

25145 - Video-Art Workshop

Syllabus Information

Academic year: 2023/24

Subject: 25145 - Video-Art Workshop

Faculty / School: 301 - Facultad de Ciencias Sociales y Humanas

Degree: 278 - Degree in Fine Arts

ECTS: 6.0

Year:

Semester: Second Four-month period

Subject type: Optional

Module:

1. General information

The objective of this subject is to provide the student with the knowledge of the theoretical and practical approaches necessary to approach the production and realization of a video art piece. In addition, the elements of audiovisual graphics are contemplated and exercised, taking into account the different image composition formulas that generate the design of credit titles, headers and all types of lettering.

The theoretical approaches contemplate the genesis and evolution of video art from the 1960s to the present. Likewise, the video-artistic phenomenon is studied in terms of the narrative parameters of experimental cinema, advertising and video art, exemplifying it with the work of authors belonging to the three fields.

The practical part covers four main areas.

1_Preproduction and design of the audiovisual sketch. The generative idea and the production processes in terms of the economic project and the artistic project.

2_Image capture, recording or generation, providing knowledge of the different tools: image capture devices, non-linear editing software, image composition and post-production software by layers or nodes, sound processing and editing software.

3_The diffusion, sale and distribution of the artistic product. We propose the elaboration of the final dossier contemplating all the phases of the project. The training is completed with the approach to some single-channel and synchronized multichannel video playback software, video mapping and specific software. Encoding and playback bitrate software, support and playback codecs, screen formats and colour spaces (pal, ntsc, rec709 and rec2020) are also explained

4_The final packaging of the work and the design of headers, labels and titles

SDGS

These approaches and objectives are aligned with the following Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), so that the acquisition of the learning results of the subject provides training and competence to contribute to some extent to their achievement.

Goal 4: Quality Education.

Goal 5: Gender Equality.

Goal 8: Decent Work and Economic Growth

Goal 10: Reduction of Inequalities

Goal 11: Sustainable Cities and Communities

Goal 12: Responsible Production and Consumption

Goal 16: Peace, Justice and Strong Institutions

Goal 17: Alliances to achieve objectives.

2. Learning results

In order to pass this subject, the students shall demonstrate they has acquired the following results:

1_To know the process of production and realization of the audiovisual video-art project developed through the works proposed in class.

2_To be able to differentiate between the different narrative and image composition formulas in video art, experimental cinema and advertising, taking advantage of them in the application to personal work. In addition, they must demonstrate a critical and creative spirit based on the evolution of the audiovisual phenomenon from its origin to the present day, and be able to propose artistic and professional solutions to aesthetic problems, both their own and those of their clients.

3_To be able to generate an audiovisual project from start to finish, knowing all the production and realization departments and managing the technical and human resources.

4_Possess:

4.1_Basic technical knowledge of the tools for image capture, processing and reproduction.

4.2_ Basic knowledge of the softwares presented during the term and its application in personal and professional work.

5_Demonstrate social skills by asking for quotations and contacting suppliers and professionals in the field or team organization to carry out professional work both in the different stages of initial production and delivery to the end customer.

3. Syllabus

The subject is divided into ten blocks that are distributed among the 15 weeks of the semester to complete the 60 classroom hours;

Block 1.

Subject presentation.

Technical means: visual and sound capture, editing and post-production. The audiovisual project, the parts that make it up.

Still and moving image editing software. Adobe Photoshop and Adobe Premiere I.

Block 2.

The origins of video art Nam June Paik, Wolf Vostell, Mercé Cunningham, Fluxus.

Class work session. Production design. Technical process consulting. Adobe Photoshop and Adobe Premiere II.

Block 3.

Bill Viola and Toni Oursler.

Composition and design software. Adobe After Effects and Adobe Illustrator I.

Design of titles, signs and basic animation. Motion graphics design.

Block 4.

George Melies and Game of Thrones

Set and visual effects. Shooting for post-production. The chroma key, the luma key, the alpha channel and integration.

Adobe After Effects and Adobe Illustrator II.

Block 5.

The importance of sound. Capture and editing. Equalized and normalized. Specific software. The voice, the soundtrack, the ambience and the music soundtrack. Sound space and stereo. Panoramic sound.

Colour space, linear, logarithmic and raw digital video signal. Waveform and vector scope. Colour grading and colour correction. Davinci Resolve software and plugins such as colour finesse and Red Giant colourist. Probes for calibrating a monitor, free Display Cal calibration software.

Block 6.

The advertising director. The customer and the big brands. The idea at the service of a product.

Executive production. Pre-production and production management. Technical suppliers and human resources. The reality of the project and financing. Asking for real quotes. Project timeline.

Class work session. Generation of work teams and brainstorming to generate the project. Submission of proposals.

Block 7.

Experimental cinema and the video clip. Fiction at the service of an idea and narration at the service of a musical composition.

Classroom advice on the projects to be carried out.

Codecs and playback, encoding and compression software.

Technical and productive work in class.

Block 8.

Filming and sound recording on location.

The camera and sound crew. The ENG. Natural light.

Timelapse and time-lapse capture. Alteration of time in filming, fast motion

Block 9.

Technical and productive work in class.

Block 10.

Delivery of the reel with all the works, both own and team works, and public exhibition in the auditorium.

4. Academic activities

1_Single channel video

Using the narrative elements of continuity, both visual elements of movement and light as well as sound, a sequence of an exact duration will be formed. The images can come from any source from filming with any still or moving image capture device to the web. The narrative will have to be shaped as a loop. H264 720P 25fps format. Duration 2 minutes.

2_Multichannel video

Production of two synchronized videos arranged in the same exhibition space. One video will be composed of images from filming and the other of images generated with text, geometric shapes, vectors, 3D elements... Use of a stereo soundtrack for the two videos. The narration will have a headline or presentation, knot and denouement. Exact time 3 minutes. Free format and

playback devices.

3_Teamwork

By forming working teams in the classroom, with no less than four members, an integral audiovisual project will be undertaken in which the script and production, editing and editing, post-production and sound departments will be staged and executed.

Realization of at least two story lines in a videographic composition or on two different devices running synchronized with a musical soundtrack, a soundtrack and a voice-over. Exact time 5 minutes.

5. Assessment system

The student must demonstrate achievement of the intended learning results through the following assessment activities:

1_Continuous assessment activities:

1.1_Attendance and participation in class activities, both theoretical and practical, always showing capacity for teamwork and promoting the optimal development of the project in process. (10% of the final grade)

1.2 Completion of all the theoretical and practical exercises proposed in section 4.2 Learning activities. (70% of the final grade).

1.3 Final packaging and reel of all the work done during the subject with the design of the audiovisual graphics: labels, headers and headings in both Spanish and English, in a physical support. (10% of the final grade)

1.4 Presentation in power point or pdf (with at least one slide per work done) and defence and explanation in public of the reel of all the work done. (10% of the final grade)

2_Final global test:

All students who do not pass the continuous evaluation assessment by delivering all the previous exercises or for any other reason do not wish to take undergo this evaluation system must take the final global test.

All students who do not attend more than 30% of the classes will lose their right to the continuous assessment and will have to take the final global test.

All students who have passed the subject but wish to improve their grade may sit for the final global test, with the best of the grades obtained always prevailing.

The final global test will consist of 3 parts.

1_Resolution of one of the non-group theoretical-practical exercises that the student will be able to choose freely from those presented during the term and that they will deliver on the day of the exam in a physical support (pen drive) that will also constitute 15% of the grade and will contain:

1.1_Dossier in pdf of at least four pages with a theoretical reflection and the origin of the project, a technical explanation of the process of capturing or generating images and their edition or composition.

1.2_Audiovisual piece in a format no higher than 1080p with initial and final titling with the h264 playback codec no higher than 20 Mbit/s

1.3_Theoretical reflection on the defence of the project and the results obtained.

2_Written test with questions on the theoretical contents developed during the term that will constitute 35% of the grade.

3_Practical test that will consist of editing and composing a single-channel video of at least one minute with video and audio clips that may be provided on the day of the test or may be requested to be shot or recorded in the days prior to the exam. All the thematic content of the test will be provided on the same day with a slogan and a statement of execution with some appropriate parameters that will limit the technical proposals to achievable objectives in the time and manner that appears in the officially proposed examination schedule. This part will constitute 50% of the grade.

General assessment criteria

Each of the practical works will be accompanied by an explanatory dossier with a creative proposal, a theme to be developed, a technical and execution budget and a concrete resolution or exhibition format.

In order to pass the subject, it will be necessary to correctly complete all the practical work proposed throughout the term, which includes 3 semi-attendance practices, a non-classroom practice consisting in the elaboration of the work reel, and a classroom practice that proposes the defence of the subject work in public.

GLOBAL TEST

All students will have the right to take the global test in order to pass the subject or to improve the grade obtained. Students attending the exam must appear punctually on the day and at the time indicated in the exam's notice, otherwise they will be considered as "No-shows".

SECOND CALL

The evaluation in second call, to which all students who have not passed the subject will be entitled, will be carried out by means of a global test that will take place in the period established in the academic calendar, to that effect, by the Governing Council.