

- **The Medium Shot.** This draws us closer. It peels away some of the outer leaves. By tightening our field of vision, it draws us further into the idea or event, beginning to eliminate the unimportant features. It makes us start concentrating on where the teller is going, on what the heart of the matter might be. By giving us some more detail, the teller intrigues us to want to know still more as we absorb the more focused data we've just been given. Then we move in for

- **The Close-Up.** Now we're at it. This is where the teller was going all along. *This* is what he/she wanted us to consider and think about. This is where we will stay, to learn and discover the message the teller already knew.

The Longshot-Medium-Close-Up sequence of zooming into the details *after* you first establish the general context and the basic idea works best as an information-giving system because it makes instant sense to us. It establishes chronology and order, making sense out of context and detail. Using this logical and familiar system of going from the general to the specific doesn't get in the way of absorbing the data; it helps us.

We cannot understand from just a pile of lettuce leaves what the leaves do and how a whole lettuce looks. We need to either break it down from the whole or build it up from its parts. But in either case we need grounding in a basic context.

Order of Presentation Affects How We Absorb Data

- *Starting with the whole*

Peeling back layers makes us more curious about what it is and how it works. It's easier to get us engrossed in gathering more data as each succeeding layer is revealed when we know what we started with.

Example: Opening a package. As we remove the wrapping, open the box, unfold the tissue, our interest rises the closer we get and the more we keep discovering and anticipating. This is one way to explain an idea. Like giving a gift.

- *Starting with the parts*

Building up from the parts to form the mysterious, previously unseen whole is another way. This makes us focus on the final product. We're much more curious about seeing the finished whole than we are about the properties of the parts themselves.

Example: A jigsaw puzzle. The essentially abstract pieces serve as