Video Art

HUMA1155

[3 Credits]

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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.

Intended Learning Outcomes (ILOs)

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

Assessment and Grading

This course will be assessed using criterion-referencing and grades will not be assigned using a curve. Detailed rubrics for each assignment are provided below, outlining the criteria used for evaluation.

Assessments:

Assessment Task	Contribution to Overall Course grade (%)	Due date
Mid-Term 1	25%	Week 5
Mid-Term 2	25%	Week 8
Final Project 1	20%	Week 12
Final Project 2	20%	Week 12

* Assessment marks for individual assessed tasks will be released within two weeks after students' presentations.

Mapping of Course ILOs to Assessment Tasks

Assessed Task	Mapped ILOs	Explanation
Mid-term 1	[ILO1, ILO2]	These tasks assess students' ability to explore the medium & skills (ILO 1), (ILO 2)
Mid-term 2	[ILO2, ILO3, ILO4]	The Music Video Production assess students' ability to generate visuals with audio (ILO2) (ILO3) and develop a storytelling skills and use of storyboard. (ILO4) .
Final Projects 1+2	[ILO2, ILO3, ILO4, IL05]	Through the short narrative video can enhance students' ability to research, imagine and create a set of body works. (ILO2, ILO3, ILO4, ILO5)

Grading Rubrics

[These rubrics clearly outline the criteria used for evaluation. Students can refer to these rubrics to understand how their work will be assessed.]

Criteria	Excellent	Good	Satisfactory	Pass	Fail
	>=85/100 A	>=70/100 B	>=55/100 C	>=40/100 D	<40/100 F
Overall Video Production	Excellent usage of shots and audio, strong editing and storytelling skills. Creative ideas with precise execution brings huge impact to the audience	Substantial records of applying storyboards and creative storyline. Stylish shots with accurate editing.	Demonstrates a basic sense of shots usage to tell a story with some ideas, but lack of strong impact.	Shots usage can barely found in the concept of the work. Lacked of story linkage, weak in presentations.	The work does not show any basic video skills, lack of creativity and storytelling in presentations.
Writing/ Self Reflections/ report	Sufficient information on the research topics, excellent points on analyzing or comparing angles; reasonable findings and relevant self reflections.	Evidences of regular research works and solid findings of the research topics, some good points on self reflections.	Basic attempts on researching some topics, traces of observations and analyzing angles are found.	Poor research in related topics, but weak traces of findings and writing skills.	Inadequate research support and weak learning progresses can be seen.

Course AI Policy

The use of Generative AI in project is NOT permitted.

Communication and Feedback

Assessment marks for individual assessed tasks will be communicated via Canvas within two weeks of presentations. Feedback on assignments will include comments on strengths and areas for improvement. **Students who have further questions about the feedback including marks should consult the instructor within five working days after the feedback is received.**

Video camera requirement:

Normally, digital cameras have video function.
. HD quality (1920x1080) or 4K
. Manuel functions (Not auto adjust) It is better to have Manuel focus
. Sd card with high speed. Eg (32GB SDXC 1, U3 or above)
. Tripod (One per group)

● *We learned through lectures, exercises, outdoor practice, demo, visits, project consultations, assignments critique and discussions.*

Academic Integrity

Students are expected to adhere to the university's academic integrity policy. Students are expected to uphold HKUST's Academic Honor Code and to maintain the highest standards of academic integrity. The University has zero tolerance of academic misconduct. Please refer to Academic Integrity | HKUST – Academic Registry for the University's definition of plagiarism and ways to avoid cheating and plagiarism.