

**Project 4 – Insert Yourself (Typologies: the extended version)
1.5 to 2-minute Video posted on-line (YouTube or Vimeo); Due: Thursday, April 23, 2015**



Matt McCormick, The Subconscious Art of Graffiti Removal, 2001 and Jenny Odell, Pipe Dream, 2014

INTRODUCTION

As discussed in class, the order (sequence) of images and how they are juxtaposed with other elements is one way to build new associations and meaning in your work. Our next project opens up the opportunity to work in either an observational OR constructive mode AND adds two additional layers to manipulate—sound and duration. The order of images in time—what comes first, second or third—and the combination of images with audio will change how a viewer responds to the subject matter.

Montage is defined as “a technique in film editing in which a series of ... shots are edited into a sequence to condense space, time, and information.” Soviet montage theory, according to filmmaker Sergei Eisenstein, is “an idea that arises from the collision of independent shots” wherein “each sequential element is perceived not next to the other, but on top of the other.” (Wikipedia)

ASSIGNMENT

You just completed a photo series using the concept of typology as an organizing principle. You now have the opportunity to take your initial research and investigations a step further. Reshoot your subject and use audio to provide context. What most interested you about the typology you created? Did you find that you began to form an opinion about the person, place, or thing that you documented? Did your series open up more questions for you? How can you use audio, duration, and the act of editing to point more effectively at your subject? Through editing and montage, you will revisit your “typology” to create a time-based piece with video, audio, and/or stills.

Consider these questions:

1. What is lacking from your typology? How can you increase the significance of your commentary?
2. What is my idea? How can sound and duration serve my idea?
3. What do I want viewers to notice? How can my camera angle deliver this information?
4. Audio: Do I need my voice?, My subjects’ voice?, And/OR ambient sound?
5. Am I close enough to my subject to get a good, clean audio recording?

Your video should be approximately 1.5 to 2 minutes in duration. You must use video in your work. This may be new video that you shoot AND/OR found footage sourced from the Internet Archive. You may find that the stills you shot for the previous project are useful here as well. (MAY being the operative word here.) You are required to record your own audio.

Your videos will be exported for the web from Adobe Premiere and posted on either YouTube OR Vimeo. You need to make accounts if you don’t already have one.

Note: You are responsible for keeping ALL of your work in this class. At the end of the semester you will turn-in a data DVD (with re-sized jpegs and .mov files) and an on-line archive of all your work for final grading. Use your external drive for back-up and storage!!

OBJECTIVES:

- Introduction to video cameras, tripods and synch audio recording.
- Understand the function of edits (shot to shot relation) and how to prepare for production.
- Learn basic audio recording, text for screen, and editing.
- Introduction to logging & capturing, text generator, color correction, etc with Adobe Premiere.
- Understand video and audio formats and how to prepare for use in visual editing software.
- Continue to use camera as selective framing device: composition, shot size, camera angle, perspective.
- Introduction to editing with non-linear editing system.

Artists for Further Research:

Matt McCormick: <http://www.rodeofilmco.com/2004/towlines/> ("The Subconscious Art of Graffiti Removal")

Craig Baldwin: "Sonic Outlaws"

Jenny Odell: <http://www.jennyodell.com/projects.html>

Sarah J Chrisman: "Dear Bill Gates"

Steve Matheson, "Apple Grown In Wind Tunnel": <http://vimeo.com/43506918>

Access to found footage with creative commons licenses or in the public domain:

Internet Archive and Prelinger Archives: <https://archive.org/details/movies>

Research and brief history of montage: <http://nofilmschool.com/2014/02/video-the-history-of-editing-eisenstein-the-soviet-montage-explained/>