

Visual Footage and Text

The following points refer to the use of narration and/or captioning in film.

1. Text and visuals are related but do not need to be exactly the same.
2. The text should be readable without the visual images and still be well written.
3. Visual images can be choppy in a montage. The text actually ties them together.
4. Text should remain on screen long enough to be easily read.
5. The visual can provide specific examples of a concept; the text then does not have to name the examples. Or the visual can give a general picture while the text offers a specific example or fact.
6. The text can give necessary but perhaps boring details while the visual shows engaging footage.

