**The Kuleshov Effect**

The Russian ﬁlmmaking pioneer, Lev Kuleshov, discovered that the meaning of a single image is not determined by its content alone, but by what follows it. In other words, when two images are edited together, they create a new meaning.

He proved this by juxtaposing the same footage of a man wearing a neutral expression with a series of different shots. The audience reported a different interpretation of the original shot each time, yet the expression on the man was the same.

**Objectives**

Comprehend the importance of editing to create ﬁlm meaning.

Experience in editing

**TASK:**

With a partner, recreate your own Kuleshov effect demonstration.

See shot list below. Your edited movie should be composed of a total of six shots. (The shot of the actor is one shot repeated three times.)

The highly motivating objects/subjects should elicit a strong positive, negative, emotional and/or physiological responses. Do not film an object that means nothing.

**SHOT LIST and timeline**

**1. Medium close up of a person with no emotion.**

2. Highly motivating object #1

**3. Repeat medium close up of person with no emotion.**

4. Highly motivating object #2

**5. Repeat medium close up of person with no emotion**

6. Highly motivating object #3

Edit your ﬁlm. Do not add music. This is a purely visual assignment.

Title your film “Kuleshov Effect”, and put your names in the credit.

Upload your ﬁlm to your google drive.