ARTS 2523 – Video Art I

UNM-Valencia, Hybrid Course, Spring 2020   updated 1-2020

Professor: Alexa Wheeler | alexa08@unm.edu

Class time & location: Wednesdays, 10:30am - 1pm, Business & Technology Building Room 111

Campus Office Hours: Tuesday & Thursday 1pm - 3pm*
                       *and by appointment
Virtual Office Hours: Monday 10am - 12pm*
                       *and by appointment
                       *see "How to Contact the Instructor" below
                       *off-campus
Office: Academic Building Rm. A142F

Course Description

This studio class is an in-depth introduction to video as an art form; the focus will include theory, history and practice of video art as an extension of visual art and as a time-based medium. Video Art's roots lie in consumer technology, TV, cultural, political and avant-garde film history. This time and light based medium, has a relatively short history and encompasses technological (and scientific) developments, cultural movements and has recently become a ubiquitous art practice. Set up as an online research laboratory, the class will help students to further develop their personal video work while experimenting with various styles and formats of video art. The equipment and demonstrations explored in the class are within a context defined by the history, aesthetics, and theory of video art practice. The emphasis of this class is on the student finding their own personal voice, and incorporating an innovative approach to their video work. Students are also expected to achieve a level of technical competence and confidence needed to undertake more ambitious and sophisticated work. Current and significant contemporary video works and critical writings will be viewed, read and discussed in online forums. This class aims to challenge notions of what video art is, and can be. Students are expected to think outside the box and try new approaches to this time-based media. Students will learn to seek out new audiences and create unique methods of presenting video online.

Objectives

- Demonstrate the ability to utilize video editing and post-production effects software to generate assigned video art projects.

- Demonstrate the ability to produce visually engaging and conceptually strong video art work.

- Exhibit the ability to critically evaluate video art work by contemporary new media artists, their own work, and the work of their fellow classmates.

- Demonstrate greater facility through activities focused on analysis and writing for art theory, criticism and history of video art and across disciplines.

- **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

- 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.

- Students MUST have access to a computer with **high-speed Internet** for this course. If you do not have access to a computer with high-speed internet at home, you can access a computer at:

  - **UNM Valencia Campus Computer Labs:**
    - Library Computers - https://valencia.unm.edu/library/index.html
    - The Learning Center Labs - https://valencia.unm.edu/campus-resources/the-learning-center/index.html
    - Business & Technology Computer Lab – Room 111 B&T
  - **Los Lunas Public Library** - http://www.loslunasnm.gov/index.aspx?nid=103
  - **Belen Public Library** - http://www.belen-nm.gov/library.htm
  - **Bosque Farms Public Library** – http://library.bosquefarmsnm.gov
  - **Albuquerque Public Library** - http://abqlibrary.org/home
    - UNM Main Campus Computer Labs - http://it.unm.edu/pods/locations.html
    - Other public libraries, public: coffee shops, restaurants, malls, etc….

- Students must have basic computer and file management skills for all courses, especially hybrid and online courses. Students that fall behind due to lack of basic computer skills will be dropped.

Student Responsibilities, continued

- Students must successfully complete all course requirements and be an active participant in this hybrid course's community - both online and in-class

- Students must log on to this course at a minimum of three times a week. It is a requirement to check your email regularly for any communication from the instructor.

- Be prepared to spend, on average, anywhere from 8 - 12 hours per week on this course.

- Bring a **flash drive** (at least 32 GB) and/or **external hard drive** to every class. Make sure it is clearly labeled with your name on it. Always keep a back-up of ALL classwork.

- 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.

- **COMPUTERS WILL BE OFF DURING ALL CRITIQUES!!!**

Participation

Weekly student participation and response in hybrid courses is considered a necessary factor in the learning process. In this form of computer-based learning, weekly course participation and attendance is both online and in-class. If no student response occurs during a week of the semester, the student is considered absent. Students are still held responsible for all academic work required or performed during their absence regardless of the reasons for those absences. Class participation influences your grade heavily. Participation includes:

- Successful participation in this course requires access to the correct technology with the necessary computer skills. Please see "Student Responsibilities." Not being able to access the content delivered for this course for a "slow" internet connection or inability to access a computer outside of class time WILL NOT be sufficient excuses for the inability to successfully complete online and outside of classtime editing work for this hybrid course.

- Students are required to complete all projects on time, participate in scheduled critiques/class discussions, and maintain a safe, respectable, positive lab environment. Late project work (not discussions) are accepted and will receive a one-letter grade deduction.

- 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. Leaving early or arriving late three times results in one absence.

- If you have not attended/logged in to this class for three consecutive classes and have made no attempt to text (Remind)/email/contact me in any way, 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.

Grading Policy

- Grading is based on a timely completion of assignments/discussions/projects, the quality of individual technical and critical development, and a personal commitment to your work. Personal commitment involves regular participation, consistent effort, completion of work, participation in critiques and class discussions and the general willingness to try. Make each project meaningful to yourself!

- No full credit will be given for any late work. If work is not delivered on time, an automatic 0 points will be given in the Learn gradebook. Full credit will never be issued for late work except in extreme cases and with **prior** notification – no exceptions.

- Late projects and assignments will receive a one-letter grade deduction.

- Incompletes are rarely issued. If 75% of the semester's work/deliverables and participation have been completed with a satisfactory grade, and incomplete may be issued.

Grading Policy, Point Breakdown

Semester Requirements:

• 30 second short	5 points	
• Projects (3)	54 points	18 points each
• Individual Meeting	5 points	for attendance & preparation
• Final Project	26 points	
• Discussions (2)	10 points	5 points each

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

Extra Credit: 10 points

Extra Credit will be offered throughout the semester for various points at a maximum of 10 points for the entire semester. Points will be added up and a letter grade will be issued according to this scale to the right:

How to Contact the Instructor

Remind App:
> The instructions on how to join the REMIND App portal for this course are posted online in our UNM Learn Portal. My official virtual office hours are listed on page one of the syllabus. I am available on the Remind App everyday between 8am and 8pm.

Email:
> I prefer all email to be from the internal UNM Learn "Course Messages". I will check this UNM Learn email regularly and will respond to all emails within 48 hours, and usually sooner. Although less preferred, you can email me at alexa08@unm.edu. In the Subject Line of the email, ALWAYS write your full name and class number. For example – "Laurie Anderson FDMA 1520"

Phone:
> I am not available via phone call for this course. Please use Remind and email to communicate. If absolutely necessary, you can TEXT ONLY (no calls please) to my personal cell phone if needed: 505-515-1055.

Office Hours:
> Although this is a hybrid course, I welcome students who would like to visit in-person during my on-campus office hours, or by appointment.

Support Information, Resources, & Tutorials

Open Studio Time – Digital Media Arts Open Lab:
- Located in B117 in the Business & Technology Building.
- Times and hours posted on UNM Learn

Support for UNM Learn:
- UNM Learn help: http://online.unm.edu/help/learn/support/.

UNM Valencia Tutoring Services:
- 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!

Instructor Support:
- Please see "How to Contact the Instructor" for methods of contacting the instructor for help.

Community Support:
- 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.

Accessibility & Equal Access:
- UNM-Valencia's accessibility/ADA compliance website: http://valencia.unm.edu/about/accessibility.html
- 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, required discussions/online work and other activities presented to the student through LEARN.

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.

Threaded Discussion –You will be required to participate in discussions throughout the semester meant to simulate classroom discussion. The due date for discussion postings is located on the course schedule and in the Yellow Box on our class home page, and always in the learning modules. The student should post their own reply to the listed topic and then post a reply to at least three other student's postings before each due date. I encourage you to post throughout the week, and not wait until the last day. I will not accept ANY late discussion postings for credit.

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 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.

Include an informative subject line. In every email/message that you write to your professor, the subject line should contain a descriptive phrase specifically about the problem. For example, "Problems with Quiz on Chapter 5" is clear and helpful, but "Homework" is not. Unclear subject lines slow response time because your professor may not have enough information to help you without having to asking you for clarification.

Include a salutation. Emails/Messages/Posts do not usually include "Dear," as a letter does, but they do include titles and last names. When you write to your professor, use "Professor". When you write to your classmates, use their name. Informal words of address, such as "Hey," are never appropriate and are often rude.

Include a closing. Please close with an appropriate phrase and sign with your name. Signatures help faculty; they may not recognize your email address. Some examples of appropriate phrases are "Sincerely" or "Thank you for your help."

Use short paragraphs. Because legibility on the screen is not as good as legibility on paper, use short paragraphs (3-4 lines maximum) to make the post/message easy to read. In addition, be sure to skip lines between paragraphs.

Do not use TXT spelling. BTW, if u want 2 b treated like a pro, write like 1 LOL.

Adhere to the conventions of Standard English. Please edit and proofread for spelling errors and grammatical mistakes. Use your spell/grammar check in Blackboard Learn, located above the right hand side of the text box. In addition, the computer does not catch all errors (form/from), so give your document one final read before submitting or sending it.

DO NOT SEND ALL CAP MESSAGES. All capital letters means you are screaming at your professor. This is inappropriate behavior. To emphasize a point, <u>underline</u> it or put it in **bold** font.

Participate. In the online environment, it's not enough to show up! Professors need to "hear" students' voices to feel their presence, and they especially need student comments to evaluate their own performance as a facilitator and teacher.

Be persistent. If you run into any difficulties, you should not wait to submit a report! Contact the professor and/or the proper support services immediately.

Share tips, helps, and questions. For many of us, taking online courses is a new experience. There are no dumb questions, and even if a solution seems obvious, please share it with classmates! The "Help Forum" is a great place for that.

Think twice before pushing the Send button. Both students and professors need to be sure to say just what they meant. How will the person on the other end interpret a message? While no one can anticipate all reactions, read over each message before sending.

Remember that we can't see the grins on each others' faces. When students or professors make a sarcastic comment, others online can't decipher if the person is serious or not. Explain ideas fully and clearly, and try using emoticons, when appropriate.

Remember that there's a person on the other side. Students should ask for feedback if they're not sure how their ideas and comments were construed. If others disagree with what someone has said, "flaming," or ranting at someone else is unacceptable; it's the equivalent of having a tantrum, something most of us wouldn't do in a traditional classroom setting.

Stalking and derogatory comments are inappropriate. Stalking someone, or any derogatory or inappropriate comments, jokes, and forwarded emails regarding race, gender, age, religion, sexual orientation, are unacceptable and subject to the same disciplinary action that they would receive if they occurred in the physical classroom. If students have concerns about something that has been said to or about themselves or other classmates, they should let the professor know and/or contact the appropriate services, such as the Office of Equal Opportunity.

Dates	Schedule	Projects
Week 1	• Introductions • Review Syllabus • Review UNM Learn • Equipment Overview • Supplies Overview	
Week 2	• Cameras & Software • 30-second short working demo • Discussion 1 open	
Week 3	• **30-second shorts critique**	**30-second short due**
Week 4	• Video Art History • Demo • Discussion 1 due	**Discussion 1 due**
Week 5	• Work time	
Week 6	• **Project 1 critique**	**Project 1** Due: *Response*
Week 7	• Video Art Movements • Demo	
Week 8	• Work time	
Week 9	SPRING BREAK	
Week 10	• **Project 2 critique**	**Project 2** Due: *Stasis*
Week 11	• Artist Spotlights • Demo	
Week 12	• Work time	
Week 13	• **Project 3 critique** • Discussion 2 open	**Project 3** Due: *Found Footage*
Week 14	• Individual Meetings • Work time • Discussion 2 due	**Discussion 2 due**
Week 15	• Work time	
Week 16	• **Final Project critique**	**Final Project** Due: *Self-Directed*

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. To research video art. To critique a contemporary artist and analyze the writings of critics.

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. 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 into editing software.

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. Consider: time, rhythm, duration, etc… Time limits: 2-minute minimum to 5-minute maximum. 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: Found Footage Experiment

Objective:
To use only found video and sounds clips. To investigate copyright and appropriation.

Process:
Use found footage (not your own video OR sound) to create a film. No "songs"/music videos. Consider: mash-ups, using clips to Mash-up, using clips to express a story/concept/idea, experiment with the material itself: color, graphic matches, contrasting juxtapositions, speed, frame isolation, layering etc. There is a 5-minute minimum and 10-minute maximum. Must have opening and closing credits.

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 a 10-minute maximum and the piece must be discussed during individual meetings. Must have opening and closing credits.