ART 215 – Introduction to Video Production
Summer 2017

Instructor: Jacob Richman
Email: jacob_richman@uri.edu
Meetings: Mondays and Wednesdays, 6-9:45pm
Locations: Fine Arts Center Media Lab F102 and F208
Office hours: Weds afternoon (by appointment), FAC 202F
Course blog site: http://art215uri.tumblr.com/

COURSE DESCRIPTION AND OBJECTIVES

This course is an intensive hands-on introduction to video production. Students will acquire basic camera, lighting and video editing skills while planning, shooting, and editing several short and diverse video projects, culminating in an open-ended final video project to be presented at the end of the semester. Class time will consist of digital video editing workshops using Adobe’s Premiere (CC 2015), technical and equipment demonstrations, work time for class projects, critiques of student work, film/video screenings, discussions of readings, art works and relevant themes. The central goal of the class is to introduce students to the techniques and language of video art, its history, and its many possibilities as an expressive tool.

GRADING

Attendance – 10%
In-Class Work, Participation, Collaboration – 10%
Project 1: Video Portrait – 20%
Project 2: In-Class Production Exercises – 20%
Quiz – 10%
Final Project – 30%

TEXTS

Readings will include excerpts from the following texts, as well as supplemental essays and writings from pertinent artists and theorists. All readings will be made available as PDFs on the class SAKAI resource page. Please bring digital or paper copies of the readings to class for discussion.

—Other misc. excerpts and worksheets
WORKING METHOD/SUPPLIES

Much of the class time will be devoted to working on individual or group projects, and students may work on their laptops or the Media Lab computers. If students are working on their laptops, they must bring them to every class. If students are using the Media Lab computers, they will need to save their work on an external hard drive (media cannot be saved to these shared computers and may be erased).

Students are required to have:
— **SD Card**: SDHC - 16GB - Class 10 (stores 4hrs HD video), ~$9 at Amazon or bookstore
  Recommendation: SanDisk 16GB SDHC (Amazon# SDSDUNC-016G-GN6IN)
— **500GB External Hard Drive USB3 ONLY!!!** (if using the Media Lab computers), formatted for Mac, 7200rpm
  Recommendation: LaCie Rugged Hard Disk Triple 500 GB 7200 rpm USB 3.0 Portable Hard Drive 301556, ~$80 at Amazon

COURSE POLICIES

**Attendance**
Attendance is of paramount importance to this course. Your participation in discussion with your peers about the complexities of the video media is as important as simply viewing/reading the material. Absences will be excused in cases of illness (with doctor’s note) or legitimate emergency (family or otherwise) and students must contact me in advance. One unexcused absence will result in a halving of the attendance portion of your final grade (7.5%); two will result in a full docking of 15%. Three or more unexcused absences will result in a **FULL LETTER GRADE DROP** of your final grade per absence.

**Electronic Devices**

*Use of cell phones, email, web browsing, and social media is not permitted during class.*

Laptops and tablets may only be used for note taking, or working on projects during in class work time.

*⇒Use of all electronic devices is prohibited during screenings of examples and student work.*

**Late Assignments**

Unexcused late assignments will result in a loss of one half grade on that assignment each day it is late (e.g. if the assignment is graded a B, one day late = B-, two days, late = C+, etc.) Please contact me as soon as possible if you are struggling with a particular assignment.

**Plagiarism**

Plagiarism is passing others’ work off as your own. In includes copying work from a video, webpage, book, article, or another student’s work without proper citation, as well as having another person do the work for you. I will check for plagiarism. **If you plagiarize, you will fail the assignment and I will report the activity to the Dean’s office.**
OTHER RESOURCES

Special Services
Please contact me if you have a documented disability or learning difference as early in the semester as possible so that we may arrange reasonable accommodations. As part of this process, please be in touch with Disability Services for Students Office at 302 Memorial Union, Phone 401-874-2098 (http://www.uri.edu/disability/dss/).

Counseling Center (from URI CC Website):
The URI Counseling Center provides services to enhance the personal, academic, emotional, social, and life planning effectiveness of students. These services may include crisis intervention, individual counseling, group counseling, referrals for psychiatric assessment, and mental health screening. The Center also assists the University community in creating and maintaining a learning environment conducive to psychological and educational development. Students may seek counseling for a variety of concerns including but not limited to: anxiety and stress; test anxiety; relationship problems; acute crisis, including trauma; depression and suicidal thoughts; eating disorders; alcohol and other drug abuse problems; self-esteem; sexuality; improving academic performance; referral services. Call us at 401.874.2288 or to drop by our office at 217 Roosevelt Hall if we can be of assistance. http://www.uri.edu/counseling/

ASSIGNMENTS/UNITS
Detailed prompts for the assignments will be handed out in class

Project 1: Video Portrait
In groups of two, students will make a 2-4 min video portrait of their partner. The style of representation in this project is open-ended: from “talking-head” narration to experimental abstraction. The goal will be to learn the basics of shooting, video and audio editing, and exporting the video to a Quicktime file and compressing for web applications.
➔ DUE July 3rd (by the end of the 1st half of class)

In-Class Production and Experimental/Installation Demos and Exercises
During the middle of the term, students will work on various demos and exercises, learning production (shooting) and post-production (editing) techniques. In groups, students will take part in an in-class demonstration of basic, “3-point” lighting set-ups, and audio recording exercises. This will culminate in the shooting a short scene (script provided) that will be edited by each student individually. The second part of this unit will introduce a broader use of video in experimental art, installation, and performance. We’ll introduce various tools used in these practices (projectors, speakers, interactive sensors). Students will complete short exercises using these tools.
QUIZ
A brief quiz on topics/techniques covered during the course. The quiz will take up the first half of class and will be a mix of short analysis, production, and post-production exercises: for instance: analyzing the lighting design in a photograph, shooting a particular shot with indicated composition/camera movement instructions, and editing a (very) short scene out of provided clips.
➔ July 19th (1st half of class)

Final Project
Students will develop video projects of their choice. Students may work individually or in groups of two. The instructor must approve the projects beforehand. The projects will be screened/presented at an event open to the public after the last day of class TBD.
➔ DUE July 26th (by the end of the 1st half of class)

CLASS/HOMEWORK SCHEDULE

➔ Please Note: The precise assignments and homework prompts will be handed out in class. HW listed here is due the following class meeting.

Mon 6/26 – Introductions and Portrait Project Start
Get to know ya. Introduction to equipment: camera, tripod (pan, tilt, zoom, handheld). Start shooting for Portrait. Introduction to Premiere: layout, upload footage, 3-point edit.
HW: Reading excerpts from Filmmakers’ Handbook, web articles on frame composition

Wed 6/28 – Frame Composition/Premiere Techniques and Portrait Project Work
1st half of class: frame composition lecture and demo, shoot more for Portrait.
2nd half of class: Premiere techniques (video transitions, titles/text, audio, keyframing), edit Portrait, check out equipment to shoot over the long weekend.
HW: shoot second scene/location for Portrait.

Mon 7/3 – POTRAIT DUE & Lighting Demo
1st half of class: finish Portrait, view/critique Portraits, compress and upload to class tumblr
2nd half of class: Lighting lecture/demo
HW: Reading excerpts from Filmmakers’ Handbook about lighting, Photograph analysis post to tumblr

Weds 7/5 – Lighting/Audio Recording Exercises and Short Scene Shoot
Continue lighting demo and production exercises, shoot short scene using new production skills.
HW: Reading excerpts from Shot by Shot about continuity editing.

Mon 7/10 – Editing Clinic
Edit short scene individually in class, adding titles, audio editing, music, etc. Edit second example scene (time allowing), post edits to tumblr.

Wed 7/12 – Introduction to Experimental Video and Video Installation Art
Lecture on experimental video and video/multimedia installation art. Demo of various installation and interactive video tools (projectors, speakers, interactive sensors). Group exercises using these tools/techniques.

HW: Write up of Final Project idea and schedule

**Mon 7/17 – Final Project Work**
Work on Final Projects. Demonstration of color correction and other pertinent Premiere techniques.

**Wed 7/19 – QUIZ & Final Project Work**
1st half of class: quiz on production, editing, and analysis
2nd half of class: work on Final Projects. Demonstration of further audio editing techniques using Premiere.

**Mon 7/24 – Final Project Work**
Work on Final Projects

**Wed 7/26 – FINAL PROJECTS DUE**
Final Projects due (by the end of the 1st half of class), view and critique. Post to tumblr.

**THURS or FRI 28th/29th (TBD) FINAL PRESENTATION**
Public screening/presentation of Final Projects. Bring family/friends! THERE WILL BE SNACKS!!!