

SCHOOL OF ART + ART HISTORY + DESIGN

Art360: 30 60 90: Identity and The Moving Image
School of Art, Art History and Design Winter 2017

Lecturer Dan Paz | danpaz@uw.edu

Meeting Time:

M/W 2:30pm-5:20pm

Location:

ART Rm 207/Computer Lab Rm 229

SLN:

10509

Course Description:

This studio course explores four-dimensional forms to reveal the conventions of time within moving images, performance, and the production of digital-based media. Over the course of the term, students will learn to shoot and edit time-based media fitting within the parameters of 30 seconds, 60 seconds, and 90 seconds—a study in form that simultaneously queries our abilities to communicate content.

Accompanying studio work, the class will discuss short-form media ranging from advertising, music videos, public-service announcements, YouTube fan videos, and pirated online material to explore the intersections of gender and race in the short-form media formats (30, 60, and 90 seconds) that have come to dominate popular culture

As each class period will include short lectures, discussion on text and media, and in-studio practicums based on both, students will come away from *30 60 90* with the key practical skills and visual literacy required of a contemporary practice in art.

Readings & Other Requirements:

- All texts and media will be available on Canvas and are subject to change based on the needs of the class.
- Students will need to have access to a cell phone with video capabilities.
- Students will need to purchase a 1Tb external drive.

Grading:

Discussion (& Participation) 20%
30 & Derive Assignment 25%
60 & Staged Assignment 25%
Final 90 Assignment 30%

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Weekly Outline

(subject to change based on the needs of the class.)

Week One

Thursday: Introductions

Course Outline/Assessment

Lecture: Media & Phenomenology and the viewing experience

Watch: *The Strangerer*/ Selective Attention

Readings: Allegory of the Cave/Baudrillard/Deleuze

Week Two—30, Me & The Everyday

Lecture on Advertising & Editing platforms (smart phone, Quicktime, Premiere)

Discussion on Readings

Watch: Hito Stereyl

Studio Exercise on Using Quicktime to re-edit a video into new, 30 second narrative

Reading: *The Poor Image*

Derive Assignment: begin suite of 30-second videos made on phones

Week Three—30, Editing

Editing workshop on editing techniques in Premiere, outputting

Editing workshop on Media Management, Inputting Media, Codecs, Transcoding

Cameras

Discussion on *The Poor Image*, Hito Stereyl, Instagram, You-tube

Studio work

Readings: *Gender as Construct*/ *Coming of Age in Karthide*

Week Four- 30 & Me Critique

Critique

Readings: *Of Mimery and man, Hold it against Me*

Week Five—60, You & The Staged

Lecture on Tableau Vivants/ Public Service Announcements, Music Videos/Fan Vids

Readings: *My Apparently Obligatory Response to 'Formation': in List Form* from Radical Faggot

“Media Hot and Cold” from *Understanding Media* by Marshall McLuhan

Shades of Cool by Sampada Aranke

Camera/Shooting workshop on tutorials on camera, cinematography, scripts. Short narrative

Assignment: begin suite of 60-second videos made on digital SLR or video cameras.

Week Six—60, In-Class Camerawork

Readings: *Losing yourself* by Hartman, “Branding” from *Dark Matters* by Simone Browne

Shooting in teams, on location

Week Seven—60 & You Critique

In-class critique of 60-second videos

Readings: Chapters 1-3 from *Image Matters* by Tina Camp

Week Eight—90, We & The Collaborative Performance

Lecture on Contemporary Artists Define *The Subject*, Film Title Sequences History of Film

Discussion

Collaborative Assignment: begin suite of 90-second videos made on digital SLR or video cameras, exploring script and staging of various scenes with performers.

Editing & sound workshop

Scripting overview

Week Nine—90, In-class studio work

Script supervision/ shooting/editing

Week Ten—90 & We Critique

Critique

Class Participation, Engagement, and Learning Policies

Our expectation is that you will consistently participate and engage in the classrooms and studios with your faculty and peers. It is this in-class participation that will guarantee your learning, contribute to your academic accomplishments, and support your professional goals after graduation. Failure to comply with any of the following will undermine your learning and negatively affect your grade.

1. Absences from class

- Absences from class prevent participation and your participation accounts for 20% of your grade.
- If you miss class due to illness or emergency, notify your instructor immediately, provide documentation, and set-up a timeline to complete missed assignments and exams.

2. Safety

- It is your responsibility to abide by any safety policies outlined in class.
- Taking responsibility for cleaning up is required of all students enrolled in art and design studios. It promotes safety, builds community and demonstrates a sense of responsibility to your learning.
- Spray booths are provided for use of aerosols and their use is mandatory.

3. Academic standards

- Plagiarism is using the creations, ideas, words, inventions, or images of someone else in your own work without formally acknowledging them. This applies to written papers and research as well as to art, design and architectural images. All plagiarized assignments or tests will receive a grade of 0.
- Copy-right Student work along with photos and videos of students are used by the SoAAHD to illustrate our programs. We assume that by participating in SoAAHD classes and activities you have no objection. If you do have concerns please talk with the Academic Advisers in 104 Art.

4. Assignments, examinations and critiques

- It is your responsibility to complete all assignments, take all exams, and participate in all class critiques and discussions as scheduled by your instructor.
- Students are required to take final exams as scheduled by the University of Washington.
- Exceptions to the above may be granted in cases of documented emergencies but must be approved by the instructor.

5. Grading

Grades in Art, Art History and Design courses are based on:

- participation and engagement in the classrooms and studios
- meeting deadlines for the completion of all assignments, exams and critiques
- the quality of the work you submit during the quarter

Incomplete grades are only an option if:

- you have been in attendance and done satisfactory work through the eighth week of the quarter.
- you have furnished satisfactory proof to the instructor that the work cannot be completed because of illness or other circumstances beyond your control

Grade Appeal Procedure if you think the grade you received is incorrect:

- Contact the instructor to discuss your concern.
- If not resolved, make an appointment with the Director of Academic Advising, 104 Art, 543-0646.

6. Building use and policy

Art Building Hours

Mon – Thu	7:00 am – 7:00 pm
Fri	7:00 am – 5:00 pm
Sat	1:00 pm – 5:00 pm
Sun	9:00 am – 5:00 pm

- To work after hours, have your Husky Card programmed for After Hours Access.
- For the Art Building and Sandpoint, go to Art 104, M-F, 8am-4pm. CMA access can be programed at the CMA.
- Anyone in the building after hours is responsible for the safety and security of the building.
- Anyone who allows someone into the building or a workspace, or who props open a door for any reason risks loosing after hours access to the building.
- Students who are not enrolled in classes for the quarter may not use the facilities.
- The campus police frequently monitor the building to insure your safety and security.

Lockers

- Available to rent annually or quarterly in Art 104, M-F 8-4.
- Quarterly rentals must be cleaned out at the end of each quarter.
- No flammable or combustible items may be stored in lockers.

Exhibitions in the buildings

- Instructors and students must get approval from the Administrator of the

School of Art to install work outside the classroom. (Use of hallway bulletin boards and glass cases do not require approval.)

- Submit a written description of the proposal two weeks prior to installation to the SoA Administrator, 102 Art. Forms are available in 104 Art.
- The approval process considers issues of location, health and safety, fire code, environmental factors and potential building damage prior to approval.

7. Equal Opportunity

The School of Art reaffirms its policy of equal opportunity regardless of race, color, creed, religion, national origin, gender, sexual orientation, age, marital status, disability, or status as a disabled veteran or Vietnam- era veteran in accordance with UW policy and applicable federal and state statutes and regulations.

8. Violence Awareness and Prevention

- Preventing violence, discrimination, harassment, and retaliation is everyone's responsibility.
- Call 911 for emergency help. Call 206-685-SAFE to report non-urgent threats or concerns.
- SafeCampus is a resource for the entire UW community. This office provides conflict resolution, addresses concerning or prohibited behaviors, suicide or self-harm prevention and support, relationship violence and more. If you need any help or have questions, contact SafeCampus: www.washington.edu/safecampus or 206-685-SAFE.
- Concerns about sexual harassment: <http://studentlife.washington.edu/?s=title+ix>
- <http://depts.washington.edu/livewell/saris/sexual-harassment/>
- Don't walk alone. Campus safety guards can walk with you on campus after dark. Call Husky NightWalk 206- 685-WALK (9255).
- Connect to UW Alert. Register your mobile number to receive instant notification of campus emergencies via text and voice messaging. Sign up online: www.washington.edu/alert

9. Disability Accommodation

- To request academic accommodations due to a disability, please contact Student Disability Services, 448 Schmitz, (206) 543-8924 (V/TTY) or uwdss@u.washington.edu.
- If you have a letter from Student Disability Services requesting academic accommodations, please present this to your instructor on the first day of class.