

ARTS 231 – Video Art

UNM Valencia, Digital Media Arts

updated 1-2014

Spring 2014

Mondays & Wednesdays 12 - 2:30 pm

LEARN Enhanced Course

Professor: Alexa Wheeler

alexa08@unm.edu

Campus Office Hours: Wednesday 2:30 - 4
And by appointment

Virtual Office Hours: by email, text, and by appointment for live chat
**see "How to Contact the Instructor" below

Office: Business & Technology Building Rm. 110A

Course Description

This course focuses on the possibilities of the creative, technical, and conceptual aspects of video as a medium and fine art tool. We will explore the history, theory, and contemporary art issues associated with video art practice. We will also explore the technical processes used to create and manipulate video, discuss the philosophical and conceptual dialogues surrounding digital art and artists, analyze the work of digitally and video based artists, including yourselves, and place new media art in an art historical context. Lectures, demonstrations, group discussions, and other online content will introduce various issues of design and many concerns in contemporary video art and the history of graphic, photographic, and time-based arts. Assigned projects, readings, presentations, group critiques will assist in a critical understanding better preparing the student for further study in video and digital arts.

Objectives

- Develop a strong base in the history of video art.
- Demonstrate excellent understanding of the foundations of video techniques, including capturing video, manipulating, editing, and presenting video.
- Develop an excellent working knowledge of how to create and manipulate digitally using various computer technologies, including sound design and video.
- Enhance your ability to think visually and communicate your ideas as such.
- Perfect your ability to discuss and defend your work and critique others in relation to concepts, ideas, techniques, processes, and experiences.
- Develop a familiarity with the variety of media available in digital arts and understand the limitations and opportunities offered by these various materials and techniques.
- Demonstrate an excellent understanding of the components of art and design (balance, unity, line, composition, color theory, visual rhythm, etc...), and use this language to discuss, debate, and create.
- Gain an excellent working knowledge of the Mac computer and it's operating system

Required Online Subscription

lynda.com Online Video Tutorial Library – Final Cut Pro X Essential Training

Available free of charge to UNM students at: lynda.unm.edu

Student Responsibilities/Attendance/Participation

Student Responsibilities:

- Students must have basic computer and file management skills for all DMA courses. Custom tutoring services are available through the TLC. Required pre/co requisite is IT 101: Computer FUNdamentals. Students that fall behind due to lack of basic computer skills will be dropped.
- Bring a USB Flash Drive (at least 8 GB) OR an external hard drive (highly recommended!!!) to every class. Make sure it is clearly labeled with your name on it. Always keep a back-up of ALL classwork.
- Have a UNM email to access UNM Learn:
 - o Students will access supplemental information, class agenda/syllabus, and their grades through UNM Learn at <https://learn.unm.edu>. Just enter your NetID and your password. You must set-up a UNM email account (<https://netid.unm.edu>) if you do not already have one.
- If you have a disability, please inform me of your needs as soon as possible to ensure that your needs are met in a timely manner.
- Cell phones need to be muted during class times. If you must receive a call, leave the lab before you answer. No phone conversations in the studio. No web browsing, email, or text messaging during lectures, demos, discussions, or critiques.
- **COMPUTERS WILL BE OFF DURING ALL CRITIQUES!!!**

Attendance/Participation:

- Students are required to complete all projects on time, participate in scheduled critiques/class discussions, watch posted Lynda.com video tutorials in the week they are posted, and maintain a safe, respectable, positive lab environment.
- Students are required to attend class, arrive on time, remain present until the end of class, and be prepared for each day's work. More than three absences without prior consultation may result in a failing grade or a drop from the class. Leaving early or arriving late three times results in one absence.
- If you have not attended class for three consecutive class periods and have made no attempt to text/email/contact me, you WILL be dropped.
- Students who do not attend the first week of class will automatically be dropped.
- Students will need to work a few hours each week in addition to the scheduled class times. Open lab hours will be announced

Grading Policy

Grading:

- Grading is based on a timely completion of course assignments, the quality of individual technical and critical development, conceptual progress, personal commitment and the ability to work in a community studio setting. Personal commitment involves regular attendance, consistent effort, completion of work, participation in critiques and class discussions, and the general willingness to try. Make each project meaningful to yourself!
- Each assignment will culminate in a critique, which will consist of projecting your completed films in class for all to see. All due dates will be announced in the YELLOW BOX on UNM Learn, as well as on the syllabus. No full credit will be given for any late work. If an assignment is not presented on time, an automatic 0 will be issued. You will need to make arrangements with me if you are planning to make-up the work, and a fair grade will be issued once the work has been submitted, presented, and critiqued, minus an automatic one letter grade deduction.
- Incompletes are rarely issued. If 75% of the semester's work/projects/deliverables and participation/attendance have been completed with a satisfactory grade, and incomplete may be issued.

Grading Breakdown

Semester Requirements:

30 second short	5 points	
Projects (3)	60 points	20 points each
Final Project	30 points	
Individual Meeting	5 points	for attendance & preparation

Extra Credit:

Extra Credit 10 points maximum for the semester

Points will be added up and a letter grade will be issued according to the following scale:

A+	101+
A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-77
C-	70-73
D+	68-69
D	64-67
D-	60-63
F	50-59

How to Contact the Instructor

Weekly Office Hours:

- Office Hours are held weekly on-campus and virtually.
- On campus, the office hours are:
 - o Wednesday 2:30 - 4 in B&T Rm. 110A, or check other DMA classrooms
 - o Also, by appointment
- Virtually, reach me any other time through email, text ... (see below).

Email:

I prefer all email to be from the internal UNM Learn class email. I will check this UNM Learn email regularly and will respond to all emails within 48 hours (72 hours weekends), and usually sooner.

Although less preferred, you can email me at alexa08@unm.edu. In the Subject Line of the email, ALWAYS write your full name and class number. For example – "Laurie Anderson ARTS 231"

Text:

You can also reach me **BY TEXT ONLY** at: 505-515-1055. I WILL NOT answer phone calls and ask that you please NEVER LEAVE A MESSAGE!!! Any messages left by students will be deleted and will not constitute an attempt at communication. In the event of an absence, you will be counted unexcused if you only left a message and made no other written attempt at communication. All communication between instructor and student outside of class time MUST be in written format for this class. If you must reach me or have an emergency, USE: email, text, or my office phone (if needing to leave a message – as a last resort) at 925-8702.

Support Information, Resources, & Tutorials

Open Studio Time – Digital Media Arts Open Lab & Darkroom:

- Located in Room 123A in the Business & Technology Building (directly in front of the current B&T open computer lab Room 123). You will need to enter the lab through the current B&T computer lab and sign-in to use the computers.
- Times and hours posted on UNM LEARN

Support for UNM Learn:

- o - UNM Learn help: <http://UNM Learninfo.unm.edu/student/>.

DMA / UNM Valencia Tutoring Services:

- We are proud to have our very own DMA tutor available for Digital Media Arts specific courses! You can walk-in or if you prefer to make an appointment during these times, please call the Learning Center at 925-8900.
- Custom tutoring services are available through The Learning Center <http://www.unm.edu/~tutor/>. Even online tutoring is available

Other tutorials:

- I will post a number of links to video tutorials in UNM Learn for this course.

Instructor Support:

- Please see "How to Contact the Instructor" for methods of contacting the instructor for help.

Community Support:

- We will have a HELP FORUM discussion board in the UNM Learn course. Use this as a place to post questions to the community. It is important for peer learning and peer communication to enhance our community.

Method of Instruction

Methods of instruction include in-class lectures, demonstrations, discussions, presentations and critique. There will also be supplemental out-of-class and online instruction that will include tutorial videos, lectures, reading online articles/websites, and other activities presented to the student through Learning Modules or posted on the UNM Learn class homepage.

In-Class Lectures, Demonstrations, Discussions, Work Time – each week we will meet twice on campus. A variety of issues will be presented and discussed.

Project Presentations and Critiques – There will be a total of 5 projects due throughout the semester. Guidelines will be detailed weekly in class, on the syllabus, and in UNM Learn. On days where you present your finished work to the class, we will come together as a group to critique the work and provide feedback to each other.

Video Tutorials – In the Learning Modules in UNM Learn, the student will access links to online video tutorials introducing, explaining, and/or reviewing techniques and concepts current to the material covered in the classroom. Students must watch the required online video tutorials in a timely manner, within the week they are posted, and before the class in which we will be discussing the content of the tutorials.

Other Activities – There may be other learning activities associated with the weekly content of the course that will be found in the Learning Modules or given in class.

Course Schedule

Spring 2014:

Semester begins January 21

Semester ends May 8

HOLIDAYS:

Spring Break: March 17 - 21 – Week 9

Dates	Schedule	Projects
<u>Week 1</u>	<ul style="list-style-type: none"> • Introductions • Review Syllabus • Review UNM Learn • Lecture • Equipment Overview • Supplies Overview 	
<u>Week 2</u>	<ul style="list-style-type: none"> • Video Cameras Demo – Final Cut Intro • 30 second shorts in class – theme discussed 	
<u>Week 3</u>	<ul style="list-style-type: none"> • Watch ART21 Videos • 30 second shorts due 	30 second short due
<u>Week 4</u>	<ul style="list-style-type: none"> • Watch more Video Art • Pick artist for Project 3 & start setting up facebook profiles 	Watch 30 second shorts reel
<u>Week 5</u>	<ul style="list-style-type: none"> • Work time 	

<u>Week 6</u>	<ul style="list-style-type: none"> • Project 1 Critique 	Project 1 Due: Response
<u>Week 7</u>	<ul style="list-style-type: none"> • Lecture - The Past 5 Decades of Video Art, Fluxus 	
<u>Week 8</u>	<ul style="list-style-type: none"> • Lecture – Performance, Narrative, Structure, experimental, Fear Installation, Film Noir, helplessness, space, props • Lecture – What is Art? 	
<u>Week 9</u>	SPRING BREAK	
<u>Week 10</u>	<ul style="list-style-type: none"> • Project 2 critique 	Project 2 Due: Stasis
<u>Week 11</u>	<ul style="list-style-type: none"> • Lecture – Fluxus, multi-cultural, text • Demo 	
<u>Week 12</u>	<ul style="list-style-type: none"> • Project 3 DUE 	Project 3 Due: Video Art presentation
<u>Week 13</u>	<ul style="list-style-type: none"> • Lecture • Work time 	
<u>Week 14</u>	<ul style="list-style-type: none"> • Individual Meetings • Work time 	
<u>Week 15</u>	<ul style="list-style-type: none"> • Work time 	
<u>Week 16</u>	<ul style="list-style-type: none"> • Final Project critique 	Final Project Due: Self-Directed Video

30 second short

Objective:

To introduce video equipment and Final Cut Pro software. To introduce a project from beginning to end.

Process:

Create a video piece based on a theme agreed upon as a class in the first weeks of the semester. Shoot 5 minutes of video. Edit the footage to 30 seconds maximum. Add music/sound as needed. Add transitions as needed. Understand basic file management. Footage MUST work in context with agreed upon theme. Instructor will put all videos together and demonstrate how to burn a DVD. Must have opening and closing credits.

Project 1: Response

Objective:

To introduce video art history and Final Cut Pro software.

Process:

Create a video piece that recreates or is a response to a seminal work in video art history. The time limit is 2 minutes. I will provide a list of artists to choose from. Must have opening and closing credits. Closing credits must include the name of the artist(s) and the name of their piece.

Project 2: Stasis

Objective:

To introduce more complex concepts in video art, and continue the investigation of Final Cut Pro software. To introduce installation and performance art.

Process:

Create a video piece that has "Stasis" as subject matter. This can be explored in any way that you like: fiction, non-fiction, political, scientific, etc... The work can be in any format (video, installation, performance). Consider: time, rhythm, duration, etc... Time limits: 5 minutes max in all media. Must have opening and closing credits.

Project 3: Video Art History Presentation

Objective:

To research video art. To critique a contemporary artist and analyze the writings of critics.

Process:

Find an artist with whom you feel a conceptual or aesthetic connection. Research his/her contribution to video art world. How does his/her work respond to this era of "technical revolution?" What issues are addressed in his/her work? What influences his/her work? When researching your artist, evaluate how they discuss their work and how the critics interpret it. Research at the library and online to collect visuals on your artist and their work.

Create a 10 minute presentation of the artist and their work. You can choose your own format – slideshow (PowerPoint, Keynote, Google Office, etc...), video, etc... You must include at least 10 images of the artists work, and at least 4 must be video and/or links to their videos on another website (if you cannot embed somehow). You will present the to the class.

Final Project: Series, Performance, Video, Installation....

Objective:

Create an original video piece using any and/or all of the various electronic media we have explored. Create a piece that is meaningful to you and communicates your concept to us (audience). To further discuss contemporary video artists and investigate an inspirational source.

Process:

Create an original video piece. It can be a standalone video, an installation, a sculptural video work, a performance piece, or a combination of any of these formats. There is no time limit, but the piece must be approved during individual meetings. Must have opening and closing credits.