



# VISUAL STORYTELLING

## THE LANGUAGE OF CINEMA

Your perspective is power.



# DEMOCRATIZING STORYTELLING

Everyone has a story.  
Most are invisible.  
We are here to make them seen.

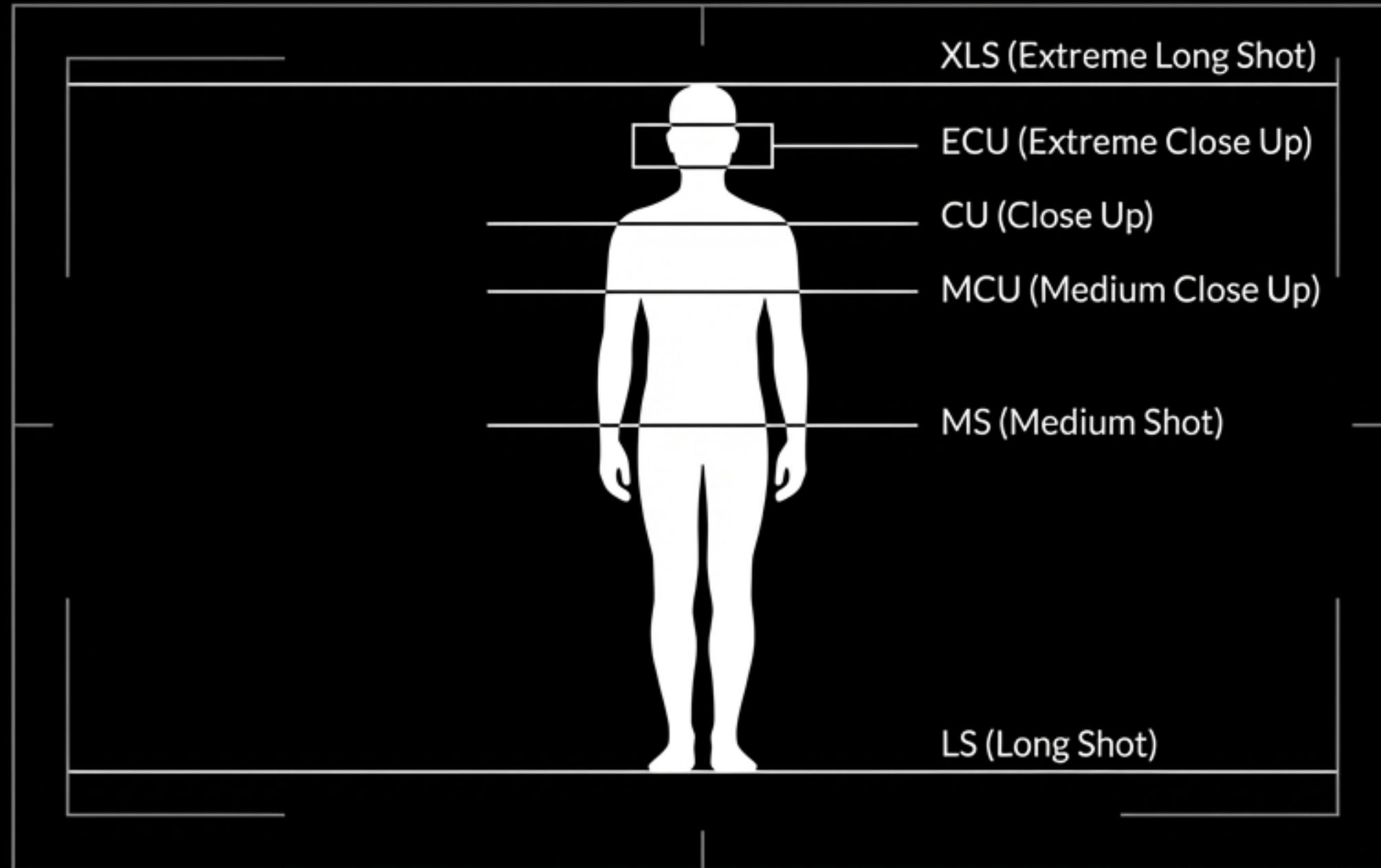
*“Growing stories where they seem unlikely, much like a sunflower rising through concrete.”*

# YOU HOLD A CINEMA IN YOUR HAND



600 Million+ smartphones in rural areas.  
You don't need a Hollywood crew. You need a vision.

# THE VOCABULARY OF CINEMA

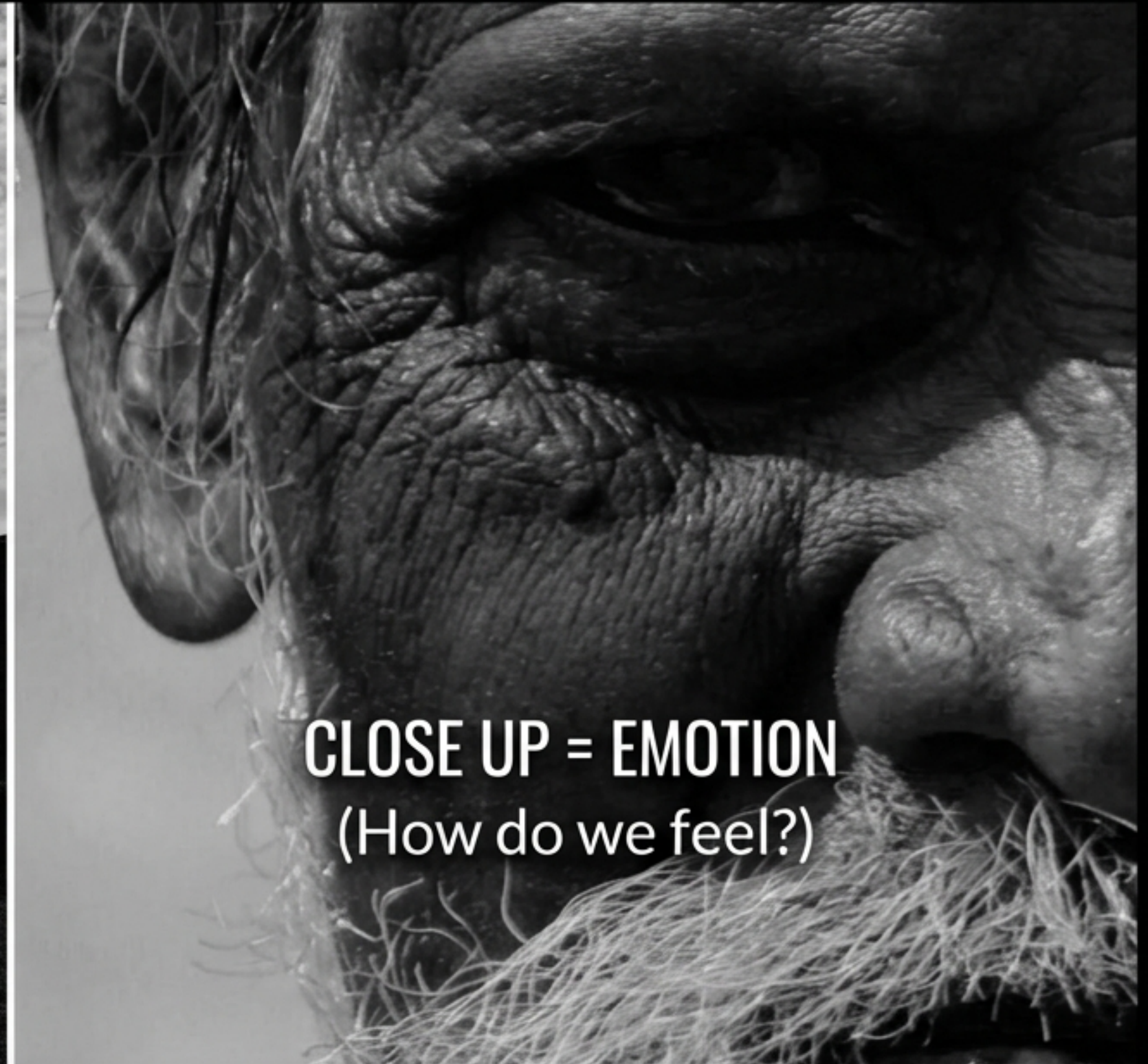


These are your words. Choose them carefully.

# CHOOSING YOUR SHOT

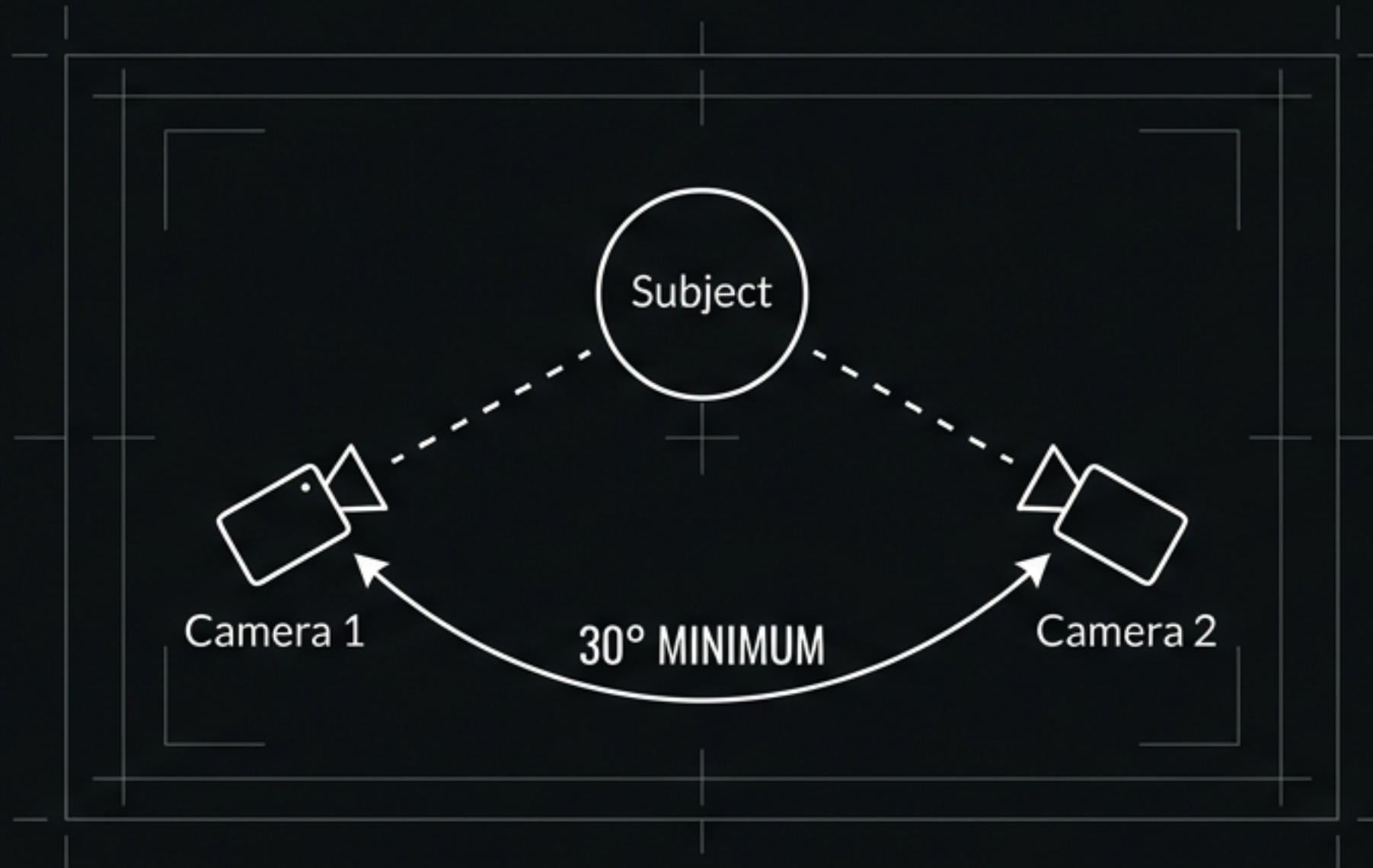


**LONG SHOT = CONTEXT**  
(Where are we?)



**CLOSE UP = EMOTION**  
(How do we feel?)

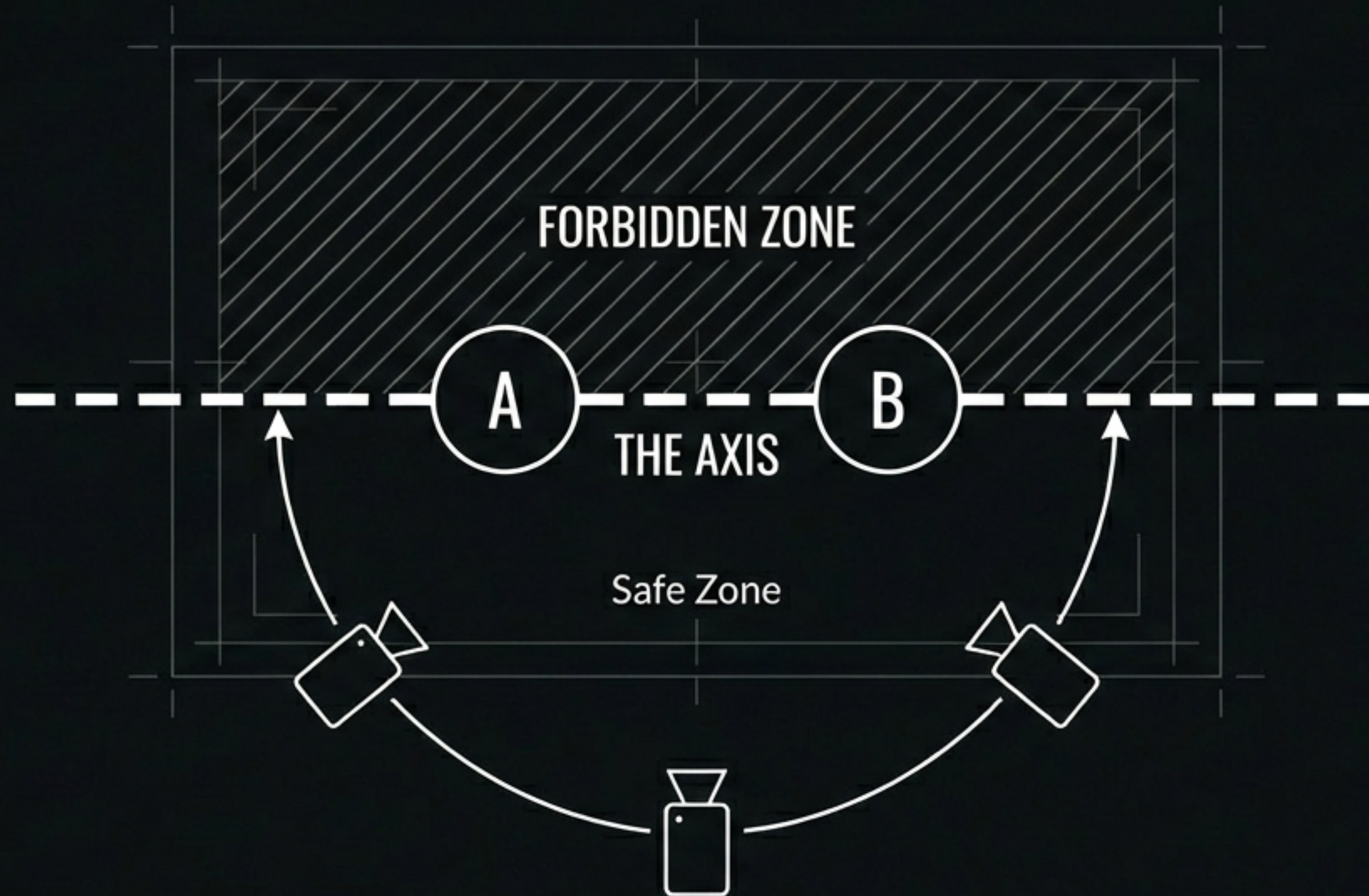
# THE 30-DEGREE RULE



**DON'T JUST JUMP. MOVE.**

Change camera position by at least 30 degrees to avoid a jump cut.

# THE LINE OF ACTION



Once you choose a side, stay there.

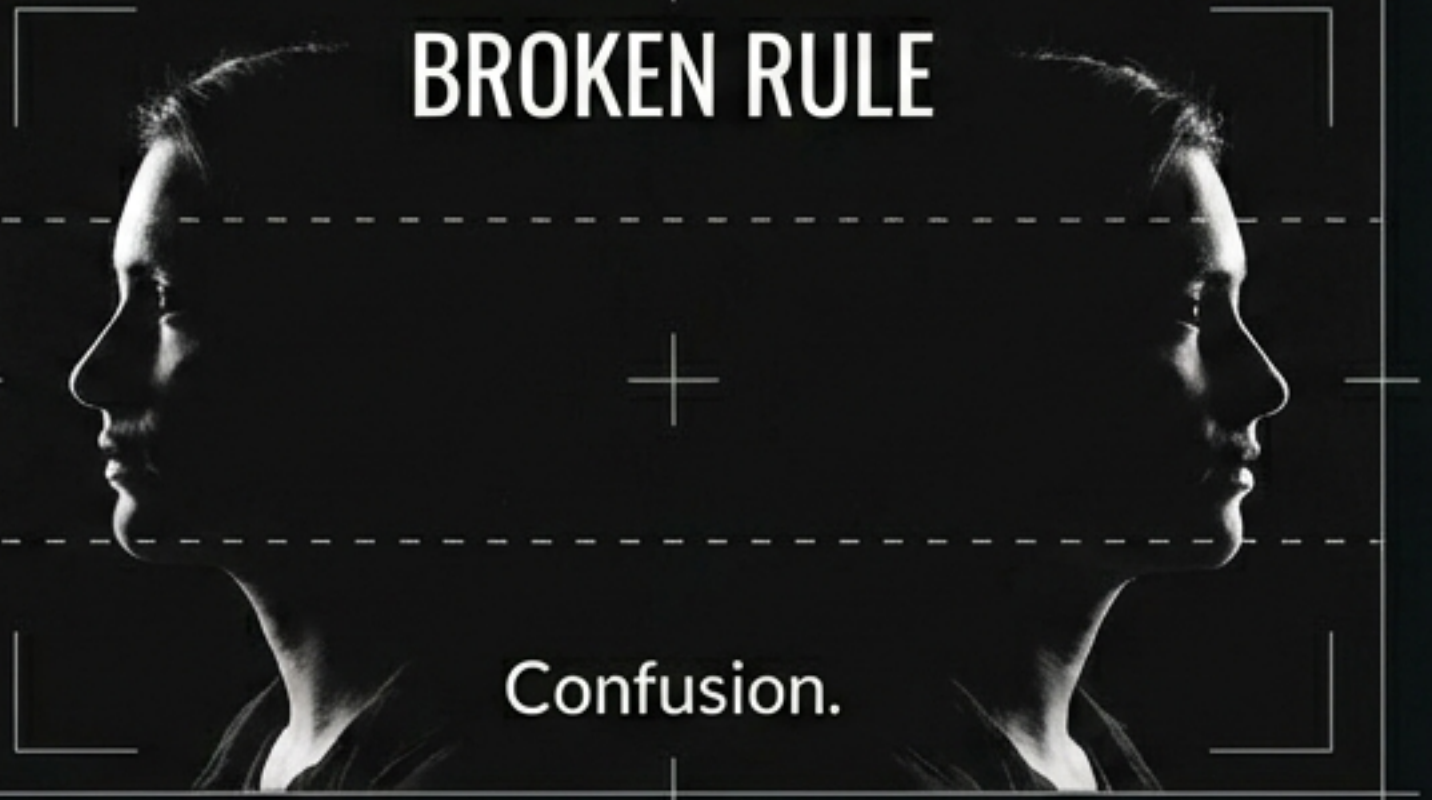
# THE CONSEQUENCE

**CORRECT**



Connection.

**BROKEN RULE**



Confusion.

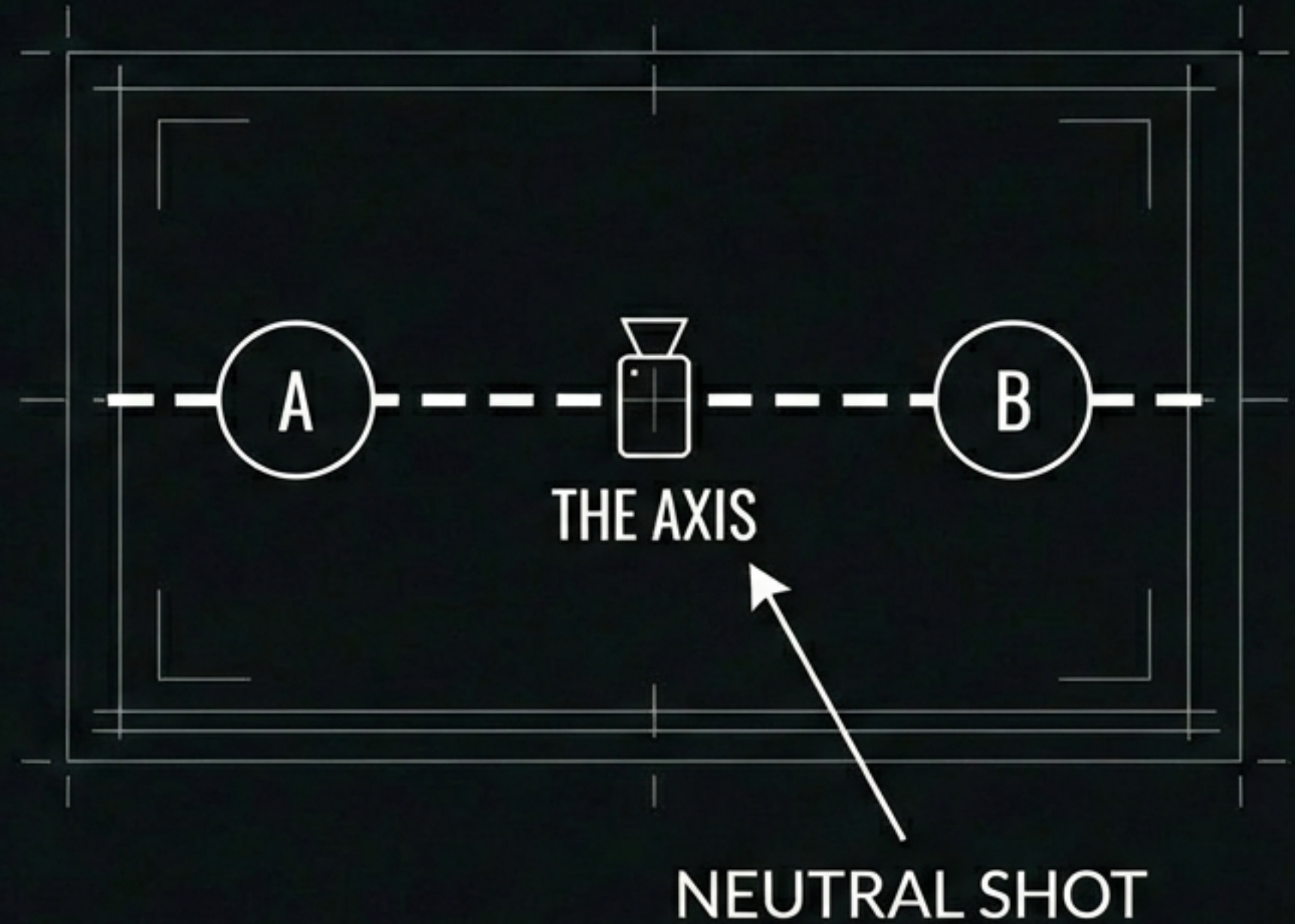
When you cross the line, the characters  
stop looking at each other.

# CROSSING THE RIVER

1. MOVE THE CAMERA  
(Show the journey)

2. NEUTRAL SHOT  
(The bridge)

3. CUTAWAY  
(The reset)



# THE EYELINE MATCH



**Connecting the Gaze.**

Even if filmed days apart, the eyes create the relationship.

# POV

WALK IN THEIR SHOES

Use POV to force the audience to feel the character's emotion: Fear. Love. Adrenaline.



# THE CUTAWAY



The Useful Interruption. Use cutaways to hide edits, fix pacing, or add context.

# PUTTING IT TOGETHER: THE SHINING



**“LOGIC  
CREATES  
SUSPENSE.”**

# ACTION: THE 5-SHOT CHALLENGE

1. **WIDE SHOT** (Establish the location)
2. **CLOSE UP** (Hand on door handle)
3. **POV** (Looking at the door)
4. **NEUTRAL SHOT** (To change angles)
5. **MAINTAIN THE 180° LINE**

Go film a person opening a door.





# **YOUR STORY. YOUR RULES.**

Technique exists to serve the story. The village is not just a backdrop. It is the protagonist.