

# Storytelling with the camera

## 24 & 25 June 2010

### ARTE in Strasbourg

In the context of this two-day workshop from Eyes & Ears of Europe and ARTE in Strasbourg, the camera will be analysed as a stylistic device within the use of design, promotion and marketing of audiovisual media. Therefore, basic film principles and narration patterns regarding the camera will be explained: They can be used to detect ideas and to develop concepts of station idents, labels, openers, trailers or any other kind of short forms.

The focus is on the following questions: How can the camera, as a creative device, support the processes of generating ideas and conceptions? How are image areas, camera moves and effects used to emphasize the expression of content? How can emotions be evoked or even intensified through storytelling with the camera? These reflections are intended to enable participants to see the camera as more than just a technical tool: the paradigm "camera" can rather be regarded as an option for the detection of ideas and concepts for design, promotion and marketing of audiovisual media.

This event is primarily aimed at employees of media and communication companies, (post) production firms, design studios, agencies and consultancies. Persons interested in the media, students and trainees are also very welcome. Please note that the number of participants is limited to a **maximum of 16. The seminar language will be German.**

#### Speaker

#### **Frank Schneider, Director & Managing Director Filmstyler Pictures, Frankfurt/Main**

Apprenticeship as photographer. Subsequently employed at international advertising agencies like Leo Burnett and McCann with the main focus on conception and text. Assistant to various directors in advertising and feature film. Involvement in the video installation project 'The Artist Network' in New York. Since 1995, conceptor and director of music videos. Since 1998, director for advertising and TV design. Lecturer for film design at Fachhochschule in Mainz. Since 2007, lecturer at Texterschmiede in Hamburg. Since 2009, guest lecturer at Hochschule Darmstadt. Director & managing director Filmstyler Pictures.

#### **Registration deadline: 18 June 2010**

Questions? Please call us: +49 (221) 60 60 57 10

#### **Thursday, 24 June 2010**

- 11.30 **Welcome**  
Henri L'Hostis, Directeur de l'antenne,  
Responsable habillage & promotion ARTE,  
Strasbourg
- Programme & presentation**  
Wout Nierhoff,  
CEO Eyes & Ears of Europe, Cologne
- 11.45 **Introduction of the participants**
- 12.00 **Even the shortest film needs structure**
- 13.00 Lunch break
- 14.00 **Classical & common narration patterns**
- 14.45 Break
- 15.00 **Dramaturgical rules for short formats**
- 15.45 Break
- 16.00 **Conceptual film components**
- 16.45 Break
- 17.00 **Dramatic principles for openers, labels & co.**
- 17.45 Summary
- 18.00 End of day one

#### **Friday, 25 June 2010**

- 09.00 **Get together**
- 09.30 **Design components of film**
- 10.15 Break
- 10.30 **Side note: definition & staging of characters**
- 11.15 Break
- 11.30 **How to impress within 6 seconds –  
Creating an image in short formats**
- 12.15 Lunch Break
- 13.15 **Camera movements as design options**
- 14.00 Break
- 14.15 **The camera also narrates! Storytelling with  
the camera**
- 15.45 Final discussion & evaluation
- 16.30 End of the event

## How to register

For your binding registration, please send your registration form by 18 June 2010 to:

### Eyes & Ears of Europe

Association for the  
Design, Promotion and Marketing  
of Audiovisual Media e.V.

### Eyes & Ears Academy

Director  
Wout Nierhoff  
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## Fees

Eyes & Ears members: € 250, member students and member trainees: € 75, non-members: € 1.000, non-member students and non-member trainees: € 150. The fees must be paid within a period of one week after receiving the invoice by means of bank transfer.

Accommodation and catering costs are not included in the participation fees.

### Eyes & Ears of Europe e.V.

#### Sparkasse KölnBonn

Bank code 370 501 98  
Account no. 101 308 2688

## Your registration is binding

Should you wish to cancel your participation after you have registered, we will charge a cancellation fee. If you cancel your participation within the last eight days before the seminar, we will retain the total amount of the participation fees. You can, however, name somebody else to replace you in the seminar. Please note that reduced member fees cannot be transferred to non-members. **Eyes & Ears of Europe reserves the right to make changes to the programme.**

## How to get to the event

### By public transport

At central station, take the tram No. D in the direction of 'Aristide Briand.' Change at the station 'Homme de Fer' onto tram No. B in direction of 'Hoenheim Gare.' Get off at the station 'Lycée Kléber' and go through Rue Lauth to Quai du Chanoine Winterer.

### By car

Take the motorway A35/E25. At the junction Strasbourg-Cronenbourg, turn right onto Rue du Marché Gare in direction of Wacken/Cronenbourg/Place Des Halles/ Oberhausbergen. Then turn left onto Rue du Marché Gare in direction of Anschlussstelle Strasbourg-Nord. Drive down the A350 in direction of Anschlussstelle Strasbourg-Nord. Take right in direction of Schiltigheim/Wacken. Turn right onto Avenue Herrenschmidt. Drive down onto Place de Bordeaux. Take left and turn left onto Place de Bordeaux. Drive down onto Rue Lauth and turn left onto Quai du Chanoine Winterer

### Venue

ARTE  
4, quai du Chanoine Winterer  
F-67080 Strasbourg  
France