VISUAL STATEMENT

In this lesson, we talk about the visual style of the film project.

How do you envision bringing your film idea to life visually? What is your intention for how it will be perceived and experienced by the audience? To get started, consider the following questions:

1. What is the overall look and feel of the film?
2. How do you plan to use lighting, camera angles, and other visual elements to convey your message and emotions?
3. What is the tone of the film and how do you plan to achieve it through the visuals?
4. What are the key moments or sequences that you want to highlight visually?
5. How do you envision the film appealing to and resonating with your target audience?

EXAMPLE: VISUAL STATEMENT
(Olaf de Fleur)

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The uncanny (German: Das Unheimliche - "the opposite of what is
familiar") is a Freudian concept of an instance where something can
be familiar, yet foreign at the same time. This is how I would like
to approach my film about the "UGLY DUCKLING," because I want to tell
it as horror film, but I don't want to alienate the audience. I want
the film to feel familiar, yet foreign. This ambiguity, this thin
line, between the strange and familiar, should be ever present in the
Cinematography... *[end of example]*
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CINEMATOGRAPHY PROMPTS:

To help you further, here are more prompts you can use to work on your look and feel part of the film proposal:

1. Will you use specific camera angles to tell your story (closeups, aerial shots, shoot up, or down)
2. Camera movement, will it be still or moving, handheld or tripod.
3. After you have talked about the above, explain the reason behind your choices and how it supports the story.

EXAMPLE:
(Olaf de Fleur)

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The camera angle will be on eye-level for every character at the
beginning of the movie. As we move along with the story, I'll add
'bird-eye' shots to show the isolation of the main character (Ugly
Duckling) - but it not be a drone, because I want this film to be
filmed in a classical style with no unnatural technology. That means
still camera on tripod all the way through and no movement.
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TECHNICAL PROMPTS

Here are more technical prompts that you can use for the visual statement part of your film proposal:

1. How will the colors be in your film (faded, bright or...)
2. Describe how you will use light to tell your story. What parts of the story can be dark, what can be bright? Will you use silhouettes...
3. What film references can you point out that are similar to your film?

EXAMPLE:
(Olaf de Fleur)

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- The colors will be faded but not black and white. The REASON for
that is that I want to film to look timeless like a fairy tale.
- The light in my take on the Ugly Duckling will grow as the film
progresses. At the beginning we'll have a dark world, and then little
by little the use of light will become stronger to oppose the
downward spiral of the ducklings dilmemma…
- VISUAL REFERENCE:
Bram Stoker´s Dracula (DOP Michael Ballhaus, ASC)
American Horror Story:Asylum    (DOP Michael Goi, ASC)
- Format Example: - Format: 1.240:1 - Spherical Lenses
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THE TASK

Your task in this lesson is to write 1-3 paragraphs for a visual statement about your take on The Ugly Duckling example project.

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