

# VIDEO ART | ART3959C | Fall 2017

Instructor: Katerie Gladdys

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Class Meeting Time: M +W 8:30-11:30 (2-4)

Classroom: FAC306

Office Hours: M + W 3-6:00 or by appointment

My Office: FAC301

Phone: 273-3073

Website: TBA

Credits: 3

## Topics

HD/4K video, mirror less camera, lenses temporality, in-camera edit, social space, practice, signal, codec, format, focus, framing, capture, logging, file structure, scratch disk, process, body, performance, narcissism, analog, digital, theory, interviewing, lighting, sound, microphone, history, glitch, memory, autobiography, politics, documentary, sustainability, globalism, lo-fi, color correction, motion graphics, utopia, editing, materiality, internet, ethnography, social media, virality, compositing, filters, color, time code, structure, multichannel, interactivity, installation, space, critique, identity, pop, ethnography, content distribution, compression, scripting, storyboarding, participation, activism, community, spectacle, relational aesthetics, access, surveillance, tactics

## Course Description

This course explores digital video within the context of cinema. The emphasis is on the conceptual and experimental, rather than conventional Hollywood style storytelling and narrative. The projects you will create in this course use the video as a medium for making art. We will become comfortable with the technical aspects of shooting video and editing using Final Cut Pro through a series of hands-on exercises and demos and that will prepare you for more ambitious and personal projects. Additionally motion graphics may also be covered. Readings and screenings concerning the theory and history of video art followed by discussions will complement the applied and technical aspects of this course. You will become skilled at conceiving, shooting, and editing compelling digital video projects. This studio also provides graduate students opportunities to expand their practices, using video to explore and develop the conceptual themes of their current research interests. You will gain practical experience with mirror-less cameras, lenses, lighting, color correction, and editing software. Class time will consist of hands-on workshop-style lessons on techniques, discussions of weekly readings and screening, as well as viewing/experiencing/reacting to the work of artists and designers. Homework will often involve short writing assignment as a means to reflect upon and prepare for weekly discussion about theoretical and historical readings/screening, practice using the technologies to create video and projects in

which you will create, appropriate and transform the web for art. The class assumes some previous experience with time-based media.

## Objectives

Students will demonstrate understanding of the following concepts and techniques both through creative and written assignments:

- Develop an understanding of the video as technology and art form that functions as a medium for critiquing, reflecting and expressing cultural values
- Build a critical and theoretical awareness of video and film and its history understanding that the organization and presentation of knowledge influences/manipulates our perceptions of our environment and the world around us
- Practice creative techniques to work productively with video technologies.
- Become familiar with the non-linear editing, color correction and post-production techniques.
- Expand knowledge of capture and editing sound within the context of the moving image
- Become familiar with the different mechanisms and setting for distribution and performance of video.
- Use video technologies to create work that Integrates research practices as a way to development of complex, social, interactive and mediated artwork.
- Refine and develop the craft of four dimensional composition, color and form

## Course Structure

### WEEK ONE

Introductions and housekeeping  
Camera Learning  
Sampling and Overview of Video Art

### WEEK TWO

Montage  
Interface and Basic Editing in Final Cut  
History of Technologies of Film and Video Part 1  
Formats and Resolution

### WEEK THREE

Montage Part 2  
Advanced Editing Techniques  
History of Technologies of Film and Video Part 2

### WEEK FOUR

Montage Part 3

Lens Focal Length and Aperture

## WEEK FIVE

### **Project One – Montage Due**

Sonic Art

Sound Part 1 Microphones

Timing and Speed

## WEEK SIX

Sound Part 2 Editing and post production

Format and Resolution Part 2 Compression

## WEEK SEVEN

Sound Part 3 Spatial and Surround Sound Effects

Lighting

## WEEK EIGHT

Transitions and Effects

Masking and Green Screen

## WEEK NINE

### **Project Two –Privileging Sound Video Due**

Video in Space Installation Part 1

Color Correction 1

## WEEK TEN

Color Correction 2

Video in Space Installation Part 2

VJing and Performance

## WEEK ELEVEN

Animating Video Keyframes

Projection

Small Format Video Strategies

## WEEK TWELVE

Synching DVD players

Motion Graphics 1

## WEEK THIRTEEN

Final Project Proposals

Motion Graphics 2

## WEEK FOURTEEN

Work on final project

Fieldtrip to WUFT

## WEEK FIFTEEN

Work on final project

Playing with and repairing vintage lenses

## WEEK SIXTEEN

Final Project Critique

## Required Course Materials

All required readings will be provided as PDFs by the instructor. Necessary technical resources, including Internet access, computer workstations, video and sound editing and image manipulation software can be found in the FAC306 lab.

You must subscribe to Lynda.com. This is free if you go through UF's IT portal.

<https://training.it.ufl.edu/>

At least two SD Cards that have 64GB capacity and U3 speed rating

<https://suggestionofmotion.com/blog/panasonic-gh4-memory-card-requirements/>

PORTABLE HD to store and back up your video. **Get the biggest at least 1 TB and fastest drive you can afford** (especially if you plan to shoot 4K video). If you can get one with a Thunderbolt as opposed to just USB, your workflow will be faster.

If you have your own camera, other audio/video recording device, tripods, microphones etc. please feel free to use it.

## Access to Equipment and Facilities

As a student in this class you can checkout Panasonic Lumix GH4, lenses, speed boosters, microphones, tripods and sound recorders from the Equipment Cage.

Here is a URL with the FAC306 Lab Hours and Cage Equipment Checkout Schedule.

<http://plaza.ufl.edu/mchristo/306-schedule.html>

ONE OF PERKS OF THIS CLASS IS THAT YOU HAVE 24/7 ACCESS TO FAC306

Please use the following URL to access scheduler to sign up for Blackbox Studio and Sound Studio.

<https://medialab.arts.ufl.edu/groups/arttech/calendar/>

## Other Recommended Materials

A Linux or Mac or Windows laptop. I will be working on a Mac and the lab has Mac computers.

If you choose to use your own laptop, access to Final Cut X, After Effects, Audacity, Photoshop, and Quicktime

## Grading and Evaluation

The purpose of grading is to clearly and accurately pinpoint the strengths and weaknesses of your progress. You will receive grades on all assignments and receive a progress report and meet with me individually at midterm. This report will evaluate progress, note strengths and areas for improvement. This is also a time for you if you feel comfortable to give me feedback in addition to office hours. Your overall grade will be based on your understanding of the information and ideas discussed, and your formal, technical, and conceptual progress as demonstrated in projects and exercises, and professionalism during the course.

Projects are graded on their ability to communicate aesthetically the intent of the artist, as well as their demonstration of mastery of the technical apparatus.

Students will be evaluated through exercises, participation, research, presentations, and technical proficiency with the various software applications, their aesthetic application, and problem solving. In-class exercises weighted point values range from 5-20 points depending on the complexity of the activity.

Reading notes are graded on their completeness and expression of thought, as well as their demonstration of critical consideration regarding the readings and artworks under discussion.

For more information on UF policies on grade points, see <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html> .

## Grading Scale

- A 100–94: superior work, all criteria have been surpassed in a distinguished manner
- A- 93–90: superior work, all criteria have been surpassed
- B+ 87-89: very good work, all criteria have been surpassed
- B 83-86: above average work
- B- 80-82: slightly above average work
- C+ 77-79: adequate, average work
- C 73-76, adequate work
- C- 70-72, less than adequate work
- D+ 67-69: barely meeting criteria
- D 63-66 barely meeting criteria
- D- 60-62 barely meeting criteria
- E 59–0: failure to meet criteria

Projects and reading notes are due before class on the day they are due. Each day that they are late, you lose 10% from the maximum possible grade. Work turned in after class on the due date is counted as one day late (-10%).

A grade of C- or below will not count toward major requirements.

## Distribution of Grades

Projects Total 60% = Project 1 (20%) + Project 2 (20%) + Project 3 (20%)

Class Participation Total 40% = attendance, participation in class discussions, reading responses, asking/answering questions, teamwork, coming to class with all materials, general preparation, and proper classroom etiquette), in-class experiments, keeping up with process work on blog, assignments, homework, quizzes, and exercises

## Course Expectations

- Participate in class discussions. Read the readings before class each week, and write down your thoughts and notes in the class discussion.
- Be attentive and work diligently during lessons.
- Turn in your projects on time and through the appropriate channels.
- Attend class every class period

## Participation + Attendance

### What constitutes participation?

- contribution to class discussions
- asking relevant questions
- thoughtful responses
- consideration for classmates
- attendance
- positive attitude and open mind

### Expectations for Class Participation

Participation by all members is critical to the success of this class. Excellent participation is a given and includes contributing to ongoing discussions and critiques, suggests alternative ways of approaching projects, along with a thoughtful process and strong work ethic. Participation is evaluated with respect to both quality and quantity.

This class is very experiential and experimental in nature. We will do a lot of in class activities for which you will get credit. Many of these activities cannot be "made up" outside of class. You will miss out on a great deal if you do not come. There is a correlation in studio classes between attendance and final grades. You have a better chance of doing well if you come to class. Only three (3) absences will be allowed. Every unexcused absence beyond this will lower your grade by a letter grade. Four latenesses equal one absence. A total of seven absences will result in a grade of "E" for the class. Absences can include sickness, religious holidays, and doctor's appointments in addition to not attending class for personal reasons. It is your responsibility to come and talk with me if there are extenuating circumstances that would result in more than three absences.

### **Lateness and Leaving Early**

I will take attendance at the beginning of each class. If you are not present at that time, you will be marked as absent unless you see me at the end of class letting me know that you came so I can correct my attendance sheet. You are expected to stay for the entire class period. I generally check to see who is around after the break. If you leave, your attendance will be recorded as late. Three late marks count as an unexcused absence. If you know that you will be late or absent, please let me know in advance by contacting me at [kgladdys@ufl.edu](mailto:kgladdys@ufl.edu). Both lateness and absence will also have an effect on your participation grade.

### **Late Assignments**

The three major projects for this class need to be completed on time. If you turn a project after the deadline, 10% will be deducted for each day the project is late. In-class assignments that are 10 points or less may not be made up unless you have contacted me in advance. If you arrive late and miss the better part of an in class assignment, you are welcome to do the assignment on your own time, but I will not give credit for it. It is not fair to the students who were on time.

### **Keeping and Making Up**

If you are having difficulties for any reason in understanding the material and completing the work for this class, you need to make an appointment to meet and talk with me. Do not wait until the last minute (right before an assignment is due) or until you are totally lost to contact me. Requirements for class attendance and make-up exams, assignments, and other work are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

### **Courtesy and Engagement**

I want this class to be fun and meaningful with everybody feeling comfortable to contribute to the dialogue. This is how we learn. Effective learning/teaching is a creative and co-constructed experience with give and take between teacher and student and between student and student. Key to facilitating an environment for learning is respect. Disruptive and disrespectful actions make for stressful atmosphere which is not conducive to learning. Please observe the following class policies.

- Be professional; be on time. Walking in late or not being prepared is disruptive to others.
- You are expected to stay for the entire class.
- Cell phones need and pagers to be turned to vibrate before class starts.
- When collaborating with others for group projects, you are expected to do your share of the work and communicate effectively with others in your group i.e. providing correct contact information to the rest of the group, responding to emails and phone calls regarding the group project, attending meetings to work out assignments and schedules.

- Most of my communications outside of class with individuals as well as the class are done via email, please check your UFL account regularly for updates and additional course information.
- Address your fellow students and me respectfully both in person and in e-mail.
- Pay attention during class, no surfing that is not relevant to the topic at hand, texting, reading newspapers, doing work for other classes.
- Listening to other students and myself while they are talking and not carrying on conversations or interrupting while others have the floor.
- Students will conduct themselves with personal integrity and honesty. See UF policies below.
- Common courtesy--treat others as you would like to be treated.
- No sound or visual recordings may be made during class time unless the recording is part of a class assignment or the instructor grants prior permission.

### **What you can expect from me**

- end class on time or within two minutes of scheduled ending time unless previously notified
- answer students' email within 24 hours or less (usually less) unless I am out of the country or in a place where there is no email. My office phone is NOT the best way to reach me as I am often in the lab teaching or in my studio working. Face to face communication in class or email are the preferred methods of communication.
- return assignments in a timely manner
- be available during my office hours. If I am not in town, I will let you know in advance if I am not able to attend office hours.
- listen to student concerns and questions.
- explain and answer questions regarding the topics of the class
- answer students' questions either with a solution or a reference to a relevant resource
- abide by the grading scale above and not change dates for turning in assignments unless the class as a whole has agreed upon the change.
- inform students of their progress in the class at the midterm

## **General University Policies and Services**

### **UF STUDENT GUIDE**

This resource covers most policies and procedures important to students -

<http://www.dso.ufl.edu/stg/>

### **accommodations for students with disabilities**

I will make every attempt to accommodate students with disabilities. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who



must then provide this documentation to the Instructor when requesting accommodation. Disability Office — <http://www.dso.ufl.edu/OSD/>

**contacts for university counseling services**

includes personal, academic, crisis and career services. Dial 392-1575.

<http://www.counsel.ufl.edu/>

**contacts for student healthcare center**

Dial 911 for medical emergencies.

Dial 392-1161 for urgent after-hours medical questions.

Dial 392-1171 for after-hours mental health assistance.

<http://www.health.ufl.edu/shcc/>

**ENVIRONMENTAL HEALTH AND SAFETY**

<http://www.arts.ufl.edu/art/healthandsafety>

Each student must complete a H&S STUDENT WAIVER FORM (available next to the copier in the SAAH office) and on-line (see address above). Waivers must be turned into the SAAH Director of Operations before the end of the 2nd week of classes. Because we use some hazardous materials as part of the electronic components that become part of our projects, please pay particular attention to the guidelines below.

**Appendix I:**

**Area Specific Information: Art + Technology**

**1. Hazards of Materials**

Batteries, old monitors, lamps from digital projectors if broken may release mercury. THERE ARE NO KNOWN HEALTH HAZARDS FROM EXPOSURE TO LAMPS THAT ARE INTACT.

**2. Best Practices**

Though not much waste is generated, the Digital Media technician is certified for handling Hazardous Waste by the University of Florida. For installations or sculptural elements, please cross-reference with other area specific information as needed.

**3. Links**

n/a

**4. Area Rules**

All users of the studio classrooms are expected to follow studio area rules at all times. If you have any questions, ask your instructor.

- Follow all SA+AH Health and Safety handbook guidelines (the handbook should be reviewed by your instructor and can be found at: [www.arts.ufl.edu/art/healthandsafety](http://www.arts.ufl.edu/art/healthandsafety))
- Follow the SA+AH Satellite Waste Management Chart in the classroom and other health & safety guidelines posted for your media.
- In case of emergency, call campus police at 392-1111
- File an incident report (forms may be found in the SAAH H&S handbook, the SAAH faculty handbook and in the main office.) Turn completed forms into the SAAH Director of Operations within 48 hours of the event.
- Alcohol is forbidden in studios
- Familiarize yourself with the closest eyewash unit.
- No eating or drinking in computer the lab.
- Do not use spray adhesive in the studios or in the building. There is a professional and safe paint spray booth in FAC-211A for your use.
- Shoes must be worn at all times.
- Protective equipment must be worn for hazardous work.
- Do not block aisles, halls or doors with stored items or when working. This is a violation of fire codes.
- Do not store anything on the floor. This impedes cleaning and creates a hazard.
- Installations must be removed as soon as possible after critique.
- Clean up spills immediately.
- Take items which do not fit into the trash to the dumpster, follow dumpster guidelines.
- Follow the **SA+AH CONTAINER POLICY** (see policy below)

## **LABELS**

*There are 2 types of labels used in the SA+AH-- yellow and white. Both labels are found at the red MSDS box and are supplied by the SA+AH. Each is used for a different purpose.*

### **White:**

All new and or used products in containers (hazardous or what might be perceived as hazardous -i.e. watered down gesso, graphite solutions, satellite containers of solvents, powders, spray paints, fixatives, oils, solvents, etc....) must be labeled within the SA+AH to identify their contents. Labels can be found at the MSDS box in each studio and work area. All containers must be marked with your name, contents and date opened. All secondary/satellite containers for hazardous materials must be marked with content, your name and the date opened. All unmarked containers will be disposed of with no notice.

### **Yellow:**

WHEN HAZARDOUS ITEMS ARE DESIGNATED AS WASTE.

**All containers** must have a yellow label identifying the contents that are designated as

trash for weekly EHS pick up.

- Flammable solid containers (red flip top) must have a yellow hazardous waste label on the outside (top).
- 5 gallon jugs must have a yellow hazardous waste label on the outside.
- Fibrous containers must have a yellow hazardous waste label on the outside (top).
- Each item in the blue bin must have a yellow hazardous waste label.

Note: Hazardous Waste labels should include all constituents in the waste mixture as well as an approximate percentage of the total for that item and must add up to 100%.

Labels should also include the Bldg and room number of the shop generating the waste along with the Waste Manager for your area, this is located on the SWMA sign posted at the sink or at the Waste Management Area.

### **Safety and Security**

University Police Department - <http://police.ufl.edu/>  
Dial 911 for emergencies.  
Dial 392-1111 otherwise.

### **Reading Days**

The two days prior to the start of examinations in the fall and spring semesters, generally a Thursday and Friday, are designated reading days. No classes or exams are held on these days. Instead, students are encouraged to use these days for study and review.

### **Twelve-day Rule**

Students who participate in official athletic or scholastic, extracurricular activities are permitted twelve (12) scholastic day absences per semester without penalty. In any case, it is the student's responsibility to maintain satisfactory academic performance and attendance.

### **Absences for Religious Holidays**

Students, upon prior notification of their instructions, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. A student who believes that he/she has been unreasonably denied an education benefit due to religious beliefs or practices may seek redress through the student grievance procedure.

### **Honesty Policy**

An academic honesty offense is defined as the act of lying, cheating or stealing academic information so that one gains academic advantage. As a University of Florida student, one is expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. These can include: cheating, plagiarism, bribery, misrepresentation, conspiracy, or fabrication.

<http://www.dso.ufl.edu/judicial/academichonestystudent.html>

### **Computer Use and Acceptable Use Policy**

All faculty, staff, and students of the University of Florida are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate.

<http://www.circa.ufl.edu/computers/>

<http://www.cio.ufl.edu/aupolicy.htm>

### **Disruptive Behavior**

Faculty, students, Administrative and Professional staff members, and other employees [hereinafter referred to as "member(s)" of the University], who intentionally act to impair, interfere with, or obstruct the mission, purposes, order, operations, processes, and functions of the University shall be subject to appropriate disciplinary action by University authorities for misconduct, as set forth in the applicable rules of the Board of Regents and the University and state law governing such actions. A detailed list of disruptive conduct may be found at <http://www.aa.ufl.edu/aa/Rules/1008.ht>

Be advised that you can and will be dismissed from class if you engage in disruptive behavior.

Critical Dates on the University Calendar

<http://www.reg.ufl.edu/dates-critical.html>

**It is your responsibility to check the class web site in a regular basis. Generally, I announce any changes to the syllabus in class.**