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:
- 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)
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topics</th>
<th>Briefly outline what this topic will cover</th>
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<tbody>
<tr>
<td>1</td>
<td>Feb 5</td>
<td>Course Introduction, Introduction of Video Art</td>
<td>Course briefing. Eg, Contents / Assignments / Final Presentations</td>
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<td>Lunar Holidays</td>
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<td>2</td>
<td>Feb 19</td>
<td>Introducing camera features &amp; functions</td>
<td>&gt; Usage of Camera&lt;br&gt; &gt; Lens Types&lt;br&gt; &gt; Shots&lt;br&gt; &gt; Camera Movements (video samples)</td>
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<td>3</td>
<td>Feb 25</td>
<td>Outing: Video Shooting Practice *Camera + Tripod</td>
<td>Practical Workshop 1&lt;br&gt; <strong>Framing / Shots movement</strong>&lt;br&gt; . Pan / Tilt / Still/ follow object / hand Held&lt;br&gt; . Rule of Third / Wide – Tele.</td>
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<td>Sunday</td>
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<td>4</td>
<td>Mar 4</td>
<td><strong>Storyboard</strong> (Production Plan)&lt;br&gt; <strong>Storyboard exercise + Mind mapping chart</strong></td>
<td>Shots Reviews&lt;br&gt; (Bring footages / SD card)&lt;br&gt; Film shots analysis (Case Study)</td>
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<td>Mar 11</td>
<td><strong>Editing</strong> Skills and Theories&lt;br&gt; Screening / Case Study</td>
<td>Practical Workshop 2&lt;br&gt; <strong>Computer Lap (Using Editing software)</strong>&lt;br&gt; <strong>Venue: Computer Barn C Room 4578</strong></td>
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<td>6</td>
<td>Mar 18</td>
<td>midterm 1 presentation</td>
<td>Produce a piece of video artwork to present CUHK / HKUST</td>
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<td>7</td>
<td>Mar 25</td>
<td>midterm 1 presentation (Conti)&lt;br&gt; Self Promo Progress Reviews</td>
<td>. Storytelling&lt;br&gt; . Pace /Impact</td>
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<td>8</td>
<td>Apr 6 or 7</td>
<td><em>Museum / galleries visit</em></td>
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<td>9</td>
<td>Apr 8</td>
<td>midterm 2 presentation</td>
<td>Self Promo 1 min video</td>
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<td>10</td>
<td>Apr 15</td>
<td>midterm 2 presentation (Conti)&lt;br&gt; Music Video production</td>
<td>Brainstorming with group, input ideas, feelings, lyrics... into visuals.</td>
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<td>Assessment Tasks</td>
<td>Description</td>
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<td>Attendance &amp; participation 10%</td>
<td>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 <strong>twice</strong> will be counted as one absence.</td>
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| midterm project 1 20% | Produce a piece of video artwork to present a few spots of the CUHK / HKUST or a mixture of both. Involving a character (male/female) inside the video with dialogues. A brief and simple story can do. **We are aiming at judging the group’s ability of using/ defining shots, with a simple story to link up the shots.**  
. Pan / Tilt / Still/ follow object / hand Held  
. Rule of Third / Wide, Medium, Close Up  
. Group Project (3 or 4 persons )  
. 2 mins  
**Powerpoint is required**  
**Submission format: YouTube Link** |
| midterm project 2 30% | **Self Promo**  
Produce a piece of video artwork presenting you. ( 2 to 4 persons in 1 Group)  
+ Mind mapping chart (A3)  
+ Storyboard (A3)  
+ 3 minutes verbal presentation + 1 minute screening (Each student)  
.Subtitle is needed if there are dialogues.  
. Ending credits. (Full English Name)  
**Team members should help each other to film / Editing should be done individually**  
**Powerpoint is required**  
**Submission format: YouTube Link** |
Create a piece of Music Video
(A Cantonese song represents our city, mood, story...etc)
(Old or new songs are acceptable.)

(Written Statements of around 800 words 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).

+ Research works
+ Storyboard (A3 size)
+ Within 9 minutes presentation
  - Subtitle is needed if there are dialogues.
  - Open / Ending credits.

Powerpoint is required
Submission format: YouTube Link
Peer evaluation form is needed to submit.

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
4. Video art a guided tour, Catherine Elwes, Palgrave Macmillan, 2005
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
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