



## **Storytelling with the camera 27 & 28 April 2015 rbb in Potsdam**

In the context of this two-day workshop conducted by Eyes & Ears of Europe and rbb in Potsdam, the camera will be analysed as a stylistic device with regard to its use in the design, promotion and marketing of audiovisual media. To that end, basic film principles and narrative patterns regarding the camera will be explained: They can be used to generate ideas and develop concepts for station idents, labels, openers, trailers or any other kind of short forms. After the theoretical introduction, participants will develop their own spots as part of a practical exercise – from idea to concept to actual shooting with the camera.

The focus is on the following questions: How can the camera, as a creative device, support the processes of generating ideas and concepts? How are image areas, camera movements 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 generating ideas and concepts for the design, promotion and marketing of audiovisual media.

This Eyes & Ears of Europe and rbb 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.**

**Registration deadline: 20 April 2015**

### **Speaker**

**Frank Schneider, Director & Managing Director Filmstyler Pictures, Frankfurt/Main**  
Apprenticeship as photographer. Assistant to various directors in advertising and feature films. Since 1995, conception and direction 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.

## Monday, 27 April 2015

- 11.00 Welcome**  
Wolfgang Schatton, Head of Programme  
Presentation/On-Air Design rbb, Potsdam  
Corinna Kamphausen, CEO Eyes & Ears  
of Europe, Cologne
- 11.15** Introduction of the participants
- 11.30 Some important camera basics**
- 12.15 Crucial factors for image design**
- 13.00** Lunch break
- 14.00 Selecting focus**
- 14.30 Choice of lenses**
- 15.00 Definition of shot sizes**
- 15.30 Determining the proper perspective**
- 16.00** Break
- 16.30 Practice: "Resolving a scene"**
- 17.00 Digression: Staging with the camera is  
pure psychology**
- 17.30** Break
- 18.00 Camera movements and their impact  
on the viewer**
- 18.45 Choreographed interaction between  
camera and performer**
- 19.30** End of Day 1

## Tuesday, 28 April 2015

- 08.30 Get-together**
- 09.00 Briefing for the staging of a sequence  
"Same topic - different statement"  
(in groups)**
- 09.30 Development and planning of the  
appropriate camera settings**
- 10.00 Shooting in groups**
- 13.00** Lunch break
- 14.00 Editing  
(Group work)**
- 16.30 Presentation & Discussion**
- 17.30** Summary & Evaluation
- 18.00** End of the event

### How to register

For your binding registration, please send your registration form by 20 April 2015 via eMail to [academy@eeofe.org](mailto:academy@eeofe.org) or Fax to +49 221 60605711.

### Contact

**Eyes & Ears of Europe**  
Mozartstr. 3-5  
D-50674 Köln

**Director**  
Corinna Kamphausen  
**Project Management**  
Ina Braun  
**Training Management**  
Marion Snyders & Isabel Krischer

**Phone: +49 (221) 60 60 57 10**  
**Fax: +49 (221) 60 60 57 11**  
[academy@eeofe.org](mailto:academy@eeofe.org)  
[www.eeofe.org](http://www.eeofe.org)

### Fees

- €350 Eyes & Ears members
- €95 Eyes & Ears members / pupils, students, trainees who are personally members of EEofE or pupils, students, trainees of an institutional member of EEofE Europe
- €990 non-members
- €190 non-members / pupils, students, trainees

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.