The Final Cut
Adding text to video

Titles and texts and other visuals are very useful for just simply putting across information. Again documentary is a very a very common form of using this. You may not want to have a voice over explaining that this is Mr so and so, Mrs so and so, you can simply put a title on the screen with somebody's name, their job, what they do, where they live… It's a very quick and simple way to put information across. Again it's something that you do have to be slightly careful with because anytime that somebody is watching and listening to something there's a massive amount of information coming in.

To put a lot of extra information on the screen can be difficult and you can overload people. In feature films titles are often used actually as a whole extra element to the film. You may watch a film and the titles whilst have a relation to the film are completely separate, you may have no real action, no story underneath it just some music. Obviously James Bond films are probably the most famous example of title sequences. Which whilst they show all the elements that you expect from a James Bond film they are completely unrelated, but it's an exciting way of passing on that information; who was the director, who was the director of photography, who organised all the stunts and things like that.