

About OMICS Group

OMICS Group International is an amalgamation of [Open Access publications](#) and worldwide international science conferences and events. Established in the year 2007 with the sole aim of making the information on Sciences and technology 'Open Access', OMICS Group publishes 400 online open access [scholarly journals](#) in all aspects of Science, Engineering, Management and Technology journals. OMICS Group has been instrumental in taking the knowledge on Science & technology to the doorsteps of ordinary men and women. Research Scholars, Students, Libraries, Educational Institutions, Research centers and the industry are main stakeholders that benefitted greatly from this knowledge dissemination. OMICS Group also organizes 300 [International conferences](#) annually across the globe, where knowledge transfer takes place through debates, round table discussions, poster presentations, workshops, symposia and exhibitions.

About OMICS Group Conferences

OMICS Group International is a pioneer and leading science event organizer, which publishes around 400 open access journals and conducts over 300 Medical, Clinical, Engineering, Life Sciences, Pharma scientific conferences all over the globe annually with the support of more than 1000 scientific associations and 30,000 editorial board members and 3.5 million followers to its credit.

OMICS Group has organized 500 conferences, workshops and national symposiums across the major cities including San Francisco, Las Vegas, San Antonio, Omaha, Orlando, Raleigh, Santa Clara, Chicago, Philadelphia, Baltimore, United Kingdom, Valencia, Dubai, Beijing, Hyderabad, Bengaluru and Mumbai.

Focal Length of Performance

- As a tool for successful communication in all visual media
- Converging media in a global market
- Visual media: Calling card and Brand
- Performance engages a collective consciousness
- Actively listen in a Selfie world

Framing: Performance needs to match the framing

- Focal Distance of Camera to the Subject
- Distance of Communication
- Visual articulation of the Story
- Setting, Given Circumstances, Relationship
- Want, Need , Struggle and Surprise

Given Circumstances

Field of View



ESTABLISHING SHOT in *Little Miss Sunshine* (2006) shows the entire family.

*Long Shot shows the given
circumstances*



Medium Shot shows relationships



Close Up Shot shows wants and needs



*Extreme Close-Up Shot shows
subtext*



Two Shot shows interconnection



*Two Shot low angle shows
control*



Three Shot shows dynamic energy



*Over the Shoulder Shot shows
Zen-like focus*



Performance should reflect the Value of the Camera angles

Performance must vary depending on framing and angles

- Camera at the eye level of the subject
- Camera looks down at the subject.
- The subject looks smaller, inferior, less important.

Low angle

- Camera looks up at the subject.
- The subject looks larger, superior, more important.

*Focal length of performance
makes the shot memorable*

