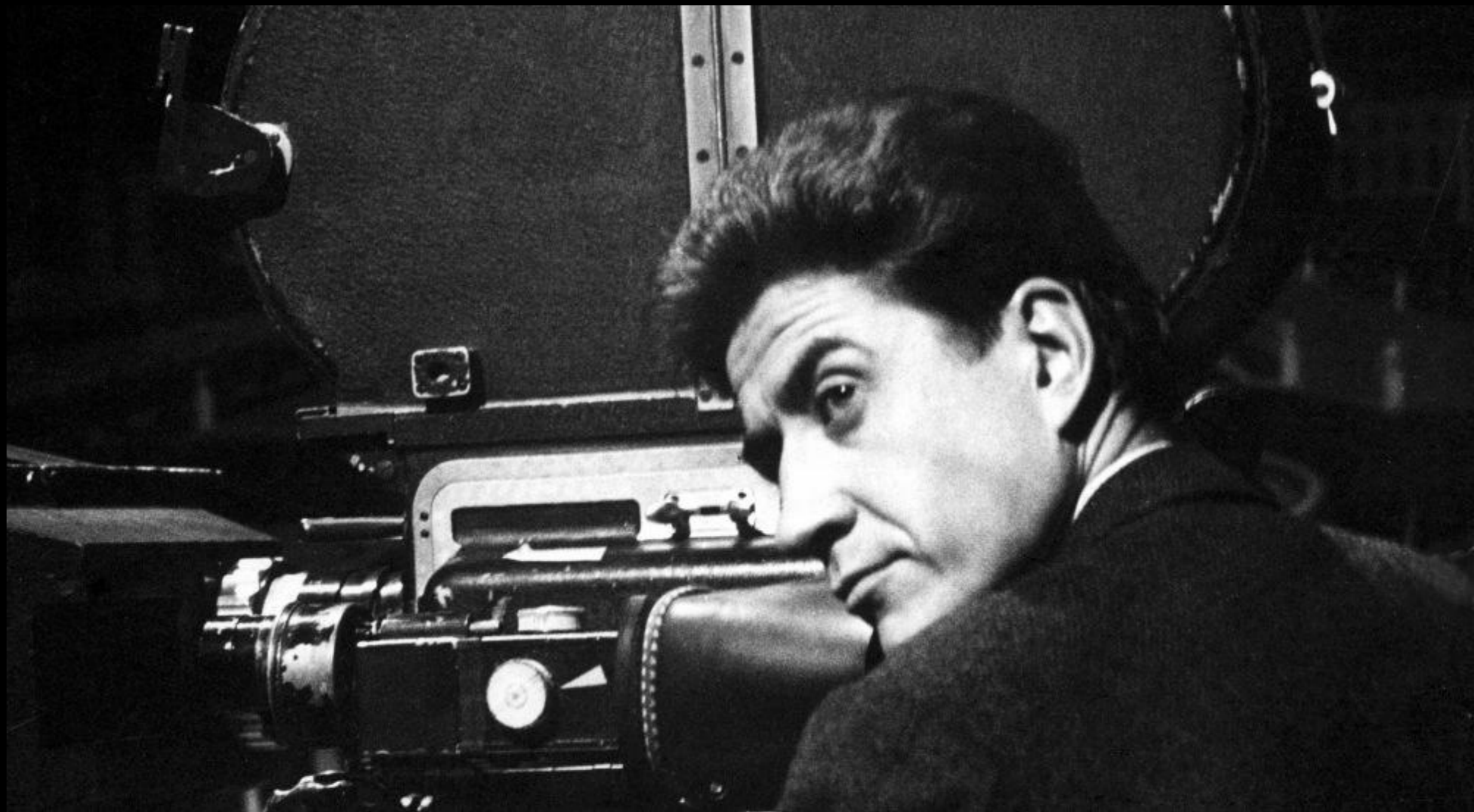
Illness...

...

And so on.



208000

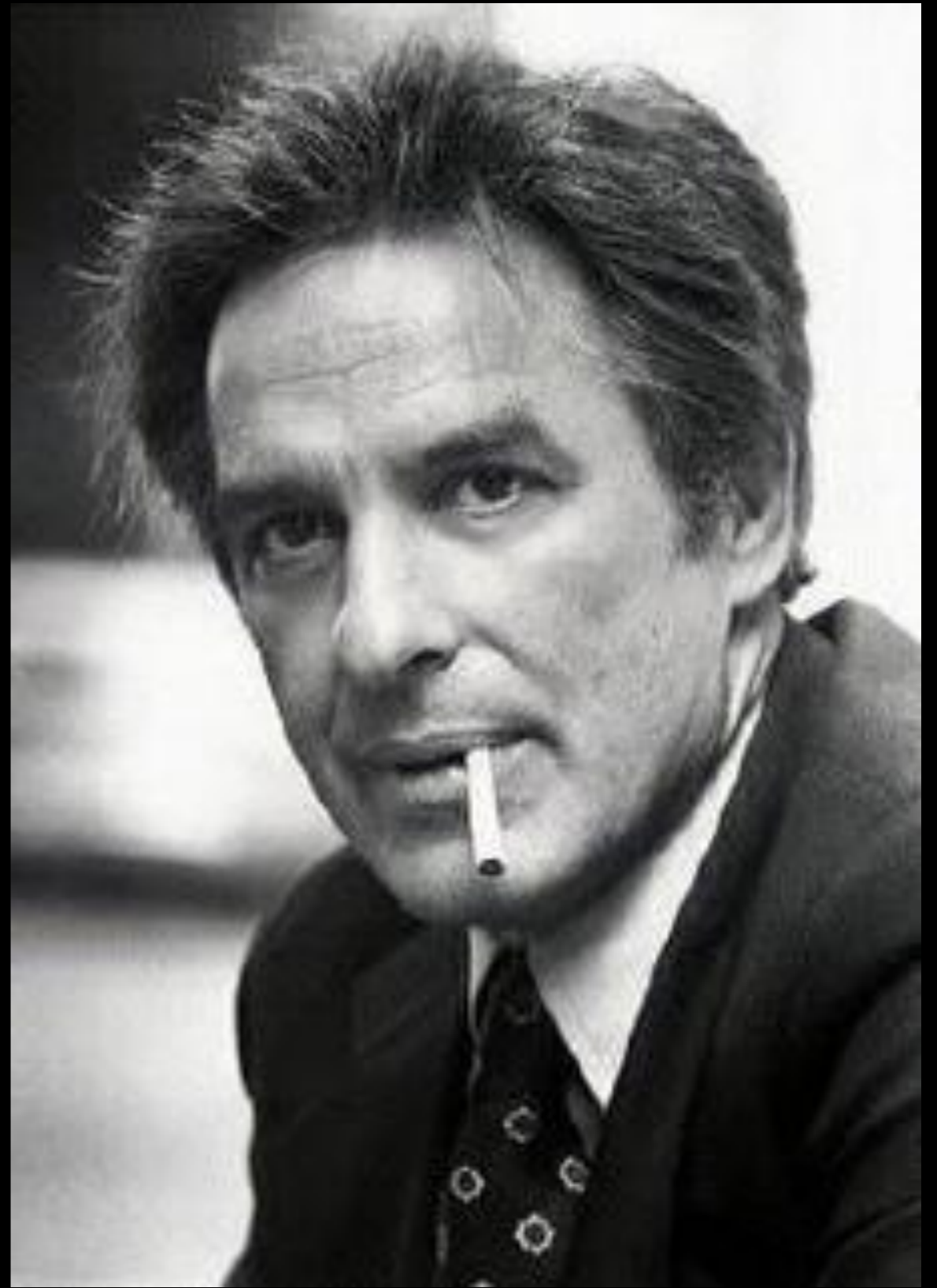
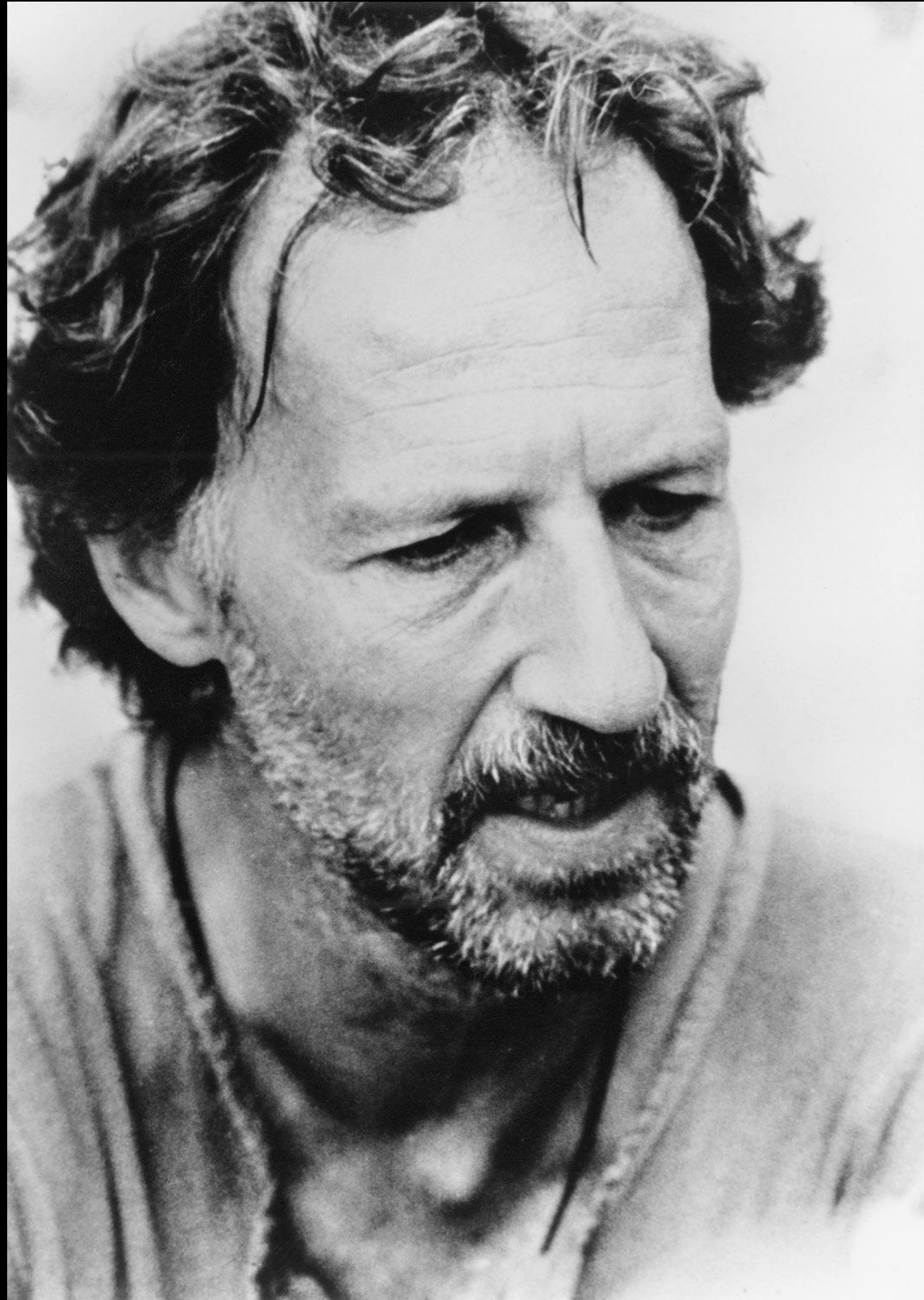




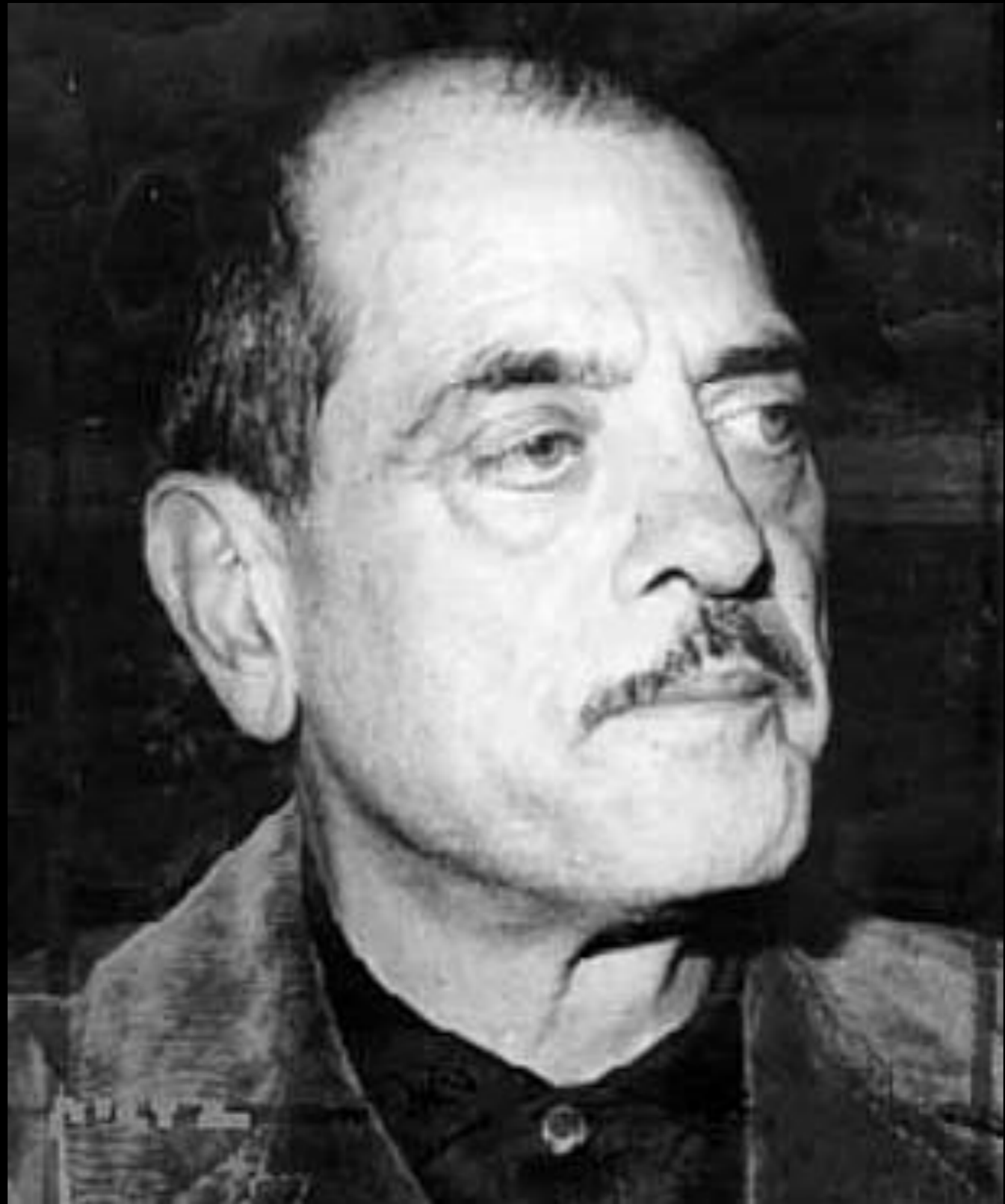
“The perfect movie would be
one that had no sound
and the screen was
completely blank”

Kitano Takeshi

And then?







“Mystery is inseparable from chance,
and our whole universe is a mystery”

Luís Buñuel

Thank you!

www.quimicavisual.com

www.imastrangerheremyself.com

@Imastranger