

San José State University
Department of Art and Art History
Art 75: Intro to Digital Video Art - Section 2
Spring Semester 2020

Course and Contact Information

Instructor:	Kuan-Yi Wu (Kiki Wu)
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Office Hours:	Wed 14:30-15:30
Class Days/Time:	Mon / Wed 6:00-8:50 PM
Classroom:	Art Building 110
Department Office	Art Building 116
Prerequisites:	ART 74 or permission of instructor is required
Department Contact	Website: www.sjsu.edu/art Email: art@sjsu.edu

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

Technology Intensive, Hybrid, and Online Courses

This course requires access to a computer which support Adobe Creative Cloud including Adobe Premiere and text editor. Students can use the lab computers or download the current edition of Adobe Creative Cloud. See *Other technology requirements / equipment / material*.

Email

All emails must include Art 75 in the subject line. Emails that don't include Art 75 won't be answered. Expect a reply within 1-2 business days. See Classroom Protocol for emails regarding missed class.

Canvas

Course materials such as syllabus, schedule, handouts, notes, assignment instructions, etc. can be found on Canvas.

Course Description

This studio workshop course is an in-depth study of video as an art form in the context of Digital Media Art. Projects will encourage students to take a critical approach of video art in several aspects including, the use of technologies, storytelling and narrative skill, the cultural context of images, and various platforms of showing video art including interactive websites and social media.

Course Goals

This course will provide a framework for experimenting with digital video techniques and applications. Critical and theoretical perspectives will be stressed. Projects will be presented in class and documented on student portfolio websites.

Students in this course will:

- Develop a basic portfolio website that includes artist statements and documentation of work.
- Create 4 original art projects exploring the visual and conceptual language of Video and New Media Art.

- Complete in-class exercises and responses to readings.

Course Learning Outcomes (CLO)

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

1. CLO1: Be comfortable with DSLR camera and camera-phone recording techniques.
2. CLO2: Know basic concepts for creating both narrative and non-narrative videos.
3. CLO3: Use non-linear video editing software to edit digital video.
4. CLO4: Processes for creating original artwork from concept to completion.
5. CLO5: Be familiar with various practices for gallery installations of Video and New Media Art.
6. CLO6: Understanding of current movements in Digital Video and New Media Art.
7. CLO7: An introductory understanding of video as a language and how it is contextualized from other moving images like film.

Required Texts/Readings

Textbook

No textbook is required; all reading material will be available on Canvas.

Optional Materials

Optional materials and supplementary learning materials, such as web resources and writing guides will be available through the Canvas course website.

Other technology requirements / equipment / material

Hardware

- Laptop: Students are encouraged to have a laptop for this course that **meets system requirements for operating Adobe Premiere Pro**. If no laptop is available, students may use the lab computers.
- External Hard-Drive: Students may need to purchase a hard-drive for this class. The hard drive must be 500 GB or bigger. Students are encouraged to backup class works in the hard drive.
- 3-button Mouse: The use of a 3-button mouse is **highly recommended**.
- Access to a camera: Cameras are available for checkout from the Art Department's [Visual Resources Library \(Room Art 139\)](#). Additional cameras are available for 2-day loans from [IMS Equipment Loaning](#). Students may also choose to use their own DSLR or use mobile device installed comparable app like [Filmic Pro](#) that allows for HD video capture. Also check [MLK Library equipments](#).

- Headphones

Softwares(free)

- Adobe Premiere Pro / After Effect - Request free download for SJSU students here: <http://www.sjsu.edu/ecampus/teaching-tools/adobe/index.html>.
- Touch Designer 099 - Download non-commercial user version: <https://derivative.ca/product/touchdesigner-non-commercial>
- Blippar - Blippbuilder AR: <https://www.blippar.com/>
- [Visual Studio Code](#) free code editor: . You are allowed to use familiar text editors such as, [Sublime Text](#), or [Atom](#).

Online Tutorials

- Lynda.com - Access to Lynda is free through the SJSU library portal here (need library card): <https://www.lynda.com/portal/patron?org=sjlibrary.org>
- TouchDesigner Tutorial: <https://docs.derivative.ca/Category:Tutorials>
- Learn Web Development with **MDN Web Doc**: <https://developer.mozilla.org/en-US/>
- Learn Web Development with W3School - <https://www.w3schools.com/>

Library Liaison

The Art and Art History library liaison is Gareth Scott: https://libguides.sjsu.edu/prf.php?account_id=170021

Gareth Scott

E-mail: gareth.scott@sjsu.edu

Phone: (408) 808-2094

Course Requirements and Assignments

Projects

1. Project 1: Video As Cultural Critique 15%
2. Project 2: Video as installation 15%
3. Project 3: Critical Interactivity 15%
4. Final Project 20%

Assignments & Participation

1. 5-shot assignment 5%
2. Reading Response 5%
3. Multimedia Collage 5%
4. Hyper Reality Video 5%
5. Final Project Proposal 5%
6. Portfolio and Artist Statements 10%

--- PROJECTS ---

Project 1: Video as Cultural Critique (15%)

Make a video that is in dialogue with the history movement. How has video art changed since 1960s?

How does video play an important role in our current cultural moment? How did video art change the way people consider surveillance, self-exposure, advertising in internet age? You may research history moment of video art and apply current trend of cultural context.

- Original footage
- 2-5 minutes, Full HD video 1920*1080p on Canvas.
- Vision for how this would be presented: ie. on Vimeo or YouTube, as a series of Instagram posts, in a gallery installation, for a theater environment, projected on a building, etc

Project 2: Video as Installation (15%)

Create a video art for a gallery environment.

How might be this video displayed to interact with the gallery/exhibition? Create something not just about videos played in a screen, but an artwork lives between 2 dimensions and 3 dimensions. This could be an installation involving projection mapping, sculpture, performance, multi-channel video, etc.

- Original footage
- 2-5 minutes, full HD video
- Design and vision for viewer experience described in written PDF, which includes a description of the piece, Also, include a short statement of what is it like to be in the space? why did you design it as such?

Project 3: Critical Interactivity (15%)

Create a Browser-base Net Art of videos.

What does it mean when the viewer is no longer a passive viewer, but an active participant in their interaction with the piece? How do you increase the interaction with viewers through HTML/CSS?

- Strong concept driving the interaction
- Original video or found footage that is affected by the interaction, you are allowed to use the clips from *Project 1, Project 2*

Final Project (25%)

Create a well-polished video art project. You are allowed to use video clips from your previous project. The final project should be more advanced in concept and form than previous projects, reflecting students' growth over the semester. Any topic or technique covered is acceptable.

- More sophisticated execution of learned techniques including editing, projection mapping, and creative coding.
- Use of music okay, but not as crutch or substitute for sound design
- Use of found footage okay, as long as it is not used in place of footage that you could/should have shot yourself

--- ASSIGNMENTS ---

Reading Response(5%)

Read the following texts and write your thoughts.

- Horsfield, Kat. *Busting the Tube A Brief History of Video Art*
- Rosler, Martha. *Video: Shedding The Utopian Movement, Martha Rosler*
- Sturken, Martina. *Paradox in the Evolution of an Art Form: Great Exception and the Making of a History.*

5- t video (5%)

Create a short (20-60 second video) with five different shots.

Think about the shape of the video: how does it start / end / evolve?

Consider each cut as a progression, connecting and building meaning from one shot to the next.

You can practice techniques of continuity editing (eye-line match, shot-reverse-shot, etc), or play with techniques of montage and cross-cutting.

Be creative, but know this is not a big project: it is more of a quick exercise to get you used to Premiere.

- 20-60 seconds video (not including title & credits) & screenshot of your timeline
- HD, horizontal video (1080p or 720p) , 24 or 30fps (frames per second)
- Include Title & Credits
- Example of cross fades in audio and dissolves in video
- At least one "L" or "J" cut (where audio begins or ends after the video)
- Effects and color correction are optional!
- Export an .mp4 file with H264 compression (talk to professor if your computer does not have that option)

Multimedia Collage (5%)

Remix, break, distort your video through TouchDesigner, reorganized the output and mixed with your illustration in premiere pro. You're allowed to use your video from previous assignments and project 1. This is could be the base of your Project 2.

- 1 minutes HD video (1080p or 720p) , 24 or 30fps (frames per second)
- Glitch and crazy video clips recorded from touchdesigner
- Remix your clips with original photography, illustration, text or whatever you want.

Hyper Reality Video (5%)

Create an AR video artwork using Blippar. This is could be the base of your *Project 3*.

- Create your original AR marker
- Design the interaction carefully and consider the hidden story between the marker and on top videos.

Final Project Proposal (5%)

Write a proposal for your Final Project and present it to the class for feedback.

- A paragraph about your idea.
- At least 3 references of contemporary artworks, it could be images, videos, artists, or articles
- A sketch, layout or a storyboard that can visualize your idea.

- What might be the possible difficulties of this project? What resource you may need to achieve this project?

Portfolio and Artist Statement (10%)

Submit an artist portfolio site documenting the projects created in this class. This will include short descriptions for each project and a 2-paragraph artist statement that speaks to your general approach to your work.

- Original website design and HTML/CSS Code
- Document project 1 ~ 4. Your documentation should include title, date, medium, size and a short description.
- A 300~500 words artist statement
- Host your portfolio website on Github

Final Examination or Evaluation

Final project would be presented during finals week on May 18, 17:15 - 19:30.

Grading Information

Determination of Grades

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

Each Project will be graded on the following three categories:

- The Work 50% (Technical skills 25% + Aesthetics 25%)
- Description & Documentation 25%
- Project Presentation Day 25%

Late work may be graded down if submitted within a reasonable time, or not accepted if submitted too late. Extra credit options may be offered or requested.

The work will be assessed according to the following rubric:

A 100-90% Excellent

Student exhibits exemplary effort at comprehension and application of the required materials. All creative and writing works are engaging.

B 89-80% Good

Student completes assignments, and demonstrates a grasp of key creative concepts. Student participates actively in the classroom.

C 79-70% Satisfactory

Student completes the assignment but the work lacks creative and aesthetic effort. The work is underdeveloped, incomplete or partially 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.

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/>.”

ART 75 / Intro to Digital Video Art, Spring 2020

Course Schedule

Schedule is subject to change with fair notice and is available on Canvas. **Check regularly for any updates.**

Week	Date	Topics, Readings, Assignments, Deadlines
1	1/27	First day of instruction Introductions, overview of syllabus and course requirements.
2	1/29	Cinematography Workshop 1 Lecture: History of Video Art Lab: DSLR Camera Tutorial, HD video with mobile phones, types of shots / framing. <i>On-campus group shoot to gather footage.</i>
2	2/3	Cinematography Workshop 2 Lecture: Optimizing natural and existing light sources, recording clean sound. Lab: Intro to Premiere, File management, project settings, assets, codecs, resolution, importing and outputting. DUE: Reading Response
3	2/5	Editing Workshop 1 Lecture: Visual storytelling, concepts in continuity editing. Lab: Nonlinear editing in Premiere, 5-shot video assignment.
3	2/10	Editing Workshop 2 Lab: Sound, compositing, titles, transition and visual effects. DUE: 5-shot Video
4	2/12	Editing Workshop 3 Lab: Storyboard, audio remix, color correction, export setting. Lab Time for Project 1

4	2/17	<i>In class critique for Project 1</i> DUE: Project 1- Video As Cultural Critique
5	2/19	Motion Graphic Workshop Basic pipeline of creating motion graphics with Adobe Illustrator & Photoshop
5	2/24	Installation & Video Mapping Workshop 1 Lecture: Video Art Installation Lab: Intro to TouchDesigner, Node basic, 2D image post-processing,
6	2/26	Installation & Video Mapping Workshop 2 Lab: TouchDesigner Live Interaction and video mapping DUE: Multimedia Collage
6	3/2	Installation & Video Mapping Workshop 3 Lab time for Project 2
7	3/4	<i>In class critique for Project 2</i> DUE: Project 2- Video as Installation
7	3/9	Net Art Workshop 1 Lecture: Video Art & Internet, Net Art History Lab: Intro to HTML & CSS, Github setup
8	3/11	Net Art Workshop 2 Lab: Creative HTML/CSS, embed videos from Youtube & Video
8	3/16	Net Art Workshop 3 Lab: CSS tricks and animation
9	3/18	Hyperreality Video Workshop Lecture: Interactive video, AR & VR Create AR work with Blippar

9	3/23	Portfolio Website Workshop Portfolio template design, domain name and DNS setting Due: Hyperreality Video
10	3/25	Lab time for Project 3
10	3/30	Spring Recess: NO CLASS
11	4/1	Spring Recess: NO CLASS
11	4/6	<i>In class critique for Project 3</i> DUE: Project 3 - Critical Interactivity
12	4/8	Advanced Production Techniques Workshop Studio & green screen lighting, Adobe After Effect Keying
12	4/13	Field Trip: TBD
13	4/15z	Copyright and Found Footage Workshop Lecture: How to find and obtain stock footage, soundtracks, video template in the Public Domain & Creative Commons
13	4/20	Sound Design workshop Lab: Premiere sound remixing, mastering and effects.
14	4/22	<i>Final Project Proposals Presentation</i> DUE: Final Project Proposal
14	4/27	Artist Statement Workshop Lab time for Portfolio website draft, <i>In class critique for portfolio</i>
15	4/29	Advanced Website Design Workshop Lab: Responsive Design, CSS Grid System, CSS Flexbox.
15	5/4	Lab Time for Final Project

16	5/6	Lab Time for Final Project
16	5/11	Last Day of Class <i>Final Project Presentation</i> DUE: Final Project
17	5/18	Final Exam: 5:15 to 7:30 PM DUE: Portfolio Website, Submit website link by midnight 11:59pm