



How to evoke emotion with Video

Julie Gillespie, Vyond Customer Success Manager

About me

- Almost 2 years @ Vyond in San Mateo
- Customer Success Manager and trainer
- ATD Certificates in Training and Instructional Design
- Background in Theater Arts and Business



What we'll cover

- The importance of emotion
- Evoking emotion via:
 - Color
 - Facial expressions
 - Camera movement
 - Music & sound effects
- Q&A






Think about your favorite commercial, music video, movie or TV scene...

What was it about that particular piece of media that you loved so much? Go ahead and share in chat.

The Importance of Emotion



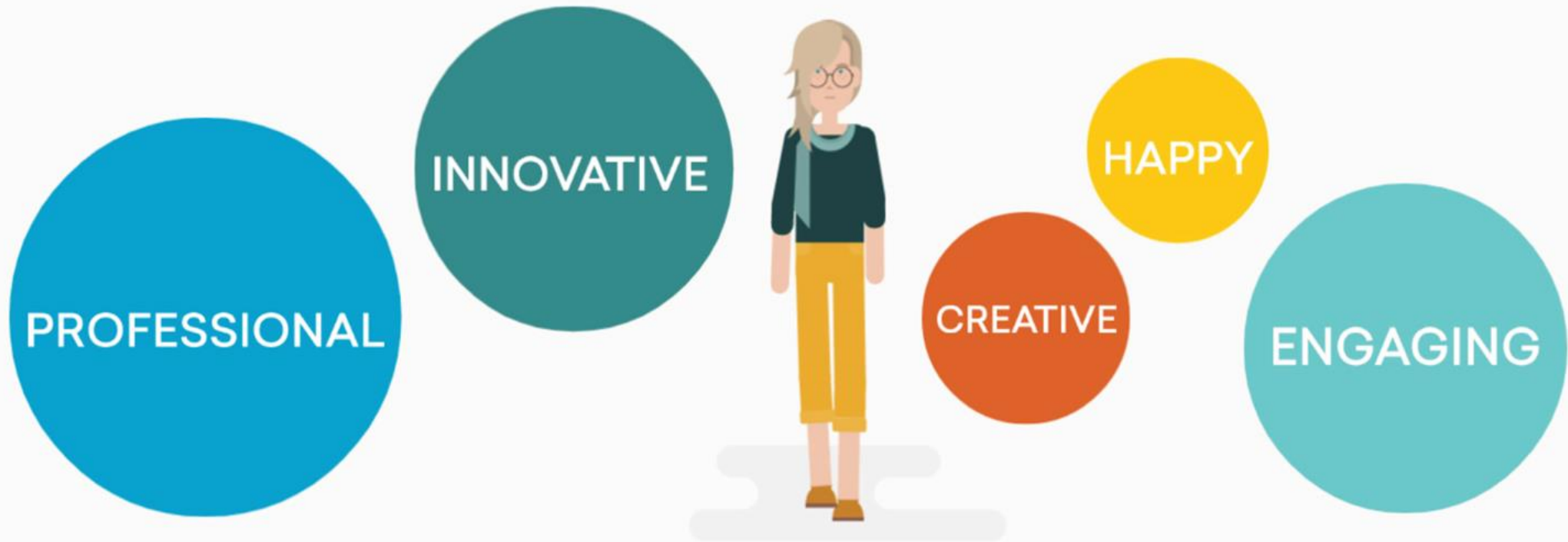


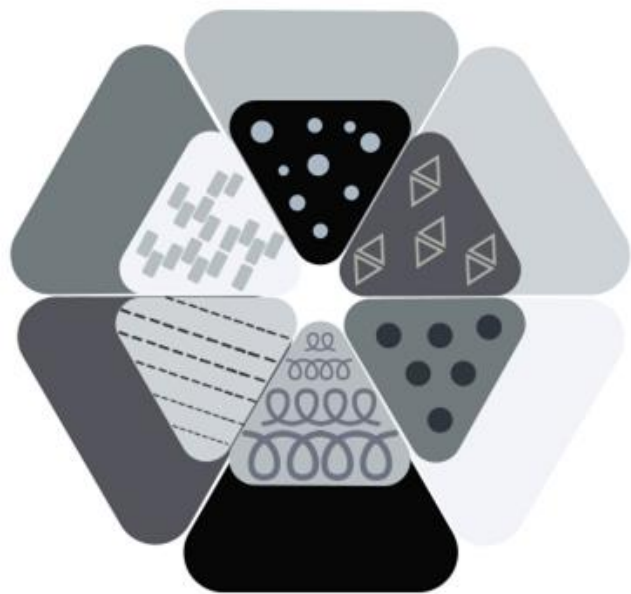
By helping your audience emotionally attach to your video your content or brand can go from forgettable to memorable.

Color



Colors make people feel





- What colors to evoke which emotions?
- Vibrant or muted tones, solid or opaque?
- Develop your palate



Facial expressions





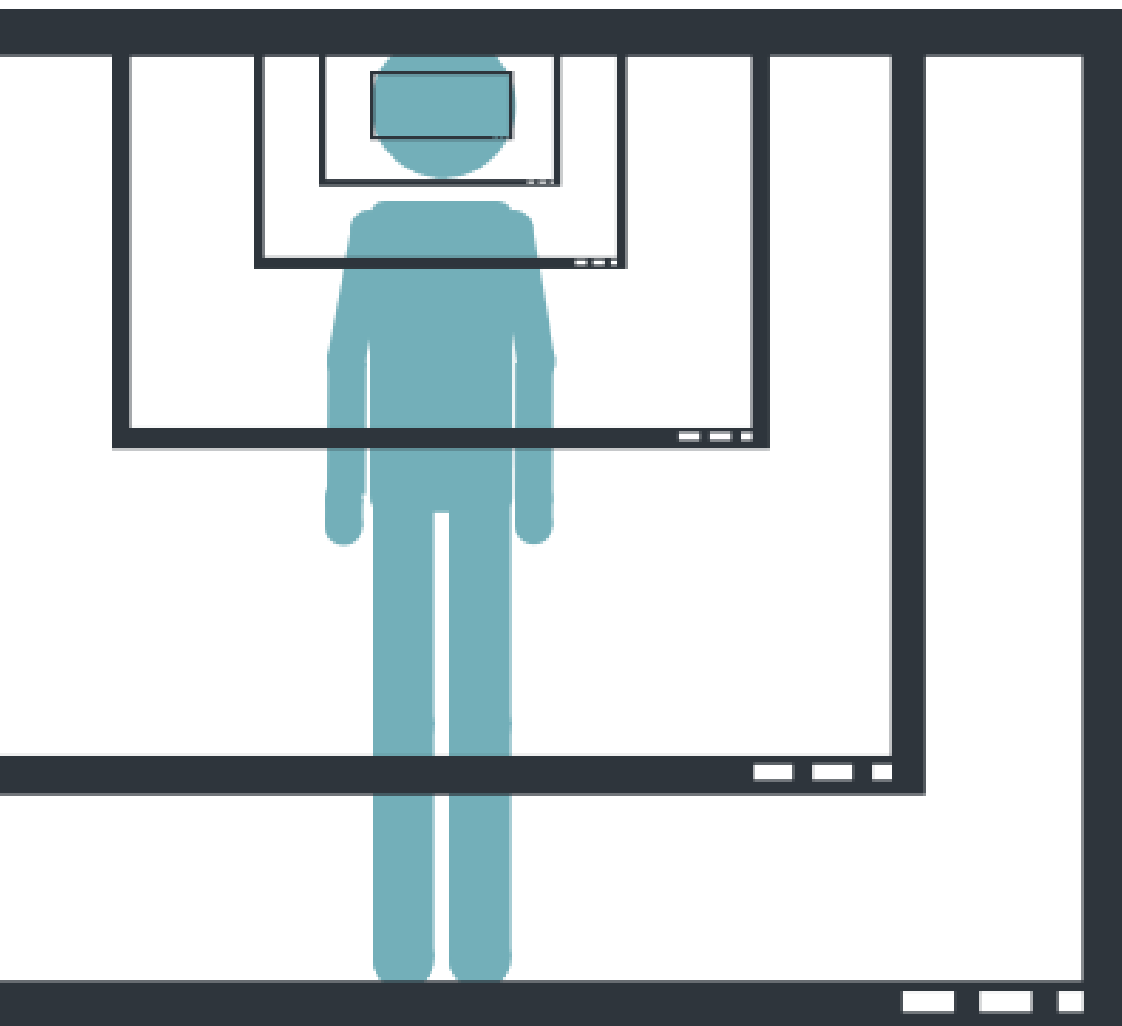
- Help your audience connect on a biological level
- Bridge language and cultural barriers
- Avoid microexpression





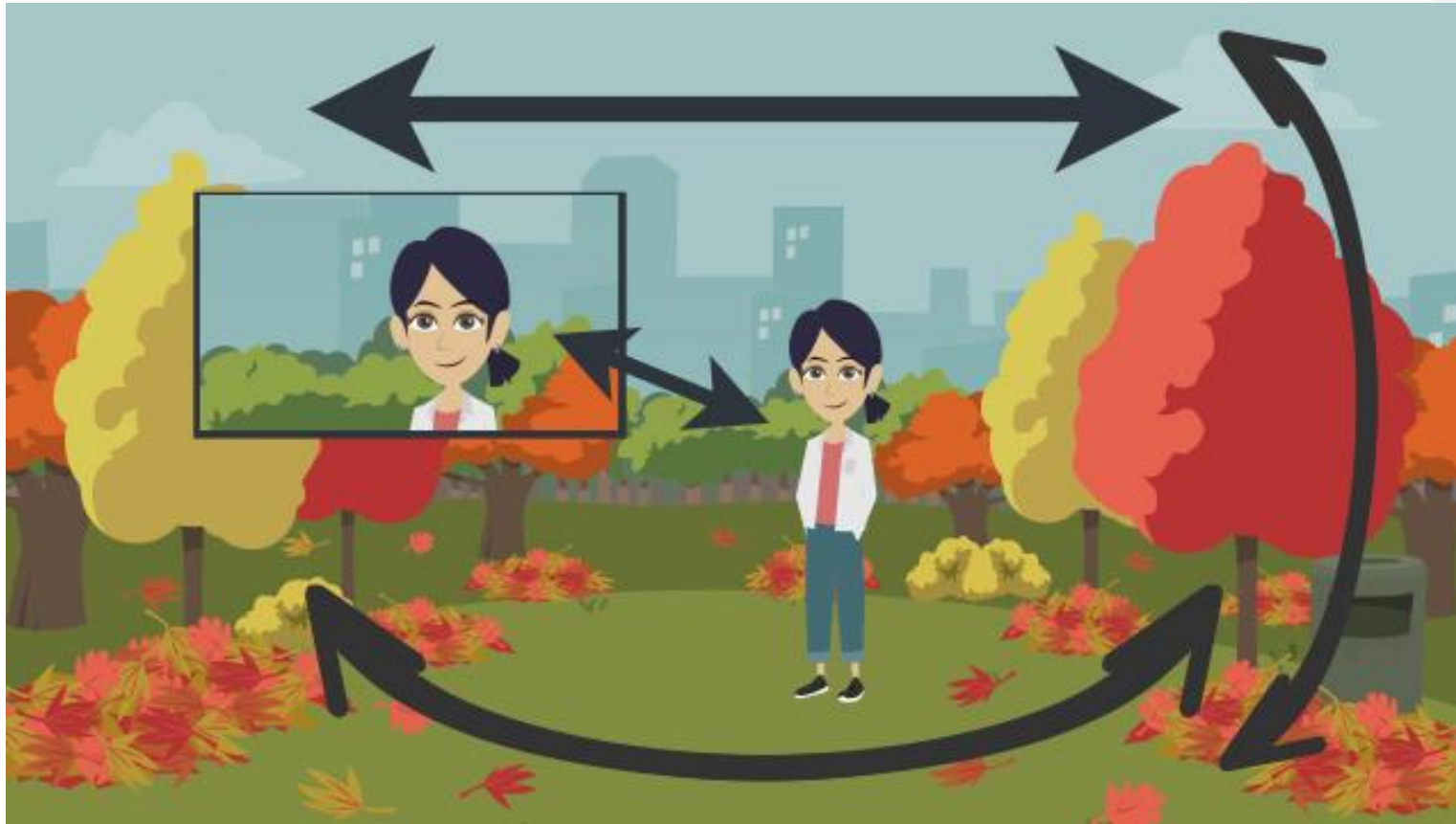
Camera movement





Which shot is best for your scene?

- Extreme Close-Up
- Close-Up
- Mid-Shot
- Wide-Mid-Shot
- Over the shoulder shot
- Point of view shot



Which camera movement is right for your scene?

- Track Left or Right
- Zooming In or Out
- Tilt Up or Down
- Pan Left or Right

Music & sound effects





- Stimulate a second sense
- Sound effects? Music? Both?
- Consider mood, tone, volume





Conclusion



You Can Evoke Emotion via:

Color

Facial Expression

Camera Movement

Music & Sound Effects



The left side of the slide features several overlapping, light blue geometric shapes, including triangles and quadrilaterals, some of which are outlined in white. These shapes are arranged in a way that they appear to be floating or layered, adding a modern, abstract aesthetic to the design.

Thank you!

@Vyond
support@vyond.com