

Visual storytelling

MED7334 Narrative

Tip 1:
Show, don't tell



Use it, explain it, reflect on it

Reference:

Jagger, T.P. How-to Writing Tip—"Show, Don't Tell" with T. P. Jagger, T. P. Jagger, April 7 2014, YouTube,
<https://www.youtube.com/watch?v=d68vWb5rvso>

Edit your update for “show, don’t tell”

- Are there opportunities to replace diegesis (telling) with mimesis (showing)

Tip 2:
Think visual-first.

Factual storytelling on Instagram?

There are four key characteristics of compelling current affairs images on Instagram:

1. **Emotive faces** – Audiences tend to gravitate towards photos of people that capture strong emotions in situ, as they feel less filtered and more "real" than posed portraits.
2. **Teases the story** – Images that tell part of a story entice audiences to want to find out more.
3. **Provocative/gripping** – Photos that surprise or shock (within reason) stand out and make audiences think.
4. **"Feel good" factor** – Images that convey positivity in the face of adversity fit with the tone of Instagram and can motivate and inspire audiences.



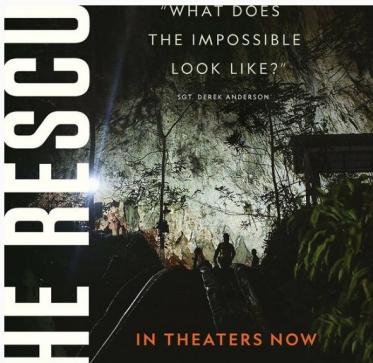
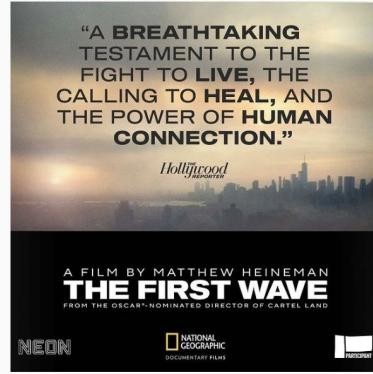
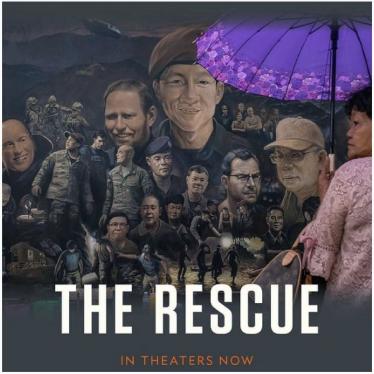
natgeodocs 🔍 Follow ...

410 posts 30.6k followers 381 following

Nat Geo Documentary Films

Official Instagram for National Geographic Documentary Films.

natgeodocs.com



What can
they do
better?

<https://www.instagram.com/natgeodocs/>



What can they do better?

 dwdocumentary • 1,547 posts • 104k followers • 119 following

DW Documentary
Media/News Company
Bite-sized documentary content curated for people on the go. Follow. Discover. Explore.
Watch our full-length films here ↗
linktr.ee/dwdocumentary

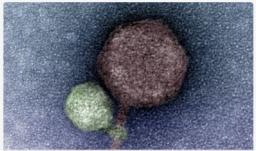
<https://www.instagram.com/dwdocumentary/>

Tip: create a landing page for link



washingtonpost

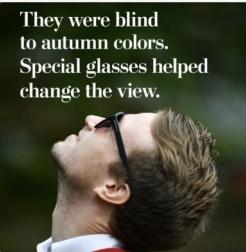
Tap an image to read the story



Scientists have discovered what may be the first 'vampire' virus



Coming soon:
A fix for the Android green-bubble problem



They were blind to autumn colors.
Special glasses helped change the view.



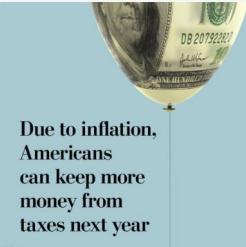
We Stand With Israel
ADL



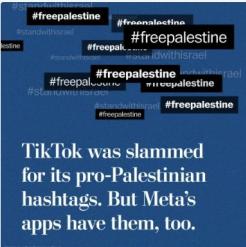
Canadian Israeli peace activist Vivian Silver



Gaza reports more than 11,100 killed.
That's one out of every 200 people.



Due to inflation,
Americans can keep more money from taxes next year



TikTok was slammed for its pro-Palestinian hashtags. But Meta's apps have them, too.



Baby boomers are buying up all the houses

This year, the average age for a repeat buyer was 58

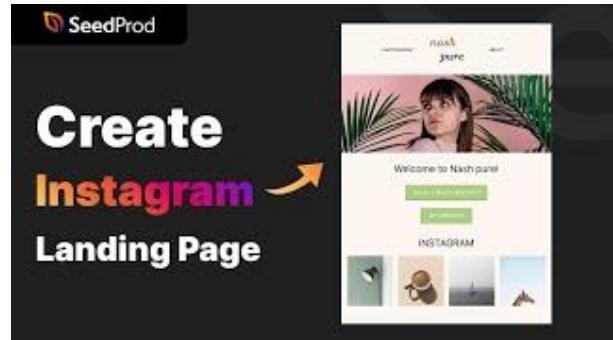


Add a Tip...
15% 18%
25% 30%
Tip To
Custom



He wakes up in his car.
Then he lovingly chooses your avocados.

Inside the life of an Instacart shopper



[How to create an Instagram landing page](#)
[Washington Post landing page](#)

Your story on Instagram

- How would you tell your story on Instagram?
(image/graphic, carousel, video or reel)



Tip 3: Use emoji and gifs as mimetic languages

*Mimetic = related to mimesis, i.e. related to ‘showing’ (not telling)



Ed Conway ✅

@EdConwaySky

WATCHING PAINT DRY IS FASCINATING 🖌️

This is a story abt car paint.

But it's abt more than that.

Its abt the world we live in:

The rise of mass production

The ascent of mass consumption

The rise & fall of economic growth

And why our productivity growth seems to have stalled



Stephen Jones ✅

@SteveJonesPA

Following

If you're just waking up, a rough approximation
of the parties' local election results so far

Tories 😊

Labour 😕

Lib Dems 😐

Ukip 😡

#LE2017



BBC Wales ✅

@BBCWales

Follow

📝 @luciejones1 emoji factfile

🎨: Lucie Bethan Jones

🎂: 20/03/91

🏡: Pentyrch, Cardiff

🏢: Singer, Actress, Model

🐶: Yup, two



<https://twitter.com/SteveJonesPA/status/860388147078868992>

<https://twitter.com/bbcwales/status/863490843143016449>

<https://x.com/EdConwaySky/status/1628068308091121665>



We're
crying

**HuffPost UK**

Lidl Launched A Bank Holiday Prosecco Deal And There Were Absolutely Unbelievable Scenes 😳

HuffPost UK

Retailers Are 'Running Out Of Options' For Protecting Shoppers From Brexit Price Rises 😬

HuffPost UK

Cecil The Lion's Son Xanda Shot Dead In Zimbabwe By Big Game Hunter 😢🦁

HuffPost UK

This MPs Tears For Big Ben's Final Bongs For 4 Years Didn't Appear Entirely Convincing 😢😢



Emoji tips

- Use to show the **subject** (the story is about a )
- Use as **metaphor** ( = power)
- Use to show the **reaction** (the story is )
- **Combine** to tell a story (  ) aka REBUS
- Use to **direct** attention/action/list:     
- **Guidelines:** “The use of emojis can undercut an otherwise impartial post”

Edit your update for emoji

- Are there opportunities to add emoji?
- Don't add too many — one is often enough

GIFs in homepages & stories

Thousands of ticketless German football fans fight with police and try to storm into Arsenal's stadium after a day of heavy drinking in central London: Kick-off is delayed and Europa League game could now be CALLED OFF



RAMPAGE AT THE EMIRATES

[Washington Post example](#)
[LA Times example](#);
[Other examples](#)



Hitting opponents when they're down

This is to finish off former featherweight champion Jose Aldo, but in MMA, an opponent is allowed time to recover in a standing eight-count.



Conor McGregor vs. Dustin Poirier (Winner: McGregor by TKO)

GIFs on social



David Gregory-Kumar

@DrDavidGK

Following

Here's tonight's top VR reactions in GIF form!
More on [@bbcmtd](#) gph.is/2Fgncm8
[@DarkRealitiesVR](#)



[BBC Midlands Today tweet](#); [Reuters](#); [Vox](#)

6 ways you can create GIFs

1. Re-use existing GIF (e.g. from Giphy)
2. Create GIF from video clip (original or YouTube)
3. Image sequence (photos, graphics, charts etc.)
4. Screen capture (e.g. scrolling down page/interacting)
5. Create new meme from existing GIF (new text)
6. NEW! Animate an image using AI tools

Use: in social update, in story, listicle, email newsletter

E.g. video > gif



Birmingham Eastside

@bhameastsde

v

VIDEO: Watch the moment when Birmingham's French community celebrated their #WorldCup 🏆 win at @distilleryb16 [birmingameastside.com/2018/07/16/watch ...](http://birmingameastside.com/2018/07/16/watch-the-moment-when-birminghams-french-community-celebrated-their-worldcup-win-at-distilleryb16/) #bhambc



freegifmaker.me

Identify a gif you can use

- Is there a video you can ‘clip’ as a gif?
- Can you convey an emotional reaction to the story?
- Is there a sequence of images you can animate?
- Can you animate an image using genAI?

Tip 4:
Learn the language
of memes

Internet memes: “a new literacy”

Meme: “An idea, piece of information, or behavior that is passed from one person to another by imitation” (Observatory on Social Media 2017)

Internet memes: a “particular idea presented as a written text, image, language ‘move,’ or some other unit of cultural ‘stuff’” (Knobel and Lankshear 2007)

WE INVESTIGATED OURSELVES



**AND CLEARED OURSELVES OF ANY
WRONG DOING**

RETWEETS

75

FAVORITES

43



What narrative function does a meme perform? Punchline/twist?

Case study: factchecking

“We decided to debunk hoaxes in the same format of the hoaxes that had proven so effective at reaching citizens. We decided to try to make the facts as viral as the lies. And it worked.”



El ‘show’ de la pacífica abuelita al descubierto: es amiga del terrorista Otegi
okdiario

NO.
NO ES LA MISMA SEÑORA.
HEMOS HABLADO CON LA DE LA FOTO DE LA GUARDIA CIVIL.
SE LLAMA FINA, VIVE EN SANT JULIÀ DE RAMIS.
NO TIENE UNA HERMANA GEMELA.
LA OTRA ES UNA SEÑORA DE BILBAO.



MALDITO BULO

Case study: pollution in Beijing

“People posted photos, selfies, and GIFs to discuss the impacts of pollution on their lives ... [they] were able to cut and paste images and clips [from a censored documentary], disseminating short bits of video and memes or share the entire video file directly. People started conversations online about pollution.”



Intertextuality?



Success Kid / I Hate Sandcastles

Part of a series on Babies. [View Related Entries]

Updated 4 days ago by RandomMan.

Added 8 years ago by Greg McCoral.

GOT ALL OF MY
TEXTBOOKS

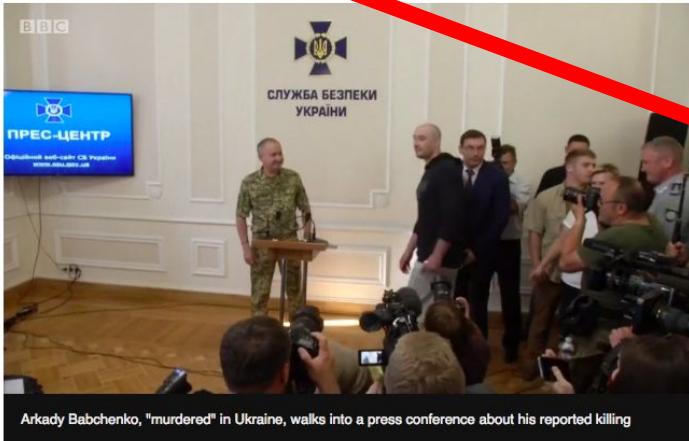


AS FREE PDFS

Arkady Babchenko: Ukraine staged fake murder of journalist

15 minutes ago

f t m Share



Jane Bradley

@jane__bradley

Follow

This is the first meme I've ever shared but it's a day of firsts so...



4:04 PM - 30 May 2018

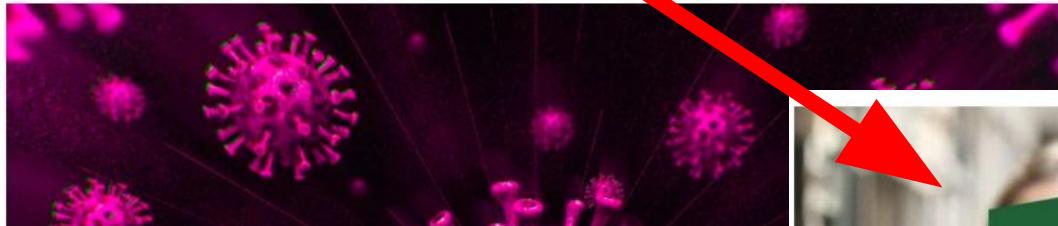
482 Retweets 1,609 Likes



Excel spreadsheet error blamed for UK's 16,000 missing coronavirus cases

The case went missing after the spreadsheet hit its filesize limit

By James Vincent | Oct 5, 2020, 9:41am EDT



“A tiny genre of text in itself”

“Each meme has its own rules and its own grammar ... and is also a kind of game that anyone can join in. And those generally simple rules provide a framework within which each internet meme can be remixed by new participants in new contexts. The rules of each game, each meme, are simple enough to be picked up immediately”

Tip 5:
Try photos + text
or illustration

'Judge Me On My Record,' Says David Cameron. So We Did...

The Huffington Post UK | By Andrea Mann [✉](#) [Twitter](#) [Like](#)

Posted: 05/01/2015 17:27 GMT | Updated: 06/01/2015 02:59 GMT

1.8k 527 2838 40 56

[Like](#) [Share](#) [Tweet](#)

[Share](#) [Comment](#)



"I'm very happy to be judged on the record that I have as Prime Minister"

—David Cameron, 4 January 2015



One million people using food banks ✓

Largest A&E department closure in NHS history ✓

Hundreds of thousands of new insecure and zero hours jobs created ✓

Bankers' bonuses protected ✓

Debt higher than under Labour ✓

Botched Royal Mail sell-off cost tax payers £1bn ✓

3.6 million disabled people targeted by spending cuts ✓

Introduction of the bedroom tax ✓

Midwives strike for first time in 133 years ✓

£3bn tax cut for the top one per cent of earners ✓

3.5 million children living in poverty - and expected to rise ✓

HUFFPOST UK TOP 100

“Lessons should be learned.”

David Cameron on the Dumfries floods, 18 December



“Everybody needs to ...learn all the lessons.”

David Cameron on the Somerset flooding



Falling oil prices this year will cost Russia

\$100bn

More than twice the impact of economic sanctions so far at

\$40bn

BBC NEWS

Would you pay
\$3m
for 60lbs of old lion hide?

(Or **\$2.9m** for a piano with Plasticine keys)

BBC NEWS



In eastern Ukraine
13 people
are killed
every day

There have been
957 deaths
since a ceasefire was called on September 5

BBC NEWS



GETTY

Consider copyright

Check the copyright status of any images — and make sure you follow the terms of the licence:

- “Free to use, no attribution required”, e.g. [Pexels](#)
- “Attribution required” e.g. [Creative Commons CC BY 2.0](#)
- “Licence required” — **MOST IMAGES** (attribution is not enough)
- “Generated by DALL-E”. **Include prompts in appendix**
- Provided by interviewee. **Include evidence**, e.g. **emails**



@mollycrabapple at @cijlogan: Sketchbooks can go where cameras can't, art can draw around censorship, and can push through our jadedness.



Pennsy



<https://www.journalism.co.uk/news/aesthetic-journalism-brothers-of-the-gun-document-syrian-conflict-with-a-sketchpad-/s2/a729327/>
https://www.huffingtonpost.co.uk/entry/14-people-told-us-how-they-feel-about-diversity-in-the-city-soon-to-become-majority-non-white_n_5111520.html



The Jason & @Karamo Story - illustrated by Shanée Benjamin

40 years ago, the concept of an LGBTQ+ family was inconceivable to most. Today, we celebrate the breadth of queer families. Learn more about how we got here in [#NuclearFamilyDoc](#), streaming now on [@HBOMax](#).



b l a n k o n b l a n k

THE PBS SERIES

Famous Names, Lost Interviews



Leonard
Cohen

Wayne Coyne on Living with Death

<http://blankonblank.org/>

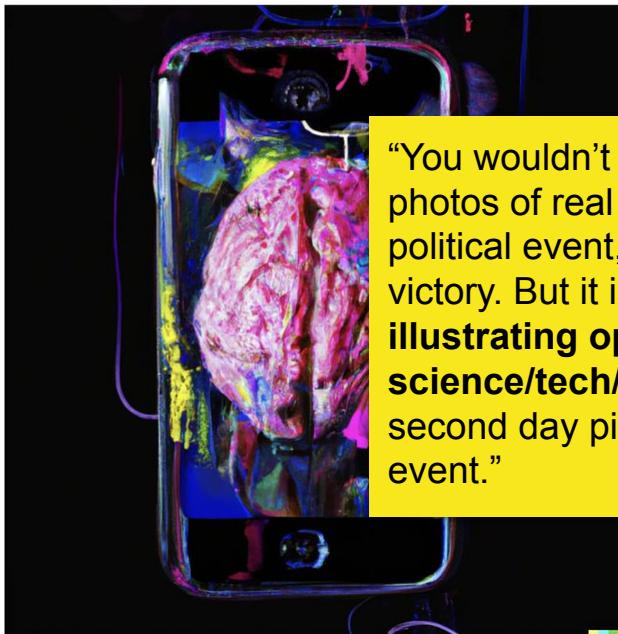
Generative images: story illustration

‘Libraries, You Are My Heroes’: Readers Share Memories of a Favorite Haven



DALL-E: “cozy, sunny library, wide angle, digital painting”

Social Media Use Is Linked to Brain Changes in Teens, Research Finds



DALL-E: “phone home screen, brain, glitch effect, digital painting”

“You wouldn’t use it when you have photos of real events to portray like a political event, a war, or a sports victory. But it is **handy for illustrating opinion pieces, science/tech/finance news**, and second day pieces reflecting on an event.”



Matt Loszak ✅
@MattLoszak

For every ten likes, I'll make this person increasingly realize how incredible nuclear power is



Matt Loszak ✅ @MattLoszak · Nov 30

Next they've discovered breeder reactors, which can create more fuel than they consume



Matt Loszak ✅ @MattLoszak · Nov 30

Here they are, reading that nuclear is statistically just as safe as solar or wind



Matt Loszak ✅ @MattLoszak · Nov 30

Realizing that not only is nuclear incredibly safe, but it also SAVES MILLIONS OF LIVES PER YEAR BY PRODUCING MEDICAL ISOTOPES FOR HOSPITALS ALL OVER THE WORLD



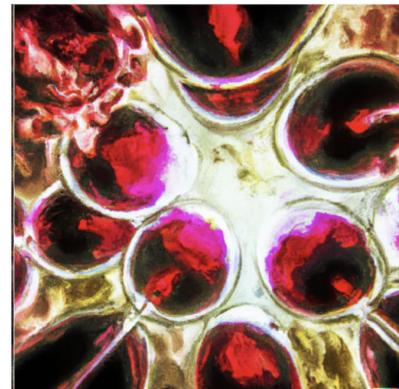
<https://twitter.com/mattloszak/status/1730078668569915840?s=46&t=oEwMkjJwOFpyXJc2zZyxw>

Tips on prompting image generation ([Chilton 2023](#))

- **Specify the subject** or subjects. It tends to do well with concrete nouns ... for abstract concepts like ‘love’ or ‘hate’ you may want to think of a concrete symbol of the subject
- **Add a style** to the prompt. Styles can be related to the subject, such as “glitch art” or “pixel art” related to technology, or can be related to the tone (e.g. calm = watercolours)
- **Specify the composition** (wide/fish eye; from below; dynamic), colour (warm, cold), lighting (dramatic; spotlit), motion.



DALL-E: "wine glass, digital painting"



DALL-E: "wide angle shot from below of wine, dynamic, digital painting"

Style prompt suggestions

Medium	West Fig. Pre.	West Fig. Mod.	Non-West Abs. Mod.	Non-West Abs. Mod.	West Abs. Mod.	Internet Aesthetics
painting	Baroque	Pop Art	Ukiyo-e	Mola art	action painting	fractal
photo	High Renaissance	Surrealism	Chinese ink wash painting	Geometric Islamic art	Op art	VSCO
sketch	Impressionism	documentary photography	Kerala mural	Mexican Otomi	Bauhaus	unreal engine
cartoon	Medieval	Art deco	Mayan art	Andean textile	Cubism	ASCII art
icon	Pointillism	Hippie movement	African masks	Aboriginal art	Dadaism	Disney
vector	Neoclassicism	photorealism	ancient Egyptian art		Futurism	Studio Ghibli
graffiti			thangka			glitch
3D render						Cottagecore
						Dark academia
						Cyberpunk
						Pixar
						Pokemon

Concrete nouns: brain, phone, book, man, woman, dog, cat, forest, ocean.

Environments: library, people studying in a library, messy bathroom, Harlem, Wall Street, oil fields, chemistry lab, locker room.

Color: warm colors, cool colors, saturated colors, desaturated colors, vibrant colors, muted colors, neon colors, pastel colors.

Lighting: dramatic lighting, sunny, cloudy, candlelight, moonlight, spotlight, backlight, golden hour.

Angle: low angle, high angle, close-up shot, wide angle, top down view, fisheye view.

Motion: dynamic, motion shot, flying, dripping, pouring, tornado, explosion, twisting, bouncing, spinning, gliding.

Recap: assignment brief

Generative AI tools such as ChatGPT are permitted to be used as part of the production process as long as **all usage must be declared and evidence included.**

Failure to declare any use of generative AI will be treated as plagiarism. AI-generated content must not make up the majority of work, and your own contribution must be equivalent to at least 100 hours of work.

Recap:

0%

GenAI tool use not mentioned

If you've used GenAI tools without saying so, this is considered plagiarism and a zero mark

- Attribute any use of AI
- Make it clear what is your work, and what is not
- Include evidence to clarify
- Identify what you did well – and could do better

52-8%

Evaluation includes evidence

E.g. "I used ChatGPT to generate ideas around my dataset (see Appendix A)"

- Copy and paste the prompt(s) and response(s) in full
- Use a different appendix for each example
- Reflect on them

62-8%

Evidence and references

E.g. "I used ChatGPT to generate ideas (see Appendix A) using techniques outlined by Marconi (2023)"

- Draw on original sources used in lectures
- Focus on practical literature – don't quote facts and stats
- Identify next steps

72%+

+ critical reflection and experimentation

E.g. "I added prompts to guard against bias in terms of ethnicity, gender etc. (Heikkilä 2023. See Appendix B)"

- Read about good practice and try those techniques
- Don't settle for the first results: experiment
- Reflect on what works and what doesn't

Note: grades indicate credit for use of genAI only, not the overall grade

Tip 6:
Try video



What video works well?

- **Experiential** ('being there')
- **Direct** (raw, first hand)
- **Speak** (first person)
- **Show** (don't tell)
- **Explain** (how, why)



Two men, armed with machetes, threatened
Reception staff and pulled them into an office...

Direct (raw, first hand)

<https://www.birminghammail.co.uk/news/midlands-news/watch-cctv-machete-thugs-robbing-19109774>

<https://twitter.com/bbcthree/status/1194011922737221632>



BBC Three @bbcthree · 11h

"I was bullied quite a lot at school and that made me hide myself."

After being diagnosed with autism, Daisy is ready to start a new chapter.
#MisfitsSalon

Speak (first person)



Online, there is often no need for the [presenter] as an intermediary, as a user will have already read the story.

Steve Herrmann, BBC, quoted in Alfred Hermida:
<http://www.reportr.net/2010/09/20/lessons-bbc-online-video-works/>

Please share: quicksand warning for Northumberland beaches - Cambois, Druridge Bay and Seaton Sluice: bbc.in/2ctDVIR



Show (don't just tell)

<https://www.facebook.com/bbcnewcastle/videos/10153928275686279/>
<https://twitter.com/bbcnewcastle/status/772840247730331648?lang=en>



Charlotte Brindley @lottiejourno · Sep 17

A thread 🌟:

1/6: While the UK remained in lockdown, the farming industry 'ploughed' on to provide our nation with produce to keep us fed during the pandemic. I spoke to farmers who reflected on how the pandemic had impacted their businesses. 🐑🚜🌟

1



4

11



Charlotte Brindley @lottiejourno · Sep 17

2/6: 📈 The wool production industry is just ONE of many areas in the industry that's taken an economic hit this year. According to [@BritishWool](#), wool products have been in decline for a number of years as a result of alternative cheaper synthetic products being available...



Charlotte Brindley @lottiejourno · Sep 17

3/6: Since the global market for wool & textiles closed back in February due to covid 🌱, the price of wool has plummeted. [@BritishWool](#) told me that there is still 3.9M kg of last years wool to sell, and other markets such as Ireland and New Zealand are in a similar situation...

1



1

4



Charlotte Brindley @lottiejourno · Sep 17

4/6: ** WATCH 🌟 Emma Price runs [@inthewoolshed](#) in Warwickshire and says despite a drop in the market, she is optimistic about the future of the industry, due to an uptake in knitting during lockdown... 🎒



<https://twitter.com/lottiejourno/status/1306642922750828544>



BBC Breakfast

June 17 at 12:44pm

Like Page

...

How much money do we put in and how much of it do we get back?

#EUDecide #EUreferendum



Explain (how, why)



Sophia Smith Galer

@sophiasgaler

If you're hearing about my work for the first time today, hello hello, here's a fun showreel where you can learn more. I'm about to hit 100m views on TikTok and have over 410k followers there.



<https://www.facebook.com/bbcbreakfast/videos/1351117164902418/>

<https://www.facebook.com/bbcnews/videos/1015369948864721/>

<https://twitter.com/sophiasgaler/status/1550037527867920385>

Experiential (‘being there’)



Alastair Good

https://www.youtube.com/watch?v=TL_uIE1XdJA

<https://onlinejournalismblog.com/2016/10/12/how-i-did-it-filming-video-at-the-calais-migrant-camp-videographer-alastair-good/>

Note the use of mic in Glastonbury video

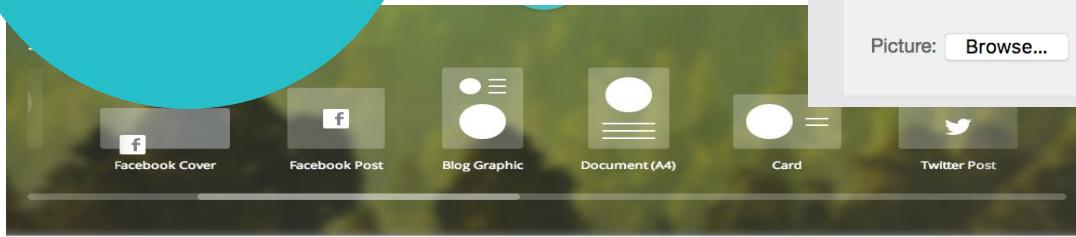
<https://twitter.com/itvcentral/status/748553070582210560?refsrc=email&s=11>

BBC News was live.
June 23 at 2:28pm · 236K Views

#Glastonbury kicks off today but already there's lots of mud and people have been caught up in 12 hour traffic jams. Fiona Lamdin is there in her wellies. What do you want to know? Put your questions in the comments.
#FacebookLive

Tip 7

Try different tools



CHEEZburger

I Can Has Animals
FAIL Blog Fails+Wins
Memebase Memes
Geek Universe Gamers+Geeks
CheezCake
Loquillo Risas
KYM Wiki

Search a

Builder

Step 1: Choose a Picture

Upload a picture from your computer or choose one below.

Picture: No file selected. Picture By:

GIPHY

Log In

GIF MAKER

Creating GIFs is fast, easy, and fun!

CHOOSE PHOTO OR GIF
You can add multiple images to create a GIF slideshow

CHOOSE VIDEO
Trim your video into a GIF then add captions or stickers

More here...



The screenshot shows the Powtoon platform. At the top, there's a navigation bar with icons for back, forward, search, and a star. The title 'POWTOON' is visible, followed by 'Edit' (which is circled in red), 'Help', 'Logout', and 'Meet Jane' Expl...'. On the right, there are buttons for 'SAVE' and 'PREVIOUS'. The main workspace shows a slide titled 'Meet Jane' with a cartoon illustration of a woman with orange hair. The text 'MEET JANE like you, she's a [JOB TITLE]' is displayed. To the left, a sidebar shows three preview thumbnails labeled '01', '02', and '03'. Below the workspace is a dark overlay with the 'Unfold' logo and a description: 'Unfold is a toolkit for storytellers. Create beautiful and engaging stories from minimal and elegant templates. Available now for iOS and Android.' There are also small icons for a smartphone, glasses, a calculator, a keyboard, a mouse, and a magnifying glass.

<https://www.instagram.com/tv/CVN8085ouoU/>

<https://medium.com/@samuel.wood2/social-media-and-short-form-media-10-of-my-examples-efde9d46f248>

Unfold.com <https://www.powtoon.com/>

Generative video: text-to-video, editing, captions, sound



Blur Faces

Automatically detect and blur faces in videos.



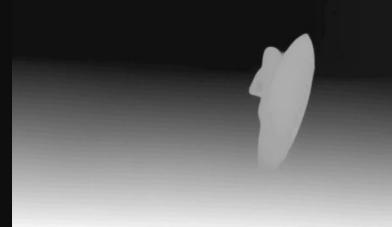
Bokeh

Easily add a bokeh effect to any video.



Scene Detection

Automatically split your footage into clips.



Extract Depth

Automatically generate a video depth map.



Clean Audio

Instantly remove unwanted background noise.



Remove Silence

Instantly remove unwanted silence.



Generate Subtitles

Automatically generate subtitles for any video.



Colorize

Instantly colorize black and white images.

See: App.runwayml.com; [ModelScope](#); [Google Vids](#); [AI Video Generator](#) (in Google Drive)



AK 😊 in SF for the Open-Source AI meetup
 @_akhaliq

...

Text2Video-Zero: Text-to-Image Diffusion Models are Zero-Shot Video Generators

abs: arxiv.org/abs/2303.13439

github: github.com/Picsart-AI-Res...

A panda surfing on a wakeboard

A bear dancing on times square

A man is riding a bicycle in the sunshine

A horse galloping on a street

0:15 / 1:59 🔍 ↻

▶ 48.7K views



NotebookLM used to turn text into a podcast,
Headliner used to turn that podcast into a video



“Generating human beings without creating grotesque distortions, eerie facial expressions and unnatural movements is hugely challenging for AI ... the “people” featured in the ad don’t have much time to linger, because of the strong likelihood of igniting the uncanny valley.

“Plenty of details are “off,” such as the truck wheels gliding across the ground without spinning in the establishing shot, and bystanders so large that they would not be able to fit through the truck doors.

“This simply isn’t efficient. Using an energy intensive technology to spit out footage in the hope that some shots are usable, touching up the best examples, and being left with very short clips that are riddled with “hallucinations”. ” ([Di Placido, 2024](#))



How could I tell his story, **when video and photos were scant**? But a suitcase of letters he left behind provide empirical research of his life ... Using Gen AI, I could create images and video based on research whose results were so convincing that my family couldn't detect that images of Dad at 25-years-of-age were AI-generated. Here's that video in which about 40 percent is AI generated ... caveated with obvious concerns around whether this approach is fakery and ethical which I address.



[David Dunkley Gyimah](#)

The result

This is what you should know.

- **Tell a story**, don't *promote*. Have a beginning, middle and end — make every word count
- **Optimise relationships and reactions**
- **Be visual**: emoji, gifs, memes, photos, graphics, video — even from text/audio

Independent study:

- Read: Writing for social media
 - OR Social media: enhancing resilience
- OR: Watch a video about social media graphics 
- OR: If Don Draper Tweeted - copywriting formulas for writing online



Independent study task:

- AFTER reading/watching: apply the techniques to post updates about your story, work and life! Be creative.
- Aim for 10-20 updates across different platforms.
- Look for other examples in your field: what conventions do they use that you should adhere to?
- Make notes for your evaluation: connect to reading/watching

Bonus material

EMPOWERING THE TRUTH

A global summit to amplify the reach of reliable facts

North American conference

Paul Bradshaw

Birmingham City University

Data, visual
storytelling, and
meme journalism

Thursday, March 16th
10:30am EST



BIRMINGHAM
DISINFORMATION
REPORTING



Media freedom
Digital literacy
Disinformation
Reporting





[Playlist: composition](#)
See also: [The golden section in composition the work of Henri Cartier-Bresson.](#)



[Narrative portraiture:
course](#)



Iconography

People like higher contrast and corrected exposure, and find a warmer temperature more appealing than a cooler one. "Serious hobbyists" use filters only to correct a problem—say, correct the exposure. "More casual photographers" are more likely to manipulate their images with filters or adjustments that make them appear more "artificial," according to the study.

'Framing'

Visual frames ... consist of **specific reasoning devices** that suggest what an issue is mainly about, establish a **causal chain** indicating who is responsible for a development, call for a potential remedy and evaluate the issue at hand ... **manifest frame components** are means to further clarify and coin a specific frame, such as **lexical choices, metaphors (visual and textual) or analogies**.

Saggin 2016
Bateman 2016

Insta-iconography

The democratization of the news via social media has had the unanticipated effect of rescinding the uniformity of collective visual consciousness and the traditional formation of iconic imagery. Indeed, elite media outlets are no longer the sole dictators of “crowning images.”