

San José State University
Department of Art and Art History
Art 105: Advanced Digital Video, Section 01, Fall 2019

Course and Contact Information

Instructor:	Lark Alder
Office Location:	Art Building 325
Telephone:	N/A
Email:	Lark.buckingham@sjsu.edu
Office Hours:	Thursday 1:30 – 2:45
Class Days/Time:	Mon/Wed 12:00pm – 2:50pm
Classroom:	Art 241
Prerequisites:	ART 74 & 75 or permission of instructor is required

Units: 3

Additional Contact Information

- * E-mail is generally the best method of contact during non-office hours.
- * Please allow 48-hours for an e-mail response.
- * Emergency: 911 Campus Escort: 42222
- * Individuals with disabilities may contact the Disability Resource Center (DRC), Administrative Building 110, 408/ 924-6000, for a variety of formats such as Braille, large print, sign interpreters, assistive listening devices, audio tape and accommodations for physical accessibility.

Course Format

This is a technology-intensive studio class. Lectures and labs are required. This is a technology-intensive studio class. Lectures and labs are required. All course materials, submissions, and communication will be through the [Canvas Learning Management System course login website](http://sjsu.instructure.com) at <http://sjsu.instructure.com>.

Course Description

Advanced exploration of digital video within the context of conceptual art practice. Focus on issues and applications of digital technology and critical thinking in art with specific focus on video, the Internet and alternative media applications.

Course Goals

Students in this course will gain facility in advanced video techniques and applications. Critical and theoretical perspectives will be stressed.

Students in this course will:

- Work together to create segments for a group documentary.
- Create a video exploring their personal aesthetic using After Effects
- Craft written responses to reading/research and write a screenplay/storyboard for narrative film.
- Create a video projection-mapping demo.
- Produce a culminating final project.
- Participate in workshop intensives and assist other students in production of their video projects.

Course Learning Outcomes (CLO)

Student Learning Objectives

Upon completion of this course, students will be able to:

- LO1 Discuss in creative, aesthetic, and technical terms the medium of digital video
- LO2 Create storyboards, write scripts and prepare production planning documents
- LO3 Identify and transcode digital video using industry-standard codecs & resolutions
- LO4 Create high quality digital assets using rasterized, vector, and generative sources
- LO5 Capture, generate and edit digital video using Adobe Premiere Pro/ CC
- LO6 Produce complex motion graphic compositions using Adobe After Effects/ CC
- LO7 Build video mapping projects using physical objects in 3D space
- LO8 Screen and/ or exhibit completed final projects

Required Texts/Readings

Required Readings

No required textbook. Readings will be available Canvas in pdf format – TBA.

Other technology requirements / equipment / material

- External Hard-Drive
 - Students will need at least one external hard-drive for this course, with storage for at least 500GB. Recommended brands are Lacie, Seagate, and G-Tech.
 - It is highly recommended that students also have a second hard drive for a Time Machine backup in case their computer or hard drive fails.
 - Students are encouraged to have a laptop for this course that meets [system requirements for operating Adobe Premiere Pro](https://helpx.adobe.com/premiere-pro/system-requirements.html) (<https://helpx.adobe.com/premiere-pro/system-requirements.html>). If no laptop is available, students may use the lab computers.
 - Adobe Creative Cloud is available for free through SJSU—[request access through eCampus](http://www.sjsu.edu/ecampus/teaching-tools/adobe/students/index.html) (<http://www.sjsu.edu/ecampus/teaching-tools/adobe/students/index.html>) and install Adobe Premiere, After Effects, Photoshop and Illustrator.
 - Class work **MUST BE BACKED UP** on a second hard drive or cloud storage
- Students are required to get a SJSU library card. The card is necessary for free access to [Lynda.com tutorials](https://www.sjpl.org/eresource/lyndacom) (<https://www.sjpl.org/eresource/lyndacom>)
- SJSU wireless account and ID card for accessing the classroom checking out equipment
- Access to a camera:
 - Cameras are available for checkout from the Art Department's [Visual Resources Library](http://www.sjsu.edu/art/places/vrl/) (Room Art 139 - <http://www.sjsu.edu/art/places/vrl/>).
 - Additional cameras are available for 2-day loans from [IMS Equipment Loaning](https://sjsuequipment.getconnect2.com/) <https://sjsuequipment.getconnect2.com/>.
 - Students may also choose to use their own camera OR their mobile phone.
 - If using their phone, students must use [Filmic Pro](https://www.filmicpro.com/) (\$14.99 <https://www.filmicpro.com/>) or comparable app that allows for HD video capture on mobile devices.
- Headphones

***No late projects will be accepted due to student inability to meet equipment requirements for their projects

Course Web Materials

ART 105 Course materials can be found on the [Canvas Learning Management System course login website](http://sjsu.instructure.com) at <http://sjsu.instructure.com>. You are responsible for regularly checking Canvas and your email for updates. Please make sure your Canvas email notifications are sent to your preferred email.

Library Liaison

Gareth Scott

email: gareth.scott@sjsu.edu

phone: (408) 808-2094

King Library 4th Floor

Art and Art History Resources: <https://libguides.sjsu.edu/Art>

Course Requirements and Assignments

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

This course entails one large group project, two large personal projects, and two projects that are smaller in scope. There are also 15 graded exercises, writing responses, and mile-marks.

Course Projects:

#1. Experimental Documentary: Group project on housing (crisis) in San Jose.

The first 8 weeks of this course will consist of a group collaboration on an experimental documentary. Each student will be expected to create one interview segment and one segment including b-roll or experimental footage. These will likely overlap with other students' segments: the project will be highly collaborative and large in scope.

This will expose students to the skills needed in producing professional quality video, while also allowing them to create segments in their own expression/style.

#2. Animation and Compositing: Dive Deep - Personal Aesthetic

This project asks the student to use animation and compositing to develop a video piece that explores a personal aesthetic. "Dive Deep" speaks to the capacity to layer video and graphics in After Effects, "diving deep" into the 2-dimensional surface of the screen.

#3. Screenwriting / Storyboards

This is a shorter project exploring narrative through conventional screenwriting and storyboarding techniques.

#4. Projection mapping and installation

This shorter project is a group production (up to three people in a group). Larger groups will require work that reflects the size of the group.

#5. Final Project

Build on skills learned in the course to create a final project of your choice.

Grading Information

Students are required to submit all course assignments on Canvas. Students must also be present for project critiques: **critiques are not optional.**

Determination of Grades

All assignments must be presented on the due date. 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.). Remember finished is better than perfect: It is better to turn something in than nothing at all. Late projects might not have the opportunity for a critique.

All projects are evaluated based on their conceptual content, technical proficiency, and presentation according to the criteria provided below.

Relative weight of course requirements:

15 Assignments @ 2% each = 30%

Projects:

- #1. Experimental Documentary = 15%
- #2. Animation and Compositing = 15%
- #3. Screenwriting / Storyboards = 5%
- #4. Projection mapping and installation = 10%
- #5. Final Project = 25%

Total = 100%

Extra Credit:

Attend an art/indie/underground film screening and submit 1 page response = 2%

Attend a talk by a video artist / filmmaker and submit a 1 page response = 2%

Grading Criteria:

A: Excellence

The student fully commits to their project, both conceptually and technically. The final work created not only meets the criteria but it exceeds it. The student demonstrates a full understanding of the course content, and is able to apply that understanding in making original work with their own personal style.

B: Above Average

The student shows an understanding of the expected criteria for the assignment, and a sincere attempt to engage the conceptual framework. The quality of the project is good but not stellar. Technical understanding is demonstrated but has room for improvement.

C: Average

The student demonstrates a limited understanding of the conceptual framework of the assignment, and/or technical execution is underdeveloped with issues that could have been addressed in class or during office hours. The work would improve if more time and/or attention was dedicated to the project.

D: Below Average

The student only shows the slightest understanding of the intent of the assignment. There is a general failure to follow the intent and nuance of the assignment. The project can only be described as something that needs a great deal of work before it is considered something that is complete and meeting the requirements.

Numeric grade equivalents:

93% and above	A
92% - 90%	A-
89% - 88%	B+
87% - 83%	B
82% - 80%	B-
79% - 78%	C+
77% - 73%	C
72% - 70%	C-
69% - 68%	D+
67% - 63%	D
62% - 60%	D-
below 60%	F

Please note: Except in cases of documented emergencies, incomplete grades are not given in this course.

“All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.” See University Policy F13-1 at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

Additional Note:

This syllabus is subject to change, in the event of unforeseen circumstances, or in the case that changes will significantly enhance the quality of the course. Students will collectively have the opportunity to shape the ways in which the course unfolds.

Department Advising

For information about majors and minors in Art & Art History, for change of major/minor forms and a list of advisors: <http://www.sjsu.edu/art/> or the Art & Art History department office in ART(H)/(PHOT) 116, 408-924-4320, art@sjsu.edu

Classroom Protocol

Students are expected to be punctual for class and actively engaged during all class meetings. Cell phones, smart phones, or other devices that detract from full attention should be turned off or silenced.

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/>.”

Course Schedule

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This syllabus is subject to change. The instructor will let you know when there are changes in the schedule.

>>> *In addition to activities listed, we will be regularly viewing examples of Video Art and Film, and have discussions based on readings.*

Week	Date	Node	Topics Readings Viewings	Assignments
1	8/21	Intro & Setup	<p>Introductions, syllabus overview. Introduce Group Documentary Project</p> <p>Plan class doc collaboration</p>	<p><i>*Unless otherwise specified, assignments are due at midnight before the next class</i></p> <p><i>Graded assignments are numbered A1, A2, etc. Projects are numbered P1, P2, etc.</i></p>
2	8/26	<p>Experimental Documentary</p> <p>Group project on housing (crisis) in San Jose</p> <p>pt 1: Shooting</p>	<p>Discuss research</p> <p>Intro to experimental documentary</p> <p>Cinematography workshop DSLR Camera Tutorial, Filmic Pro for mobile phones, types of shots, composition.</p>	<p>Due: A1 Research - issues related to housing in San Jose</p> <p>Class info form</p> <p>Watch documentary film from list</p> <p><i>Bring cameras to class or have Filmic Pro installed on phone. Bring mics if you have them</i></p>
	8/28		<p>Digital video as artistic medium: Brief history and technical overview</p> <p>Discuss research - begin to form groups based on interest</p> <p>Shooting documentary video pt 1: How to capture clean footage in unpredictable situations</p> <p>Lab (if time) - Shoot group exercise footage</p>	<p>Due: A2 Research for groups/people to interview, and places to shoot</p> <p><i>Bring cameras & mics to class</i></p>
3	9/2		No class - Labor Day	

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	9/4		<p>Review group exercise footage</p> <p>Shooting documentary video pt 2: Framing shots for the editing table, shooting interviews</p> <p>Form groups and plan upcoming shoots</p>	<p>Due: A3 Group exercise footage</p> <p>A4 Response to reading TBA</p> <p>Interviews at least SCHEDULED</p>
4	9/9		<p>Discuss planned shoots</p> <p>Premiere pt 1: Media acquisition and project organization, syncing and compiling footage, subclips</p> <p>Lab: Work with group exercise footage</p>	
	9/11		<p>Review interview footage</p> <p>Premiere pt 2: Editing efficiently</p> <p>Lab</p>	<p>Due: A5 Interview footage</p>
5	9/16	pt 2: Editing	<p>Review footage and class discussion on direction of project</p> <p>Premiere pt. 3: Editing efficiently</p>	<p>Due: A6 B-roll / Experimental Footage</p>
	9/18		<p>Review footage and class discussion on direction of project</p> <p>Lab</p>	
6	9/23		<p>Premiere pt. 4: Effects, key-framing</p> <p>Review footage</p> <p>Lab</p>	<p>Due: A7 Compiled footage - Footage should be prepped for editing with subclips / culling</p>
	9/25		<p>Review footage</p> <p>Lab</p>	
7	9/30	pt 3: Post	<p>Premiere pt. 5: Color correction, titles</p> <p>Lab</p>	<p>Due: A8 First cut</p>

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	10/2		Premiere pt 6: Audio mixing Lab	
8	10/7	pt 4: Class compilation	In-class screening	Due: P1 All segments for group documentary * Each student will be graded on both an interview segment and a b-roll / experimental segment
	10/9		Lab - Compiling all student segments into one	
9	10/14	Animation and Compositing Dive Deep: Personal Aesthetic	AE: Intro to navigating timeline and keyframing Lab	Due: A9 Response to movies and reading, TBA
	10/16		AE: Character animation & motion graphics Lab	Due: A10 AE exercise 1
10	10/21		AE: Working with video: Compositing and Effects Lab	Due: A11 AE exercise 2 Idea for Dive Deep Video
	10/23		AE: So much more!	Due: A12 AE exercise 3
11	10/28		AE: More tuts, depending on student direction Lab	Due: A13 AE exercise 4
	10/30		AE: More tuts Lab	
12	11/4		Critique	Due: P2 Dive Deep Video - Personal Aesthetic
	11/6	Final Project (production begins)	Critique Intro final project Project Management	

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13	11/11		<i>No class - Veterans Day</i>	
	11/13	Screenwriting / Storyboards	Discussion of final project proposals Screenwriting / storyboards tut Lab (for screenwriting class exercise)	Due: A14 Final Project Proposals
14	11/18	Projection Mapping & Installation	Projection Mapping tut pt 1 Video installation artists Lab: For projection mapping demos (group project)	Due: P3 Screenwriting and storyboard class exercise
	11/20		Projection Mapping tut pt 2 Lab	
15	11/25		Critique	Due: P4 Projection Mapping demos (group project)
	11/27		<i>No class - Indigenous People's Day</i>	
16	12/2		Review of progress Lab	Due: A15 Progress on Final Project
	12/4		Review of progress Lab	
17	12/9		<i>Last Day of Instruction</i> <i>Final Critique & class party pt 1</i>	Due: Final Projects
	12/11		<i>(No class meeting)</i>	
18	12/16	FINAL EXAM	<i>FINAL: 9:45am - 12:00pm</i> <i>Final Critique & class party pt 2</i>	