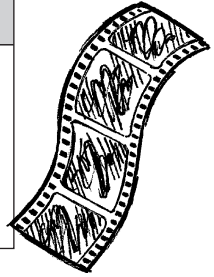
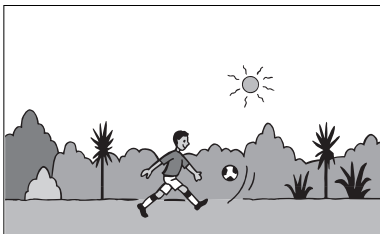


Written Language	Filming Language
Letters	Frame
Letters make up words	Several frames make up shots
Words make up sentences	Shots make up scenes
Sentences make up paragraphs	Scenes make up sequences
Paragraphs make up stories	Sequences make up a film



Television advertisers use pictures to help the viewer understand the message they send. They often plan their television script for an advertisement as a drama story with a beginning, a middle and an ending. The characters are believable and the product is pushed.

Basic Camera Shots



- Close-up (CU)
a close-up shot of person or object being filmed.
- Medium shot (MS)
a shot that reveals more of the subject (usually from the waist up).
- Medium long shot (MLS)
subject set against the background.
- Wide shot (WS)
a background setting; a good establishing shot.

Basic Filming Techniques

Camera angles shoot the subject from above, below, behind, beside or in front. You add interest and variety to your film by changing the camera angles of your shots.

- **Cut** to stop filming.
the quick change from one shot directly to another.
- **Cut-aways** the place where one shot has been spliced with another.
brief shots away from the main action.
- **Dialogue** the words spoken; how they are spoken is important.
- **Dissolve** one image fades into another.
- **Dolly** the camera can be mounted on a vehicle or a trolley called a dolly.
- **Fade** close the aperture of the camera lens so the film goes gradually black.
open the aperture and the film comes onto a new screen.
- **Freeze-frame** moving picture becomes still and stays on screen.
- **Lighting** bright light for a happy mood, low key lighting for shadows and gloom.
- **Pan** moving the camera across a scene.
- **Sound effects** all on-screen and off-screen sound except dialogue and music.
- **Special effects (SFX)** sophisticated technology keeps developing amazing special effects.
- **Tilt** camera moves vertically up or down.
- **Tracking** moving the camera along a dolly track; the viewer moves with the subject.
- **Tripod** a stand to support the camera to prevent jerky shots.
- **Zoom** use the zoom lens to make the subject larger or smaller.





Activity A: Viewing Television Advertisements

Turn on your television and look carefully at the television advertisements. Popular ones are often repeated to reinforce their message; watch these several times. Answer the questions below.

1. What television advertisement makes you laugh?
2. How does it do this?
3. What television advertisement makes you sit up and listen?
4. How does it do this?
5. What cartoon character or animal do you like in a television advertisement?
6. Why?
7. What television advertisement uses stunning special effects?
8. How effective are they?
9. What television advertisement uses trendy graphics?
10. How effective are they?
11. What television advertisement drives you crazy?
12. Why?
13. What do you think makes a successful television advertisement?



Activity B: Making a Storyboard

Sample storyboard



Picture	Video	Audio
Sketch one	Introduce character Medium shot: relaxed sporty girl	Pleasant soothing music Music increases tempo, voice over “Amelia Ann wins again.”