

2023-24 Spring

## **HUMA1155 Video Art (3 credits)**

Course Instructor: Mr. Birdy Chu (Email: hmshun@ust.hk)

Date: **Lecture + Tutorial** | Monday

Time: 18:00-20:50

Venue: Room 4402 (Lift 17,18)

### **Course Description**

Video Art is an art form combined varies medium, moving images, sound, and multimedia elements. This special art form involves experimentation, concept implementation and editing.

In the course, we will explore varies camera skills, styles and concept. Exercise practices to achieve certain features and concepts of video art.

### **Video camera requirement:**

Normally, digital cameras have video function.

- . HD quality (1920x1080) or 4K
- . Manuel functions (Not auto adjust) Better have Manuel focus
- . Sd card with high speed. Eg (32GB SDXC 1, U3 or above)
- . Tripod (One per group)

### **Intended Learning Outcomes**

Upon completion of this course, students are expected to be able to:

1. Explain the concepts of video art, medium and development in the video field
2. Apply visuals and ideas in sequence to create video
3. Analyze video art through social media, art history and the influences in the society
4. Communicate, express ideas through videos

### **Academic Honor Code**

- You must observe and uphold the highest standards of academic integrity and honesty in all the work you do throughout your program of study.
- As members of the University community, you have the responsibility to help maintain the academic reputation of HKUST in its academic endeavors.
- Sanctions will be imposed if you are found to have violated the regulations governing academic integrity and honesty.
- Regulations for Student Conduct and Academic Integrity (<http://publish.ust.hk/acadreg/generalreg/index.html>)

## Course Schedule & Outline

Week	Date	Topics	Briefly outline what this topic will cover
1	Feb 5	Course Introduction Introduction of Video Art	Course briefing. Eg, Contents / Assignments / Final Presentations
<b>Lunar Holidays</b>			
2	Feb 19	Introducing camera features & <b>functions</b>	<ul style="list-style-type: none"> <li>&gt; Usage of Camera</li> <li>&gt; Lens Types</li> <li>&gt; Shots</li> <li>&gt; Camera Movements (video samples)</li> </ul>
3	<b>Feb 25 Sunday</b>	Outing : Video Shooting <b>Practice</b> *Camera + Tripod	Practical Workshop 1 <b>(Framing / Shots movement )</b> . Pan / Tilt / Still/ follow object / hand Held . Rule of Third / Wide – Tele.
4	Mar 4	<b>Storyboard</b> (Production Plan) <i>Storyboard exercise + Mind mapping chart</i>	Shots Reviews (Bring footages / SD card) <b>Film shots analysis (Case Study)</b>
5	Mar 11	<b>Editing</b> Skills and Theories Screening / Case Study	Practical Workshop 2 <b>Computer Lap (Using Editing software)</b> <b>*Venue: Computer Barn C Room 4578</b>
6	Mar 18	<b>midterm 1 presentation</b>	Produce a piece of video artwork to present CUHK / HKUST
7	Mar 25	<b>midterm 1 presentation (Conti)</b> <b>Self Promo Progress Reviews</b>	<ul style="list-style-type: none"> <li>. Storytelling</li> <li>. Pace /Impact</li> </ul>
<b>Easter Holidays</b>			
8	<b>Apr 6 or 7</b>	<i>Museum / galleries visit</i>	
9	Apr 8	<b>midterm 2 presentation</b>	Self Promo 1 min video
10	Apr 15	<b>midterm 2 presentation (Conti)</b> <b>Music Video production</b>	Brainstorming with group, input ideas, feelings, lyrics... into visuals.

11	Apr 22	Interpret a concept / mood by combining visuals, symbolic elements.	<i>(Conti) Final Project Consultation</i>
12	Apr 29	<b>Final Project Presentation</b>	
13	May 6	<b>Final Project Presentation</b>	

### Assessment

Assessment Tasks	Description
<b>Attendance &amp; participation 10%</b>	Students arriving 10 minutes after the beginning of each session will be counted as late. Being late or leaving early for more than 10 minutes <b>twice</b> will be counted as <b>one</b> absence.
midterm project 1 20%	<p><b>Produce a piece of video artwork to present a few spots of the CUHK / HKUST or a mixture of both.</b></p> <p>Involving a character (male/female) inside the video with dialogues. A brief and simple story can do.</p> <p><b>We are aiming at judging the group's ability of using/ defining shots, with a simple story to link up the shots.</b></p> <ul style="list-style-type: none"> <li>. Pan / Tilt / Still/ follow object / hand Held</li> <li>. Rule of Third / Wide, Medium, Close Up</li> </ul> <ul style="list-style-type: none"> <li>. Group Project (3 or 4 persons )</li> <li>. 2 mins</li> </ul> <p><b>Powerpoint is required</b> <b>Submission format: YouTube Link</b></p>
midterm project 2 30%	<p><b>Self Promo</b> <b>Produce a piece of video artwork presenting you. ( 2 to 4 persons in 1 Group)</b></p> <ul style="list-style-type: none"> <li>+ Mind mapping chart (A3)</li> <li>+ Storyboard (A3)</li> <li>+ 3 minutes verbal presentation + 1 minute screening (Each student)</li> </ul> <ul style="list-style-type: none"> <li>. Subtitle is needed if there are dialogues.</li> <li>. Ending credits. (Full English Name)</li> </ul> <p><b>Team members should help each other to film /</b> <b>Editing should be done individually</b></p> <p><b>Powerpoint is required</b> <b>Submission format: YouTube Link</b></p>

<p><b>Final Project 40%</b></p>	<p><b>Create a piece of Music Video</b> ( A Cantonese song represents our city, mood, story...etc) (Old or new songs are acceptable.)</p> <p>(<b>Written Statements of around 800 words</b> to explain your concept, style, inspirations and impact that you want audience to sense.) It is a group project (3 to 4 students as a group).</p> <p><b>+ Research works</b> <b>+ Storyboard (A3 size)</b> <b>+ Within 9 minutes presentation</b> . Subtitle is needed if there are dialogues. . Open / Ending credits.</p> <p><b>Powerpoint is required</b> <b>Submission format: YouTube Link</b> <b>Peer evaluation form is needed to submit.</b></p>
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### **Assignment Submission Policy**

Late submissions will be penalized by 10% per day on the total mark the student has achieved in that assignment. Overdue more than one week will receive no mark.

### **Study Materials**

1. Video/Art: The First Fifty Years, Barbara London, Phaidon 2020
2. Video art:, Michael Rush. Thames & Hudson, 2003
3. Installation and the moving image, Catherine Elwes. London: Wallflower Press 2015
4. Video art a guided tour, Catherine Elwes, Palgrave Macmillan, 2005
5. Abstract video: the moving image in contemporary art, Gabrielle Jennings, University of California Press, 2015
6. Illuminating video: an essential guide to video art, Doug Hall and Sally Jo Fifer, New York: Aperture in association with the Bay Area Video Coalition, c1990
7. The Art of Bill Viola, Chris Townsend, Thames & Hudson 2004
8. Jeffrey Shaw: a user's manual, from expanded cinema to virtual reality = eine Gebrauchsanweisung, vom expanded Cinema zur virtuellen Realität. Edition ZKM, c1997
9. World wide video, Johan Pijnappel, London : Academy Editions, 1993
10. 入鏡路徑：視覺媒體創作與研究法, 鄧宗聖著, 台北市：麗文文化事業股份有限公司, 2010