

# ARTS 231 - Video Art

UNM Valencia, Digital Media Arts

updated 1-2018

Spring 2018

Monday & Wednesday - 9:00am - 11:30am in B111

**Professor: Alexa Wheeler** | [alexa08@unm.edu](mailto:alexa08@unm.edu)

Campus Office Hours: MTW 11:30am - 1:30pm | and by appointment

Virtual Office Hours: by email, text, and by appointment for live chat  
\*\*see "How to Contact the Instructor" below

Office: Business & Technology Building Rm. 114

## Course Description

This course focuses on the possibilities of the creative, technical, and conceptual aspects of video as a medium and fine art tool. We will explore the history, theory, and contemporary art issues associated with video art practice. We will also explore the technical processes used to create and manipulate video, discuss the philosophical and conceptual dialogues surrounding digital art and artists, analyze the work of digitally and video based artists, including yourselves, and place new media art in an art historical context. Lectures, demonstrations, group discussions, and other online content will introduce various issues of design and many concerns in contemporary video art and the history of graphic, photographic, and time-based arts. Assigned projects, readings, presentations, group critiques will assist in a critical understanding better preparing the student for further study in video and digital arts.

## Objectives

- Develop a strong base in the history of video art.
- Demonstrate excellent understanding of the foundations of video techniques, including capturing video, manipulating, editing, and presenting video.
- Develop an excellent working knowledge of how to create and manipulate digitally using various computer technologies, including sound design and video.
- Enhance your ability to think visually and communicate your ideas as such.
- Perfect your ability to discuss and defend your work and critique others in relation to concepts, ideas, techniques, processes, and experiences.
- Develop a familiarity with the variety of media available in digital arts and understand the limitations and opportunities offered by these various materials and techniques.
- Demonstrate an excellent understanding of the components of art and design (balance, unity, line, composition, color theory, visual rhythm, etc...), and use this language to discuss, debate, and create.
- Gain an excellent working knowledge of the Mac computer and it's operating system

# Student Responsibilities/Attendance/Participation

## Student Responsibilities:

- Students must have basic computer and file management skills for all DMA courses. Custom tutoring services are available through the TLC. Required pre/co-requisite is IT 101: Computer FUNdamentals. Students that fall behind due to lack of basic computer skills will be dropped.
- Bring a **USB Flash Drive** (at least 32 GB) and/or an external hard drive (recommended) to every class. Make sure it is clearly labeled with your name on it. Always keep a back-up of ALL classwork.
- **UNM Email/Black Board Learn Access:** Beginning Fall 2015 semester, all UNM-Valencia students will be required to have a UNM Net ID which can be created by going to: <http://it.unm.edu/accounts/>. UNM Net ID will give you access to the computer labs on campus, blackboard learn and UNM Email. Make sure to update this information as your method of contact under personal information on Lobo Web.
- **Computer Lab Responsibility:** *Please be advised that use of computer labs on UNM properties is governed by "Policy 2500: Acceptable Computer Use" which can be found at <http://policy.unm.edu/university-policies/2000/2500.html>. Food and drink are also prohibited in any computer lab on campus. Anyone violating these policies is subject to possible suspension and loss of computer lab privileges.*
- If you have a disability, please inform me of your needs as soon as possible to ensure that your needs are met in a timely manner. For information on Equal Access at UNM-Valencia, please see <http://valencia.unm.edu/students/advisement-and-counseling/equal-access-services.html>
- Cell phones need to be muted during class times. If you must receive a call, leave the lab before you answer. No phone conversations in the studio. No web browsing, email, or text messaging during lectures, demos, discussions, or critiques.
- *In an effort to meet obligations under **Title IX**, UNM Faculty are considered responsible employees. This designation requires that any report made to a faculty member regarding sexual misconduct or gender discrimination must be reported to the Office of Equal Opportunity and the Title IX Coordinator. For more information on the campus policy regarding sexual misconduct, see: <https://policy.unm.edu/university-policies/2000/2740.html>*
- **Academic Dishonesty and Plagiarism:** *Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, including dismissal, against any student who is found responsible for academic dishonesty. Any student who has been judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course. Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; and misrepresenting academic or professional qualifications within or outside the University.*
- **COMPUTERS WILL BE OFF DURING ALL CRITIQUES!!!**

Attendance/Participation:

- Students are required to complete all projects on time, participate in scheduled critiques/class discussions, and maintain a safe, respectable, positive lab environment.
- Students are required to attend class, arrive on time, remain present until the end of class, and be prepared for each day's work. More than three absences without prior consultation may result in a failing grade or a drop from the class. Online participation counts towards your attendance. Leaving early or arriving late three times results in one absence.
- If you have not attended class for three consecutive class periods and have made no attempt to text/email/contact me, you WILL be dropped.
- Students who do not attend the first week of class will automatically be dropped.
- Students will need to work a few hours each week in addition to the scheduled class times. Open lab hours will be announced

<h2>Grading Policy</h2>
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Grading:

- Grading is based on a timely completion of course assignments, the quality of individual technical and critical development, conceptual progress, personal commitment and the ability to work in a community studio setting. Personal commitment involves regular attendance, consistent effort, completion of work, participation in critiques and class discussions (online and in class), completion of online work and the general willingness to try. Make each project meaningful to yourself!
- Each assignment will culminate in a critique, which will consist of projecting your completed films in class for all to see. All due dates will be announced in the YELLOW BOX on UNM Learn, as well as on the syllabus. No full credit will be given for any late work. If an assignment is not presented on time, an automatic 0 will be issued. You will need to make arrangements with me if you are planning to make-up the work, and a fair grade will be issued once the work has been submitted, presented, and critiqued, minus an automatic one letter grade deduction.
- Incompletes are rarely issued. If 75% of the semester's work/projects/deliverables and participation/attendance have been completed with a satisfactory grade, and incomplete may be issued.

<h2>Grading Breakdown</h2>
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**Semester Requirements:**

- 30 second short            5 points
- Projects (3)                60 points            20 points each
- Individual Meeting        5 points            for attendance & preparation
- Final Project               30 points

**Extra Credit:**

- Extra Credit                10 points maximum for the semester

Points will be added up and a letter grade will be issued according to the following scale:

A+	101+
A	94-100
A-	90-93
B+	88-89
B	84-87
B-	80-83
C+	78-79
C	74-77
C-	70-73
D+	68-69
D	64-67
D-	60-63
F	50-59

## How to Contact the Instructor

**Office Hours:** Office Hours are held weekly on-campus and virtually.

- On campus, the office hours are:
  - o MTW 11:30am - 1:30pm | and by appointment in B&T Rm. 114, or check other DMA classrooms.
  - o Also, by appointment - I ask that you make an appointment even during my regular office hours as I schedule meetings, etc..., during that time as well
- Virtually, reach me any other time through email, text ... (see below).

**Email:** I prefer all email to be from the internal UNM Learn Course Message system. I will check these messages regularly and will respond to all emails within 48 hours (72 hours weekends), and usually sooner. Although less preferred, you can email me at [alexa08@unm.edu](mailto:alexa08@unm.edu). In the Subject Line of the email, ALWAYS write your full name and class number. For example - "Laurie Anderson ARTS 231"

**Text:** You can also reach me **BY TEXT ONLY** at: 505-515-1055. I WILL NOT answer phone calls and ask that you please NEVER LEAVE A MESSAGE!!! Any messages left by students will be deleted and will not constitute an attempt at communication. In the event of an absence, you will be counted unexcused if you left a message on my cell phone yet made no other written attempt at communication. All communication between instructor and student outside of class time MUST be in written format for this class. If you must reach me or have an emergency, USE: email, text, or my office phone (if needing to leave a message - as a last resort) at 925-8702.

## Support Information, Resources, & Tutorials

- o **Open Studio Time - Digital Media Arts Open Lab:**
  - Located in B123 in the Business & Technology Building.
  - Times and hours posted on UNM Learn
- o **Support for UNM Learn:**
  - o UNM Learn help: <http://online.unm.edu/help/learn/support/>.
- o **DMA Tutoring Services:**
  - o We are proud to have our very own DMA tutor available for Digital Media Arts specific courses! See LEARN for more information.
- o **Other tutorials:** I will post a number of links to video tutorials in UNM Learn for this course.
- o **UNM Valencia Tutoring Services:**
  - o Custom tutoring services are available through The Learning Center at <https://valencia.unm.edu/campus-resources/the-learning-center/index.html>. Even online tutoring is available!
- o **Instructor Support:**
  - o Please see "How to Contact the Instructor" for instructor help.
- o **Community Support:**
  - o We will have a HELP FORUM discussion board in the UNM Learn course. Use this as a place to post questions to the community. It is important for peer learning and peer communication to enhance our community.
- o **Accessibility & Equal Access:**
  - o UNM-Valencia's accessibility/ADA compliance website: <http://valencia.unm.edu/about/accessibility.html>
  - o UNM-Valencia's Equal Access Services website: <http://valencia.unm.edu/students/advisement-and-counseling/equal-access-services.html>

## Method of Instruction

Methods of instruction include in-class: lectures, demonstrations, discussions, presentations and critique. There will also be online: articles, readings, websites, videos, films and other activities presented to the student through Learning Modules or posted on the UNM Learn class homepage.

**In-Class Lectures, Demonstrations, Discussions, Work Time** - each week we will meet twice a week on campus. A variety of issues will be presented and discussed.

**Online Reading/Content** - The student will be required to read and/or review a variety of online articles and content. Links to these articles/content will be posted in the Learning Modules.

**Project Presentations and Critiques** - There will be a total of 5 projects due throughout the semester. Guidelines will be detailed weekly in class, on the syllabus, and in UNM Learn. On days where you present your finished work to the class, we will come together as a group to critique the work and provide feedback to each other.

**Video Tutorials** - In the Learning Modules in UNM Learn, the student will access links to online video tutorials introducing, explaining, and/or reviewing techniques and concepts current to the material covered in the classroom. Students must watch the required online video tutorials in a timely manner, within the week they are posted, and before the class in which we will be discussing the content of the tutorials.

**Other Activities** - There may be other learning activities associated with the weekly content of the course that will be found in the Learning Modules or given in class.

Dates	Schedule	Projects
<b><u>Week 1</u></b>	<ul style="list-style-type: none"> <li>• Introductions</li> <li>• Review Syllabus</li> <li>• Review UNM Learn</li> <li>• Lecture</li> <li>• Equipment Overview</li> <li>• Supplies Overview</li> </ul>	
<b><u>Week 2</u></b>	<ul style="list-style-type: none"> <li>• Video Cameras Demo - Final Cut Intro</li> <li>• 30 second short working demo</li> </ul>	
<b><u>Week 3</u></b>	<ul style="list-style-type: none"> <li>• Lecture - Watch ART21 Videos</li> <li>• <b>30 second shorts due end of classtime</b></li> </ul>	<b>30 second short due</b>
<b><u>Week 4</u></b>	<ul style="list-style-type: none"> <li>• Lecture - Watch more Video Art</li> <li>• Pick artist for Project 3</li> </ul>	
<b><u>Week 5</u></b>	<ul style="list-style-type: none"> <li>• Work time</li> </ul>	
<b><u>Week 6</u></b>	<ul style="list-style-type: none"> <li>• <b>Project 1 Critique</b></li> </ul>	<b>Project 1</b> Due: <i>Response</i>
<b><u>Week 7</u></b>	<ul style="list-style-type: none"> <li>• Lecture - The Past 5 Decades of Video Art, Fluxus</li> </ul>	
<b><u>Week 8</u></b>	<ul style="list-style-type: none"> <li>• Lecture - Performance, Narrative, Structure, Installation</li> <li>• Lecture - What is Art?</li> </ul>	
<b><u>Week 9</u></b>	SPRING BREAK	
<b><u>Week 10</u></b>	<ul style="list-style-type: none"> <li>• <b>Project 2 critique</b></li> </ul>	<b>Project 2</b> Due: <i>Stasis</i>
<b><u>Week 11</u></b>	<ul style="list-style-type: none"> <li>• Lecture - Fluxus, multi-cultural, text</li> <li>• Demo</li> </ul>	
<b><u>Week 12</u></b>	<ul style="list-style-type: none"> <li>• <b>Project 3 DUE</b></li> </ul>	<b>Project 3</b> Due: <i>Video Art presentation</i>
<b><u>Week 13</u></b>	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Work time</li> </ul>	
<b><u>Week 14</u></b>	<ul style="list-style-type: none"> <li>• Individual Meetings</li> <li>• Work time</li> </ul>	
<b><u>Week 15</u></b>	<ul style="list-style-type: none"> <li>• Work time</li> </ul>	
<b><u>Week 16</u></b>	<ul style="list-style-type: none"> <li>• <b>Final Project critique</b></li> </ul>	<b>Final Project</b> Due: <i>Self-Directed Video</i>

## 30 second short

### **Objective:**

To introduce video equipment and Final Cut Pro software. To cover video editing/importing, audio, effects, using still photographs, transitions. To introduce a project from beginning to end.

### **Process:**

Shoot 5 minutes of video. Edit the footage to 30 seconds maximum. Add sound as needed - all soundtrack music/sound effects MUST be created by you - no songs created by other artists allowed.. Add transitions as needed. Understand basic file management. Must have opening and closing credits.

## Project 1: Response

### **Objective:**

To introduce video art history and Final Cut Pro software. To cover color correction, how to create your own effects, how to modify existing effects, effective use of transitions, introduce "Audacity" software..

### **Process:**

Create a video piece that recreates or is a response to a seminal work in video art history. The time limit is a 2 minute minimum, 5 minute maximum. I will provide a list of artists to choose from. Must have opening and closing credits. Closing credits must include the name of the artist(s) and the name of their piece. All soundtrack music/sound effects MUST be created by you - no songs created by other artists allowed. All video footage MUST be shot by you using your camera.

## Project 2: Stasis

### **Objective:**

To introduce more complex concepts in video art, and continue the investigation of Final Cut Pro software. To introduce installation and performance art. To discuss "keyframing".

### **Process:**

Create a video piece that has "Stasis" as subject matter. This can be explored in any way that you like: fiction, non-fiction, political, scientific, etc... The work can be in any format (video, installation, performance). Consider: time, rhythm, duration, etc... Time limits: 5 minutes max in all media. Must have opening and closing credits. All soundtrack music/sound effects MUST be created by you - no songs created by other artists allowed.

### **Project 3: Video Art History Presentation**

#### **Objective:**

To research video art. To critique a contemporary artist and analyze the writings of critics. To continue editing and voiceover techniques.

#### **Process:**

Find an artist with whom you feel a conceptual or aesthetic connection. Research his/her contribution to video art world. How does his/her work respond to this era of "technical revolution?" What issues are addressed in his/her work? What influences his/her work? When researching your artist, evaluate how *they* discuss their work and how the *critics* interpret it. Research at the library and online to collect visuals on your artist and their work.

Create a 10 minute presentation of the artist and their work. You must compile videos by this artist and put together an edit in Final Cut - basically a short documentary on the artist. You must voiceover your narration as part of the video edit. You must include at least 2 images of the artist, 10 images of the artist's work, and at least 4 video pics of the artist. You will present the to the class.

### **Final Project: Series, Performance, Video, Installation....**

#### **Objective:**

Create an original video piece using any and/or all of the various electronic media we have explored. Create a piece that is meaningful to you and communicates your concept to us (audience).

#### **Process:**

Create an original video piece. It can be a standalone video, an installation, a sculptural video work, a performance piece, or a combination of any of these formats. There is no time limit, but the piece must be approved during individual meetings. Must have opening and closing credits. All soundtrack music/sound effects **MUST** be created by you - no songs created by other artists allowed.