

Lingnan University
Department of Visual Studies
B.A. (Honors) in Visual Studies

Course Title	: Video Art
Course Code	: VIS358/3001
No. of Credits/Term	: 3
Mode of Tuition	: Studio-based, guided practice
Class Contact Hours	: 1.5 hours lecture and 1.5 hours studio practice
Category in Major Programme	: Programme Elective
Prerequisite(s)	: None
Co-requisite(s)	: None
Restriction(s)	: Maximum enrolment –15students
Exemption Requirement(s)	: N/A

Brief Course Description

Video technology plays an important role in the information age. Video equipment or devices that have video recording functions embedded in them are widely available nowadays. The general public has access to such equipment--in various forms and with different standards and specifications--as do media professionals. Video presentation can animate personal communication, enrich entertaining activities, empower artistic expressions, vivify educational functions and enhance workplace performance. The ability to manage audio-visual presentations will be a skill needed to communicate effectively in the near future. Most video production equipment is portable, which empowers individuals to produce different types of visual evidence and visual expression with limited resources and in connection with various persuasive, artistic, and creative strategies.

This course will provide training focused on managing a complete video project, from conceptual development, project planning, camera operation, video editing, and audio manipulation through to the completion of a video work. Several cinematographic theories and techniques of storytelling will be further introduced and explored in the studio setting. The video project also serves as a creative platform for intellectual sharing, with students being invited to further investigate their academic interests and their relation to local art issues while making a video based on them. There will be also a series of mapping activities and in-class presentations which facilitate active learning.

Syllabus Keywords:

Video technology, Moving Images, Audiovisual Media, HD Camera, Editing Techniques, Research Expression

Aims

This course is designed to:

1. introduce students to basic cinematography.
2. develop students' ability to manage audio-visual presentation.
3. develop practices of research expression

Indicative Content

1. Video Basic Concepts
2. Film language and Video Terminology
3. Techniques of story telling
4. Production Workflow
5. Editing Techniques
6. Teamwork management

Teaching Method

Lectures, video exercises and studio projects

Learning Outcomes

On completion of the course, students will be able to:

- i) manage a video project

- ii) understand and apply terms that are commonly used in the video/film industry
- iii) demonstrate a variety of production skills and techniques in project design, video production and editing.

Assessment

Active class participation	30%
Project proposal	30%
Video project	40%

* includes rough-cut (15%), project statement (10%) and final-cut (15%)

Active class participation

This mainly focuses on the effort put into learning and the active involvement in the video exercises and discussions.

Project proposal (3-5 pages)

The proposal may include concepts, project description, storyboard, action plan and schedule.

Video project: rough-cut (less than 15 minutes)

A screening session will be arranged for each rough cut during mid-term. The rough cut should be sufficient to show the basic sequence of the final work.

Video project: final-cut (around 8minutes) and project statement (1-2 pages)

The project statement consists of a few short paragraphs prepared with the potential audience of the video work in mind. It usually includes a brief description of the storyline and the possible extended meaning of the project. In short, the function of the statement is to introduce and identify the video project to external viewers.

Measurement of Learning Outcomes

Students' progress towards the learning outcomes outlined above will be measured by means of:

1. Active participation in class which requires students to take an active role in class discussion and exercises; regular attendance is one of the basic criteria for active participation. This participation reflects students' willingness to learn, and their ability to apply common terms that are used in video/film practice.
2. A video team project (video duration: 10 minutes) which requires students to conceptualize a video project and execute the agreed upon project. The students are expected to apply/integrate academic knowledge which is developed from other university courses into their video project. The rough-cut, project statement and final-cut assessment are opportunities for students to demonstrate their ability in project design, video production and editing. In order to differentiate individual achievements in group projects, each team is expected to submit a production schedule which lists individual contributions to the project.

Required Readings

Bordwell, David, and Kristin Thompson, *Film Art: An Introduction*. Boston: McGraw Hill, 2008.

Spielmann, Yvonne , trans, *Video : The Reflexive Medium*. Cambridge, Mass. : MIT Press, 2008.

Supplementary Reference

Biemann, Ursula, ed., *Stuff It : The Video Essay in the Digital Age* .Zürich : Edition Voldemeer ; New York : Springer Wien, 2003.

Cubitt, Sean, *Timeshift : On Video Culture*. London , New York : Routledge, 1991.

Elwes, Catherine, *Video Art : A Guided Tour*. London ; New York : I.B. Tauris ; London : In Association with University of the Arts ; New York : In the United States of America and in Canada distributed by Palgrave Macmillan, 2005.

Lovejoy, Margot, Englewood Cliffs, Postmodern Currents : Art and Artists in the Age of Electronic Media. N.J. : Prentice Hall, 1992.

Manovich, Lev, The Language of New Media. Cambridge, Mass. : MIT Press, 2002.

Meigh-Andrews, Chris, A History of Video Art : The Development of Form and Function. Oxford ; New York : Berg, 2006.

Todd, Tamara, ed., Screen/Space : The Projected Image in Contemporary Art. Manchester, UK ; New York : Manchester University Press, 2011.

Important Notes:

- (1) Students are expected to spend a total of 9 hours (i.e. 3* hours of class contact and 6* hours of personal study) per week to achieve the course learning outcomes.
- (2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
- (3) Students are required to submit writing assignment(s) using Turnitin.
- (4) To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.

* Numbers of hours are subject to adjustment for individual courses.