

**"Do You See What I See?  
Stories, Images, and Communication in A Wired World."**

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**Abstract:**

A great video can communicate complex abstract and visual ideas. But creating a great video is hard, even for those experienced in the art.

Today's desktop production tools have for the first time made it possible for individuals and small organizations to economically create their own videos. This is great news for everyone from scientists and students to the general public.

But just as painting software does not turn every person into an artist, production software does not turn people into video writers, directors, and producers. These are important jobs even in a scientific or technical video: experience has shown that people pay much more attention to, and get more out of, a piece that has high production values than one that does not. Happily, many people can develop a working knowledge of these skills simply by paying more attention to the media that are around us every day.

In this talk I will present some essential traditional story structure and production techniques, and show how these ideas can be used to create great videos using contemporary desktop production tools. I'll illustrate my points using examples from today's media. I will conclude with some speculation on future applications of visualization for science, entertainment, and art.