



Thecasesolutions.com

space

line

shape

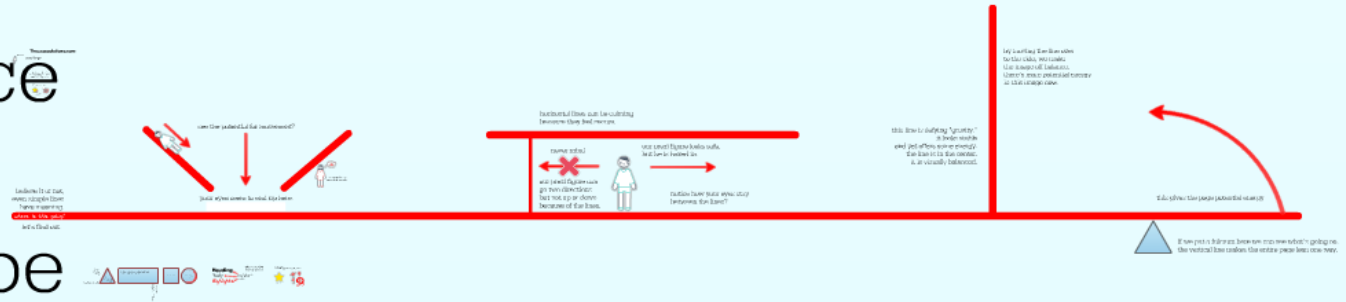
tone

color

movement

rhythm

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Statoil's Evolving Strategy

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terms in this prezi are from
bruce block's _the visual story:
seeing the structure of film, tv, and new media_



space

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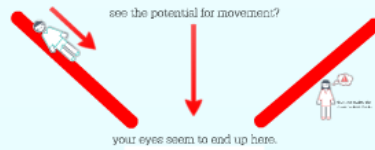
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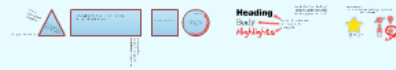
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this line is defying "gravity." it looks stable and yet offers some energy. the line is in the center. it is visually balanced.



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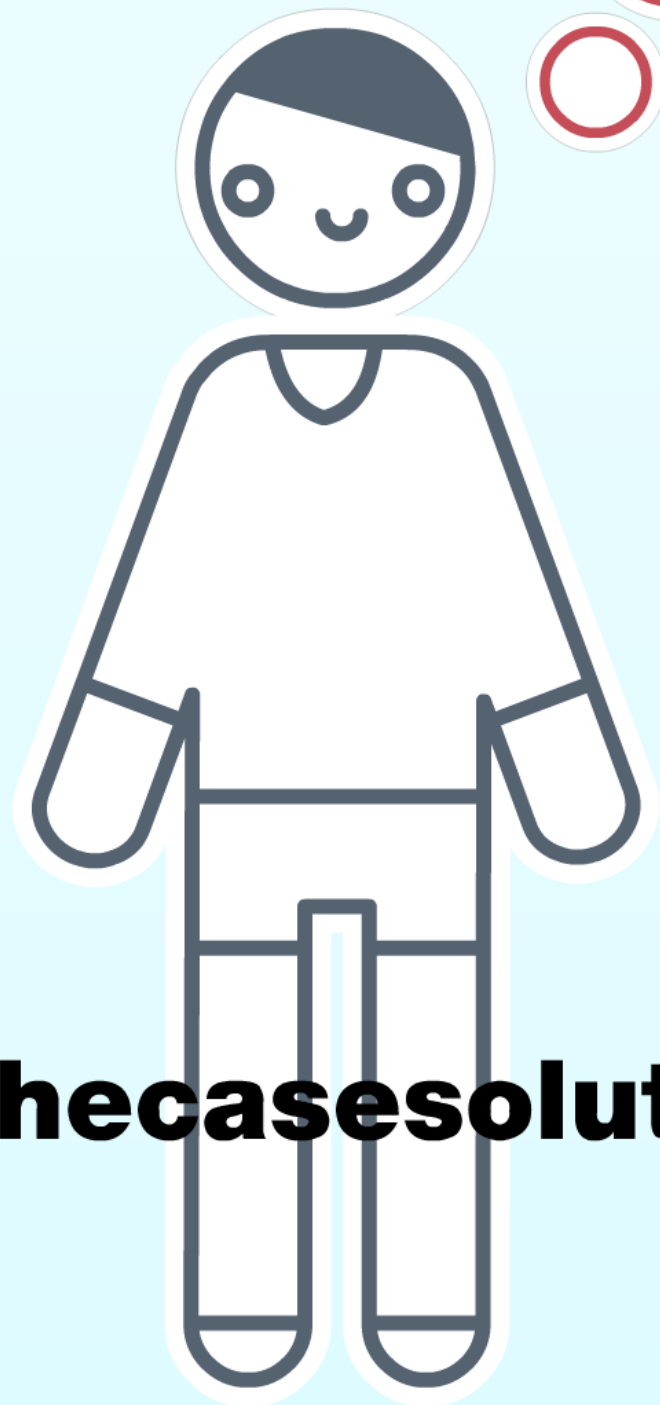
or falling?

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Statol's Evolving Strategy



we treat visuals on the
screen like they are subject
to the laws of physics.





where you place
an object on your
prezi screen matters.

don't believe me?

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look how small and helpless
our prezi figure looks now.

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an object on your
prezi screen matters.

don't believe me?

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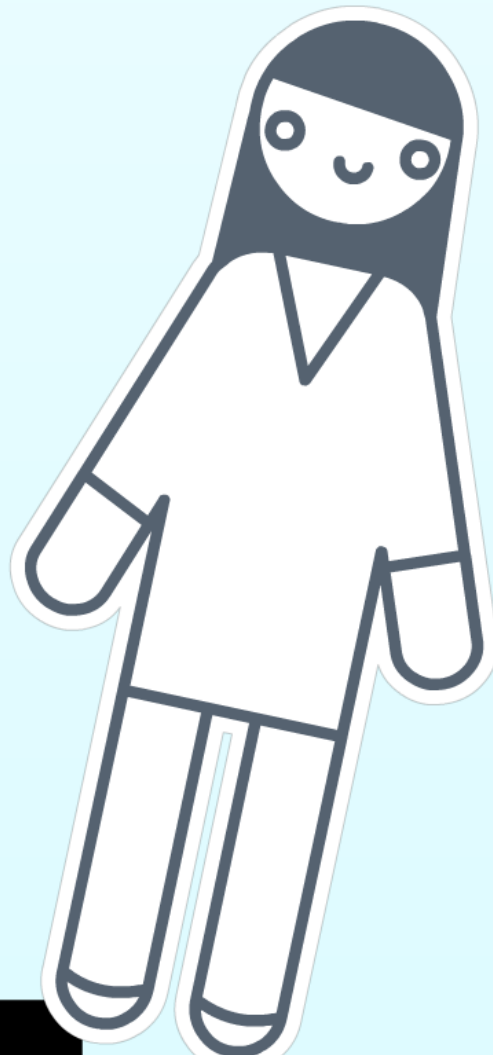
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goodness!

that's a long way to fall!

still don't see it?

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is our prez figure walking?

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still don't see it?

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is our prett figure walking?

or falling?

we treat visuals on the
screen like they are subject
to the laws of physics.

consider this:

we tend to assume closer things are related.

here's an example:



which star is
momma's baby? how about now?

hard question, right?
let's play with space
to make it clear.

