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## Focal length of performance as a tool for successful communication in all visual media

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The film and television industries reach a global market. With all the converging media displaying the artist's work on different platforms, the performance must capture the viewers' attention and imagination. Focal length of performance is crucial to the impact of visual storytelling in both film and television. The actor as a character must bring truth to imaginary, given circumstances. The effectiveness of the work is contingent on the technical framework of a focal length of performance and the dynamic energy needed for varying media: Film, episodic television, sit-com, daytime drama, newsmagazine programs, online webisode series, commercials, industrials, and video games. Focal length of performance incorporates distance of communication as gauged by the framing of shots and the progression of those shots as they make the *mise en scene* and *montage*. This methodology utilizes stillness, dynamic energy, emotional commitment, and physical engagement to convey the message of the story. Focal length of performance enhances and refines the visual articulation of a story or an idea.

### Biography

Maria Mayenzet is a professional actor, director, playwright, short film director and producer. Her career has spanned over twenty-five years working in regional theatre, film, and television. She has been a guest Lecturer at Pepperdine University, Chapman University, Eckerd College and Women in Film in Hollywood. She has a BA in Drama from University of California, Irvine and an M.F.A in Acting and Directing from California State University, Long Beach. She is a full-time Faculty member in the Cinema Television and Radio Department at Saddleback College, teaching Performance for Television and Film and Video Production.

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