

San José State University
Department of Art & Art History
ART 105, Advanced Digital Video, sec. 1 Spring, 2017

Course and Contact Information

Instructor:	Raphael Arar
Office Location:	ART 311
Telephone:	TBD
Email:	raphael.arar@sjsu.edu
Office Hours:	Fridays 9:00am — 10:00am
Class Days/Time:	Fridays 10:00am — 4:00pm
Classroom:	ART 237
Prerequisites:	ART 75 or permission of instructor is required
Department Office:	ART 116
Department Contact:	Website: www.sjsu.edu/art Email: art@sjsu.edu

Course Description

As a time-based medium, digital video is a technically sophisticated and powerfully expressive medium. YouTube has thrown open the doors of database-driven social video, while developments in large-scale video projection mapping and mobile technology are transforming our world. Yet the vast visual landscape, rich storytelling capabilities and immersive capacities of the medium can be elusive, requiring time and dedicated focus.

Advanced Digital Video is a series of workshop intensives focused on the technical, aesthetic, and creative uses of digital video as an artistic medium. The course addresses the use of video expressively across art, film/cinema, and the Internet, while teaching advanced production technique. Workshop intensives address best practices and industry-standard software for editing and motion graphics while opening doors to richer and deeper narrative, non-narrative, architectural, live and installation uses of digital video.

Course Learning Outcomes (CLO) (Required)

1. *Discuss in creative, aesthetic, and technical terms the medium of digital video*
2. *Create storyboards, write scripts and prepare production planning documents*
3. *Identify and transcode digital video using industry-standard codecs & resolutions*
4. *Create high quality digital assets using rasterized, vector, and generative sources*
5. *Capture, generate and edit digital video using Adobe Premiere Pro/CC*
6. *Produce layered motion graphic compositions using Adobe After Effects/CC*

- 7. *Build video mapping projects using physical objects in 3D space*
- 8. *Screen and/or exhibit completed final projects*

Course Website / Canvas Course Management System

Copies of course materials - the syllabus, readings and course updates - are available via the SJSU Canvas course management system (CMS) <https://sjsu.instructure.com/> <https://sjsu.instructure.com> All assignments must be submitted via the Canvas CMS only. All written paper papers must be submitted in PDF format only. All video clips must be submitted via Canvas as a YouTube link only. Canvas will also be used for periodic announcements and any changes to the course schedule. Please make sure your Canvas contact works by viewing the syllabus announcement during the first day of class.

Course Texts

Adobe software documentation serves as the primary technical text of this course. Additionally, essays relating to the medium of film and cinema, digital art and culture, include assigned and required readings are listed in the course schedule. Link to software, artworks and online technical resources will also be provided throughout the semester.

Adobe Creative Cloud Licensing

San José State provides students, faculty, staff and administrators with free Adobe software for both their campus computers and their home computers. The software may only be used for SJSU-related activities and may not be used for commercial purposes. You must have an active SJSUOne ID and password to qualify for Adobe software.

Faculty are not responsible for downloading, troubleshooting of network issues, or licensing agreements between academic end users and Adobe/ SJSU. If you encounter problems downloading or installing Adobe software, you can obtain assistance from SJSU’s Information Technology Services (ITS) <http://its.sjsu.edu>

Art and Art History Library Liaison

Our Art and Art History library liaison is Rebecca Kohn, an excellent resource for academic and creative research. You can contact Rebecca by phone at (408) 808-2061 or via email at rebecca.kohn@sjsu.edu Art and Art History Library Resources are available online at: libguides.sjsu.edu/Art

Assignments and Grading Policy

Assignment prompts will be provided via the Canvas CMS. All submission requirements are defined in the assignment prompt. See course schedule for complete topics and dates.

All assignments must be submitted via Canvas on the due date above. Assignment due dates are also listed in the course schedule with a weekly breakdown of topics.

Date	Assignment	% pts
02/03	#1 Link Assignment via YouTube	10%

02/17	#2 Script/Storyboard Assignment	10%
03/03	#3 Editing Workshop Assignment	10%
03/24	#4 Compositing Workshop Assignment	10%
04/07	#5 2-page paper on Reading Assignment	10%
04/21	#6 VJ/ Mapping Workshop Assignment	10%
04/28	#7 Final Project Proposal Assignment	10%
05/12	#8+9 Final Project Screening/ Exhibition + 3-page paper	30%
TOTAL		100%

Grading Policy/ Rubric

A = 100 - 90% ~ Excellent = Student exhibits exemplary effort at comprehension and application of the required materials. All creative and technical work is engaging.

B = 89 - 80% ~ Average = Student completes assignments, and demonstrates a grasp of key creative and technical concepts. Student participates actively in the classroom.

C = 79 - 70% ~ Below Average = Student completes the assignment but may lack enthusiasm or drive to push the work into a detailed creative or critical space. The work lacks creative and aesthetic effort. The work is underdeveloped, incomplete or broken.

D = 69 - 60% ~ Unsatisfactory = Student does not complete the work as assigned. Substantial problems exist in student's work.

F = < 60% ~ Fail = Student does not submit work, or work is below unsatisfactory level.

Late Work Policy

Work is considered late if posted after the due date/time. The default time for submission of work is the beginning of class, unless specified otherwise in the schedule. For each day the work is late (marked each 24 hours by the day and time of original deadline), the work decreases by half a grade (a B+ goes to B-, a B- to a C+, etc.)

Classroom Protocol

The course schedule provides dates, topics, and assignments due on the day they are listed in the schedule, unless otherwise noted. As a workshop course, attendance and participation is required. You are expected to attend class and will be required to participate in technical tutorials, software practice, and group activities. The coursework is cumulative and requires a commitment to practice to expand upon learned skills.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/>

ART 105, Spring 2017, Course Schedule

Assignments are due on the day listed in the schedule, unless otherwise noted. If you have any questions,

contact the professor well in advance of the due date.

This schedule is subject to change. You will be notified of any changes in a timely manner. Any changes will not affect your ability to complete the assigned coursework.

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	01/27	<p>Introductions, course intro, lab protocol/ access, Q&A</p> <p>Digital video as aesthetic medium</p> <ul style="list-style-type: none"> • Introduction to technique, aesthetics, software and examples • Brief history of video art
2	02/03	<p>Digital video as technical medium</p> <ul style="list-style-type: none"> • Resolution, encoding, aspect ratio, frame rates, scaling, compression <p>Image acquisition and organization</p> <ul style="list-style-type: none"> • Adobe Premiere Pro/ CC, preferences, timelines, and import/ ingest <p><i>Assignment due:</i> Create a YouTube account and provide one link to a video, film, or video-based art project which you consider creatively and technically exceptional, and be prepared to explain why in class.</p>
3	02/10	<p>Image acquisition and organization</p> <ul style="list-style-type: none"> • Rasterized, vector graphics, generative sources and scaling anomalies <p>Scripting and storyboarding/ Introduction to Celtx</p> <ul style="list-style-type: none"> • Celtx software demo and storyboarding workshop
4	02/17	<p>Capturing footage</p> <ul style="list-style-type: none"> • Effective content acquisition using smartphones, HD/SLR cameras • Discussion of stabilization techniques <p>Production planning and development case study</p> <ul style="list-style-type: none"> • From concept to content, brass tacks to silver linings <p><i>Assignment due:</i> 3-page Celtx script and/or storyboards</p>
5	02/24	<p>Editing workshop – Adobe Premiere Pro/CC</p> <ul style="list-style-type: none"> • Non-linear editing, sound, compositing and effects • Project management, rendering and final output/ compression
6	03/03	<p>Editing workshop screening</p> <ul style="list-style-type: none"> • Group critique of final editing assignments <p>Compositing techniques and processes</p> <ul style="list-style-type: none"> • Motion graphics in Adobe After Effects CS6/CC

		<ul style="list-style-type: none"> • Compositions, transformations, layering and key frames <p><i>Assignment due: 3 minute Premier Pro edit + timeline</i></p>
7	03/10	<p>Compositing techniques and processes</p> <ul style="list-style-type: none"> • Motion graphics in Adobe After Effects CS6/CC • Basic effects, color correcting, blending modes <p>Compositing workshop</p>
8	03/17	<p>Compositing techniques and processes</p> <ul style="list-style-type: none"> • Motion graphics in Adobe After Effects CS6/CC • Track mattes, masks, motion tracking <p>Compositing workshop</p>
11	03/24	<p>Group critique of final AE compositing assignments</p> <ul style="list-style-type: none"> • Motion graphics in Adobe After Effects CS6/CC <p>Spatial considerations for video</p> <ul style="list-style-type: none"> • Video as time-based sculpture, projection mapping techniques & examples • Real-time video in MadMapper <p><i>Assignment due: 60 second After Effects composition + timeline</i></p>
—	03/31	<p><i>Spring Break – No Class</i></p>
12	04/07	<p>Video projection and mapping workshop</p> <ul style="list-style-type: none"> • Large-scale architectural projection and video mapping • Concept development and design <p><i>Assignment due: 2-page double spaced paper on video art topic TBD</i></p>
13	04/14	<p>Video projection and mapping workshop</p> <ul style="list-style-type: none"> • Projection mapping/design workshop and concept development
14	04/21	<p>Project planning, development and refinement</p> <ul style="list-style-type: none"> • Final project proposal assignment given in class, Q&A <p>Group Critique of Video Mapping Assignment</p> <p><i>Assignment due: Video mapping production design concept/viewing</i></p>
15	04/28	<p>Final project: production phase</p> <ul style="list-style-type: none"> • Production workshop intensive • Video art topic of choice <p><i>Assignment due: Proposals for final projects must include a script/ storyboard or installation concept design, 4 week production timeline, and technical specifications</i></p>

		(see Canvas assignment for more details)
16	05/05	<p>Final project: post-production phase</p> <ul style="list-style-type: none"> • Production workshop intensive • Video art topic of choice <p>Online distribution, festivals and exhibition</p> <ul style="list-style-type: none"> • Building a future for your digital video channels and artworks
17	05/12	<p>Final project critique</p> <ul style="list-style-type: none"> • Final project critiques <p><i>Assignment due:</i> Final Project Screening/ Exhibition + 3-page paper</p>
Final Exam	05/24	<p>Final Exam Wednesday, May 24 7:15am – 9:30am</p>