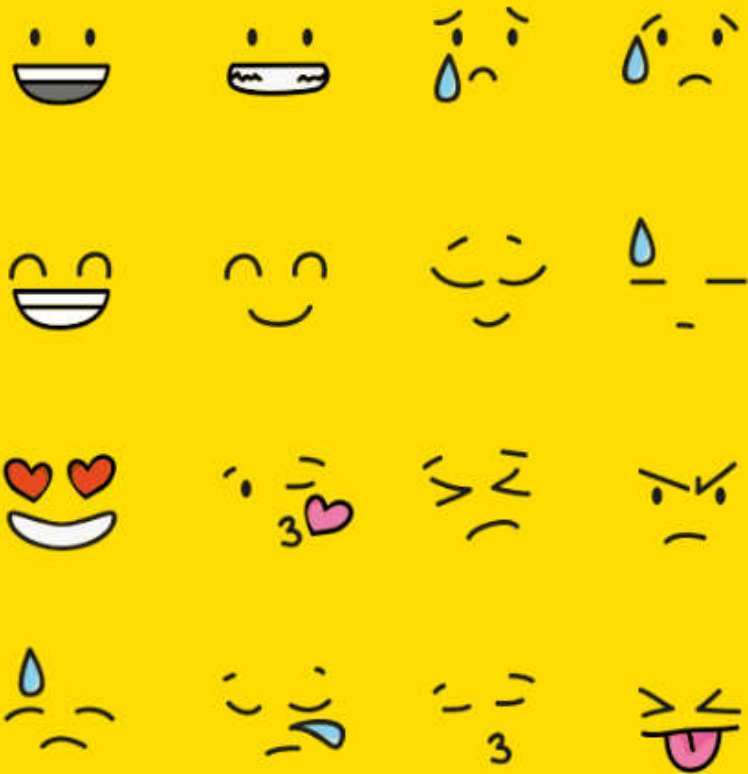




Co-funded by the  
Erasmus+ Programme  
of the European Union

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(2018-2-ES02-KA205-011836)

## Learning Activity

### Audiovisual narrative



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*“A picture is worth  
a thousand words”*

Communication has evolved and changed and nowadays audio-visual communication has gained relevance.

# Eight out of ten people only read the headline

Hello there if you've got past the headline. You're in the  
minority.

3. When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later.



## Everyone's A F\*cking Photographer

In Rants and Sermons, The Craft, The Life Creative by David / September 2, 2018



## Using Video for Documentation and Evidence



# And not only professionally...







Everybody can take a good picture or record a video with his/her phone or camera.

It has become accessible to the wide public.

**Social networks  
are also mostly  
image based**



# But, why?



- A **66,35%** of the world population owns a mobile **device**(2019, GSMA), this percentage is higher in developed countries.
- Humans have a **remarkable ability to remember pictures**. It was shown several decades ago that people can remember more than 2,000 pictures with at least 90% accuracy in recognition tests over a period of several days, even with short presentation times during learning
- **Words and images are processed differently in the brain**, and the process that involves images required a more elaborated process and thus we are more likely to remember pictures.
- **Long-term memory is capable of storing a massive number of objects with details from the image.**



# What about young people?

- Most young people are **DIGITAL NATIVES**
- According to different studies, children get their first phone at age 10.3
- They start in social networks at 14 years old. (data from 2016)
- They also play with digital devices: PlayStation, consoles, Wii... All of them audiovisual

So it means they interact with audiovisual material since childhood





They use different formats to connect to the world...

And to express their emotions





Let's see how emotions are expressed through different formats

# Music

[Video: a journey through musical emotions](#)

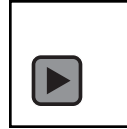
## ► CLASS NOTES™ ◀

"A Journey Through Musical Emotion"



# Audio

<https://www.youtube.com/watch?v=wnHW6o8WMas>



# Photography



# Video

[Video: UP film short video](#)





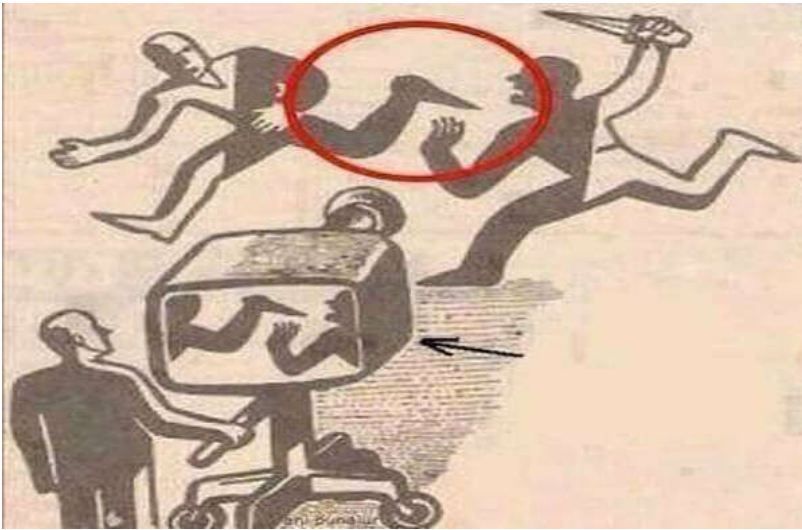
# Even small details

**Like fonts**



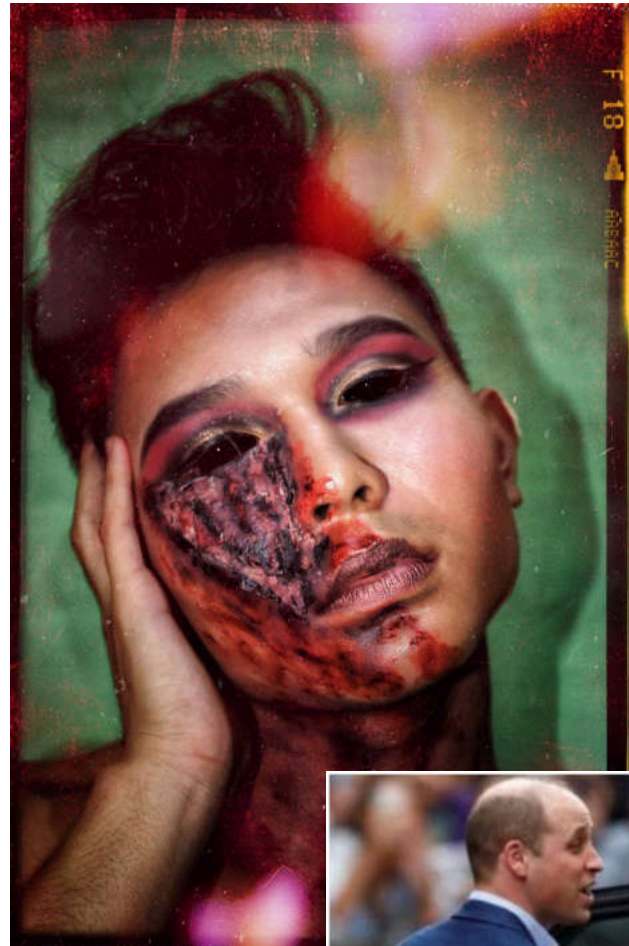
Or even colours!!

# Audiovisual communication also implies potential risks





That may be  
unintentional  
(misunderstandings)  
or intentional  
(manipulation)



**It is important to be aware of the new ways we have for expressing emotions.**

**For some people it would be much easier to express themselves using different formats rather than talking.**



# Activity





























## Audio 1



## [Video 1: Flashmob](#)



[Video 2: arrivals](#)



**Let's discuss about  
the potential of  
audiovisuals...**