

Visual Rhetoric

Reading & Writing

CAMERA ORIENTATION

Consider where the camera is placed in relation to the subject, and how it relates and contributes to the ad's overall message.

Close Up - The camera is located very close to the subject. In this type of shot, the subject is emphasized and the setting is either deemphasized or is nonexistent.

Middle Shot - In a middle shot, the subject is placed directly in front of the camera and the camera is not placed above or below the subject. This implies equality among subjects.

Long Shot - The camera is far away from the subject. In this type of shot, the setting rather than the subject is emphasized.

Low Shot - The camera is positioned below the subject, making the subject appear larger than life. This type of shot emphasizes the power and importance of the subject.

High Shot - The camera is positioned above the subject, making the subject appear smaller than usual. This type of shot deemphasizes the importance of the subject.

Front View - Is the subject facing the camera directly, or is the subject turned away from the camera? Front views, like close ups and middle shots, tend to emphasize the subject's confidence, power and prominence in the photograph.

Rear View - When a subject's back is turned to the camera, the setting (and other subjects) are emphasized. Oftentimes, this technique, like eye gaze, moves a viewer's eyes to different areas of the advertisement.

Reading Writing Rhetoric

Clemens Wendtner



Reading Writing Rhetoric:

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