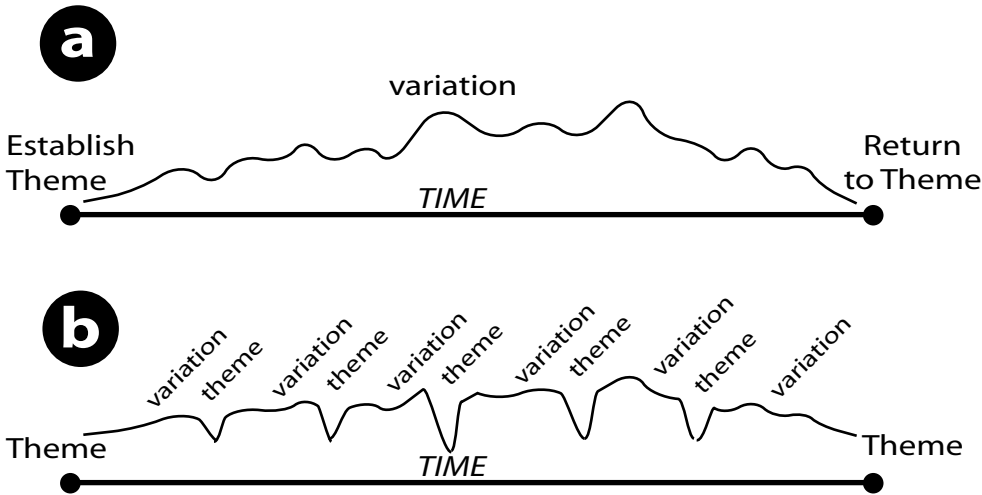


# "Bookends"

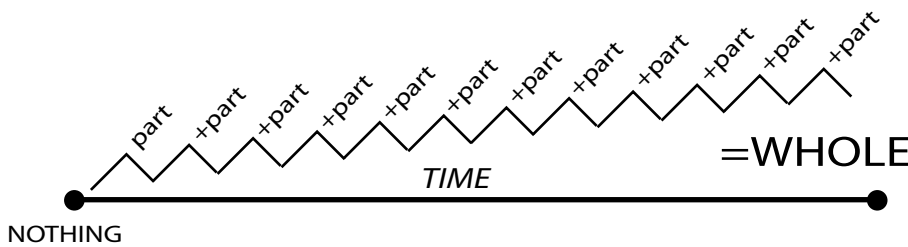


A structure carried over from musical composition and improvisation - A theme (a visual structure) is established at the beginning. Once established, variation and improvisation takes place. This can easily lead to chaos, disorienting the viewer and appearing to go nowhere UNLESS there is a return to the original theme. Another analogy would be "Journey and Return".

One may have to return to the theme regularly over time in order to reestablish structure.

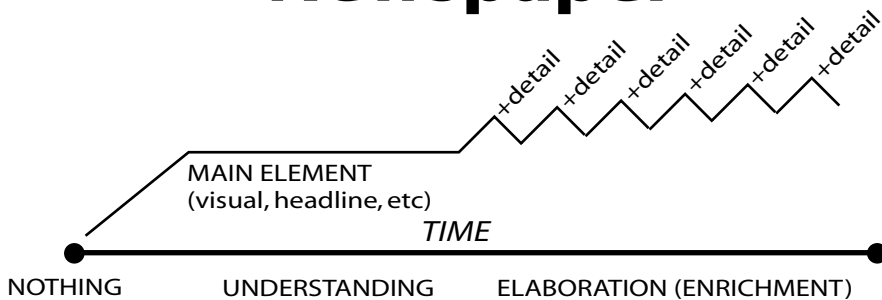
"It's not what note you play-it's the one that comes before it and after it"  
-popular Jazz musician's quote

# "Sequential Build"



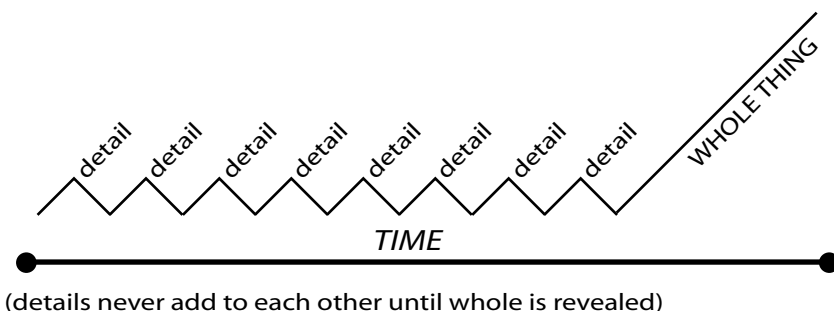
Parts (or details) come together to form a whole. HOW these parts come together will determine the 'curve of cognition' for the viewer - variables such as the behavior of the parts, (mechanistic, organic), how they assemble (do we understand the whole immediately, at the end, or some time in between?) Is the sequence "determined", or puzzle-like?

# "Newspaper"



Prioritizing visual (or textual) information. The Whole (or main point) is exposed immediately, with details (elaboration) following sequentially. Although implying text, this formula is commonly used with visuals as well. It is very useful when the viewer must understand the point immediately.

# "Micro to Macro"



Very popular right now. Usually achieved by camera moves, the viewer is shown OUT OF CONTEXT details of the whole, one after another. Hence the details do not add up to the whole. Only at the end are we shown the 'whole thing', bringing us to a 'ah-hah!'.

Another popular variation of this is to show what appears to be the whole, only to pull back to reveal it is a part of a larger whole, only to pull out to reveal THAT is a part of an even larger whole, ad infinitum.