

So it seems that through making
video essays
i have realized my original dream
of making movies for the big screen

but the small screen seems to matter
more than ever

I've made over 200 video essays for
Fandor since 2011. But in the last
year they told me that these videos
really need to be made for a special
platform
the one on the left

Every day more people watch video
on Facebook - specifically Facebook

for smartphones

These videos autoplay on your mobile device so they require the sound to be muted so to not be disturbing which means they need to make sense without audio

Text therefore becomes more important (which is why i've learned to type so well)

but seriously it leads to a specific mode of video essay production

that caters to increasingly short attention spans since it's playing to a distracted viewer on a small screen device in the midst of everything else going on in their life

there's pressure to keep the viewer's attention every second, from the very first second

did you know the average Facebook video is viewed for only 10 seconds?

(it's as if they are playing in an art gallery)

but anyway, that's the window i have to work with

when i want to, let's say, make a tribute video for one of my favorite directors who passed away last year

A master of what we call "slow cinema"

How does one make a tribute of "slow cinema" for a smart phone viewing?

let's find out....

<https://www.youtube.com/watch?v=tvAlFnshZMs>