

Mediale Arbeit

The Orchestration of Project Films and the Engineering of Consent

Visual Literacy – or Finding the “Negotiated” Version in Project Films

Using a real-life example of a project film the media project seeks to convey visual literacy strategies to the viewer. Since it is as important to question what is not said in a film as what is said, the project film is interrupted using pop-up texts. These pop-ups create a sub-text which helps show what it is that is taking place behind the scenes and in the margins of such films - as that is where the battles of discourse are waged. The hegemonial orchestration of the project film is countered with otherwise suppressed information pertaining to the project context, the images, script and production methods used – information the viewer would otherwise perhaps not have been privy to. By combining the original information of the film with the information offered in the pop-ups, the viewer has the opportunity to arrive at his or her very own “negotiated” version of the project as well as to learn about some of the visual strategies and rhetoric employed in such project films.