

# TELLING A STORY IN 360°



# What makes a successful video story?

Combination of great visual + great verbal story

## NEWS STORY (short form)

- o Being precise/Excluding unnecessary information.
- o Attention to interesting details.

## DOCUMENTARY STORY (long form)

- o Idea/Message.
- o Thinking in episodes.
- o Tempo-rhythm/Emotions.

# Advantages of making a 360° story

- o Full information in one shot
- o Immersive experience
- o Credibility
- o Freedom for its viewer
- o Camera placement
- o Travel in time & place potential



# What makes a successful 360° story?

## o Choosing the right story to tell (visually)

### Topics that work well in 360°:

1. Exclusive places (eg. Space)
2. War, destruction (eg. Gaza strip)
3. Public events, festivals, etc. (eg. Victory day)
4. Unusual places (eg. Prisons, nursing homes)
5. Manufacturing, production, etc. (eg. Car assembly)

## o Choosing the right equipment

1. Static objects
2. Moving objects
3. Close-ups
4. Small spaces

# Challenges of making a 360° story

- o VR Goggles vs Internet
- o Stabilization is essential
- o Parallax
- o Close-up shots
- o Directing a viewer (visually & verbally)
- o Shot length & time frame
- o Interviews

# SHOW CASES

- o **Running for freedom** (close-ups, directing, interviews)
- o **Home sweet home** (3D, directing, visual effects)
- o **GAZ** (camera placement)
- o **Earth 360<sup>0</sup>** (idea, storytelling)

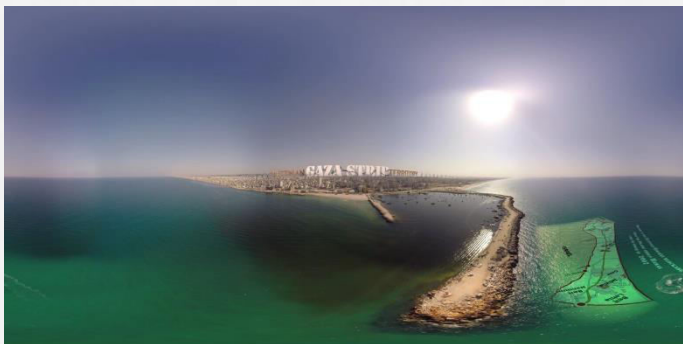


# Running for freedom

<https://youtu.be/Wjj6E9P7uCg>



1.



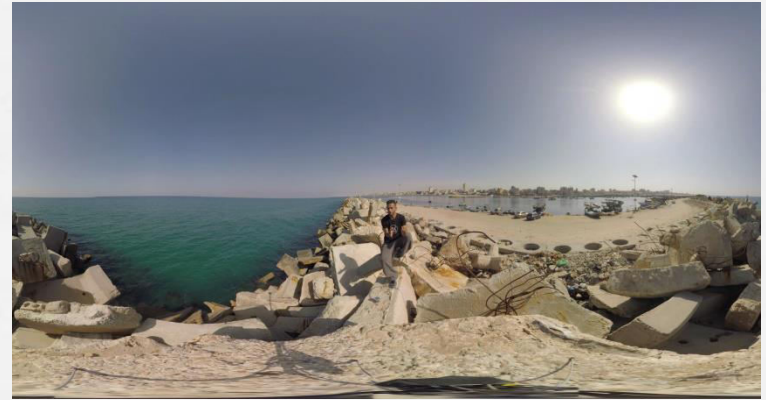
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5.







# HOME SWEET HOME

<https://www.youtube.com/watch?v=bg7jWMS1-co>





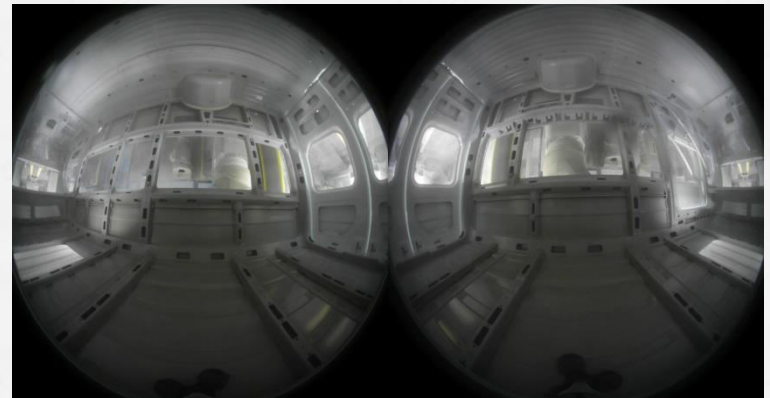
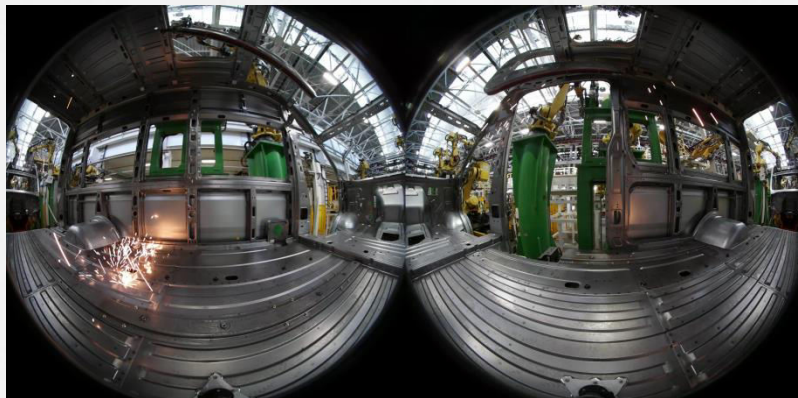
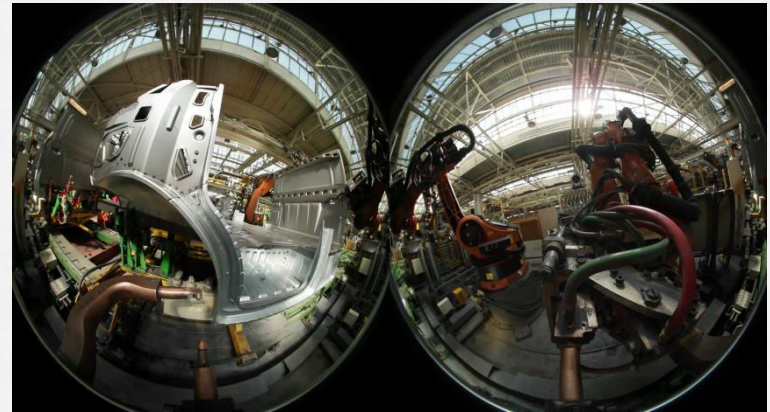
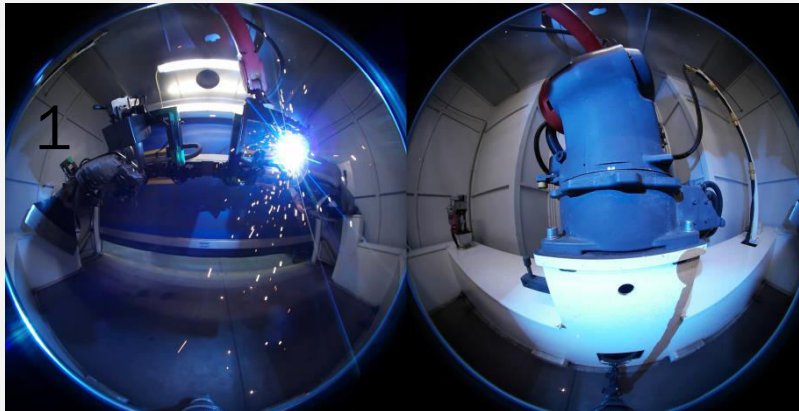
# GAZ (car commercial)

<https://www.youtube.com/watch?v=2aQ15nAsfvo&feature=youtu.be>





# Car assembly (commercial)



# Earth 360<sup>0</sup>

<https://www.youtube.com/watch?v=YFOaPza6UNc>

