ART 298 Digital Video (beginning level)
SPRING 2005, Mon and Wed – 6:30-9:00 pm

Instructor: Krista Steinke
Office: Art Office/ studio room 103
Hours: M, W: 3:30-5:30
TH,F: by appointment
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Email: ksteinke@moravian.edu

COURSE DESCRIPTION:
This course is designed as an introduction to video and electronic media and its use as a technical tool for artistic expression and social inquiry. Starting with problem solving and how to generate ideas, students will move into the traditional language of film, and the theories, disciplines, and procedures used to plan and produce works in video. Through a combination of classroom lectures, demonstrations, discussion, and hands on experience, students will learn the basic technical and operational skills involved in video making as well as creative strategies for producing their own individual works.

Classes will be structured around group and individual critiques screenings of works by prominent video makers, readings about the history and technology of video and electronic media, and presentations from students. Projects will consist of short, video sketches that highlight particular workshop skills and longer projects that will explore a specific genre in electronic media. (I.e. documentary, narrative, experimental, animation, interactive, installation) Outside weekly reading is an essential component to this course which gives students a critical, theoretical, and artistic context in which to develop their own work as well as provide a platform for class discussion on issues pertaining to art and media culture. The semester will culminate with the Moravian Student Video Festival in late April. Every video student will be required to submit at least one work to the festival as well as participate in organizing and facilitating the event.

GOALS: Students will:
• become familiar with the basic rhythms of the creative process in order to apply concepts of problem solving to generate ideas as it applies to this medium.

• master organizational skills required in planning and making a video production.

• become familiar with the fundamental theories and concepts behind the language of moving imagery and sound.

• understand the history of film, video, and electronic art and be able to critically address media related arts in relationship to the progress of society.

• learn the basic technical skills required in video and electronic media production and be able to creatively apply them in their work.

• Begin to build a portfolio to prepare for future endeavors.
HOME WORK:
Homework will average 6 hours a week and will vary from reading material, writing assignments, storyboards, etc. The workload in this class comes in waves. Some weeks there will be no homework with a warning that production week is coming where students will have to spend a good deal of time after class due to editing or production demands. It is a good idea to always be aware of deadlines in order to budget your time accordingly.

READING ASSIGNMENTS
I believe that reading is a valuable part of the creative process. You will be assigned short reading assignments and should be prepared to discuss in class or write a brief analytical response in your sketchbook.

FILM/VIDEO SCREENINGS:
One of the best ways to learn about video and filmmaking is to see as many films as you can. We will try to have at least one screening a week as time permits. It will be helpful if you have a membership to a video rental place. At times, I will assign films to review for homework. Outside of weekly in-class screenings, we will also try to attend at least one film together as a class.

MIDTERM QUIZ: There may be one quiz given on technical information. It is important that you take notes during class lectures, discussions, and slide presentations. Attendance on Quiz Day is mandatory.

PAPER AND PRESENTATION:
Students will be expected to write a short paper on an issue pertaining to video, film, or digital media. Students will give a short in class presentation with visuals on the topic.

SKETCHBOOK:
Students are strongly encouraged to keep a sketchbook/journal. You should strive to make at least 2 contributions a week – technical notes, vocabulary terms, ideas, collages, vocabulary, drawings, useful websites, anything that will enhance your performance and work in the class. As a student of art (in any medium), you should get into the habit of carrying a sketchbook with you at all times.

PARTICIPATION:
Students will be graded on participation in class critiques, discussions, etc. (attendance is mandatory at all critiques and reviews). I believe in setting up a classroom community that encourages a healthy, open exchange of ideas. Learning is a collaborative process and every student’s input is a valuable contribution.

FINAL PORTFOLIO/VIDEO REEL: A final portfolio of your work will be due at the end of the semester. (I will go into this in more detail later in the semester) Be sure to SAVE and DOCUMENT all your assignments.
TEXTS:
You should have at least one technical text on Final Cut Pro for your personal reference. There are several books to choose from (cheapest place to purchase is Amazon.com – but most larger bookstores should carry these) – here are my suggestions…..
Diana Weynand, Final Cut Pro 4, Editing Professional Video
Lisa Brennels: Final Cut Pro Visual Quickstart
Richard Harrington and Abba Shapiro, Final Cut Pro 4: On the Spot

OTHER TECHNICAL REFERENCES:
(most of these you can borrow from me – I have them in my office)
Dancyger, Ken. The Technique of Film and Video Editing, Theory and Practice.
Des Lyver & Graham Swainson, Basics of Video Production
Hillman, David, Multimedia, Technology and Applications.
Robert B. Musburger, Single Camera Video Production
Roth, Cliff. The Low Budget Video Bible.

OTHER SUGGESTED TEXTS: *additions to list as class progresses
Christiane Paul, Thames and Hudson: World of Art, Digital Art
Gitlin, Todd, Inside Primetime.
Hanhardin, John, Video Culture
Heiferman, Marvin and Philips, Lisa, Image World: Art and Media Culture
Kaplan, Ann, Rocking Around the Clock.
Lisa Phillips and Marvin Heiferman, Image World: Art and Media Culture.by
Mamet, David. On Directing Film.
Nicholas Negroponte, Being Digital
Postam, Neil, Amusing Ourselves to Death
Schneider, Cynthia and Brian Wallis, Global TV
Sheehan and Sosna, The Boundaries of Humanity: Humans, Animals, Machines
Lev Manovich, The Language of New Media

MATERIALS:
The school has two digital video cameras available for checkout.
• A notebook (can be your sketchbook) specifically for this class in which to take notes and write down assignments
• Something to write with
• A folder specifically to hold reading handouts and technical information sheets
• Mini DV tapes – 3-5 60 minute Standard Play for digital camera
• Rewritable CDs/DVDs for storage and Portfolio
• Headphones – long enough cord to plug into computer jack  

**OPTIONAL**  
Tripod, lighting, and other “shooting” equipment (also available to checkout)  

**ATTENDANCE:**  
You are expected to attend every class. If you are more than 15 minutes late, you will be marked absent. Missing 3 classes (unexcused) automatically drops your grade one letter. Your grade will continue to drop a half a letter with every absence after three. More than 6 absences constitutes a failing grade or may result in an instructor withdrawal. If you anticipate being absent or late due to illness or other legitimate reasons, please call, email, or talk to me in person. IF YOU ARE LATE OR ABSENT, IT IS YOUR RESPONSIBILITY TO FIND OUT WHAT YOU MISSED. Incompletes will only be allowed in the case of severe illness or emergency.  

**GRADING:**  
This class is based on the concept of mastery. Students will be assessed through frequent critiques, classroom projects, homework assignments, and a quiz on technical material. Again, it is important to note that students will be graded on class participation, especially during critiques. Students will be made aware of the expectations for each assignment in terms of grading.  

Both the **form** and the **content** of work will be evaluated on each project, as well as effort, originality, personal progress, and timely completion of assignment. While competency in basic skills can be objectively determined, creativity and aesthetics is more subjective. The instructor reserves the right to apply qualitative judgments in determining grades.  

**GRADING CRITERIA IN DIGITAL PHOTOGRAPHY:**  
- MASTERY OF TECHNICAL SKILLS AND CRAFTSMANSHIP  
- COMPOSITION AND DESIGN  
- CONTENT/ SUBJECT MATTER/ CONCEPT/ IDEA/ CREATIVITY  
- FULLFILLMENT AND UNDERSTANDING OF ASSIGNMENT CONCEPTS AND REQUIREMENTS  
- EFFORT AND ENGAGEMENT  

- "A": Excellent, outstanding achievement and mastery of skills  
- "B": Good- average attainment – may need some minor improvements in certain areas  
- "C": Adequate understanding of essentials – fulfills assignment but lacking in content, effort, and/or skill.  
- "D": does not fulfill assignment and exhibits little skill, effort, and thought.  
- "F": Failure, no credit  
- “I” Incomplete  

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<td>Final Portfolio</td>
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<td>Individual Assignments</td>
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<td>Quiz</td>
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<td>Paper/Presentation</td>
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LATE ASSIGNMENTS:
I will mark down all late projects one letter grade for each class period they are late unless you give me a satisfactory reason (in my estimation) for their lateness. Projects may be reworked for the final portfolio review.

DIABILITY STATEMENT:
If you believe that you need accommodations in this class, you are encouraged to contact the Learning Services Office as soon as possible to enhance the likelihood that such accommodations are implemented in a timely fashion.

ACADEMIC HONESTY POLICY:
Please refer to the Moravian College policy in the Student Handbook.

CLASSROOM RULES AND EQUIPMENT:
We will discuss lab rules and equipment checkout rules in class.

OTHER RESOURCES:

MAGAZINES/NEW PAPER/ TV- The Art Department also has a selection of periodicals that you may browse through. Many of these feature articles on video art and film. ***Check out: Wired, Flash Art, Aperture, ArtNews, Art Forum, World Art, Communication Arts, Photoshop User, ArtReview, Digital Photographer

Be observant and critical of what you see in the media. Bring to class any interesting finds!

Exhibits- In addition to the Bethlehem/Easton area, there are countless galleries and museums in New York and Philadelphia that are well worth visiting. At least one field trip to an art space will potentially be scheduled for the class.

Internet- The web is the newest venue for independent filmmakers and video artists. Go to Google or another search engine and search for various topics pertaining to video. Bring your finds to class!!!!!

****Check out these: