Course Description

This 3 credit studio intensive course will explore the potential of digital video. The emphasis will be on the conceptual and experimental, rather than conventional narrative. We will first become comfortable with the technical aspects of video shooting and editing with Final Cut Pro through a series of exercises and demos and then allow for more ambitious and personal projects. Additionally, basics compositing in After Effects and motion graphics will also be covered. Readings, discussions, critiques concerning art video history will complement the course. The goal will be to become skilled at conceiving, shooting, and editing compelling digital video projects. This studio also provides graduate students opportunities to expand their practices, using video to explore and develop conceptual themes of their current research interests.

Objectives

Students will demonstrate understanding of the following principles and techniques through studio assignments:

• inventory, capturing to Final Cut Pro
• scripting, storyboarding
• shooting
• editing
• sound recording: ambient vs. directional, fades and effects
• exporting footage for display and web
• DVD design and burning with menus
• an understanding of the video camera as an art-making tool
• basic compositing in After Effects
• become more critical observers of media
• develop a research oriented practice that incorporates contemporary theory surrounding time-based work
• continue to refine the craft of four dimensional composition, color and form
• understand video within the context of digital media art

Course Structure

WEEKS 1-5 intro video art, time, space, body
WEEKS 6-11 history, materiality, identity
WEEKS 12-16 participation, activism, installation, motion graphics, project development and critique

Materials

required texts
subscription to lynda.com

Readings may also include articles and include selections from the following as well as other online resources provided by the instructor.

Video: The Reflexive Medium by Yvonne Spielmann

"Emergence of Video Art" from Video Art by Michael Rush


Margaret Morse, "Video Installation Art: The Body, the Image, and the Space-in-Between." In Ed Hall and Sally Jo Fifer, eds. Illuminating Video: An Essential Guide to Video Art.


Steve Mann, "Reflectionism and Diffusionism: New Tactics for Deconstructing the Video Surveillance Super
If you are having difficulties for any reason in understanding the material, keeping and making up late assignments is not fair to the students who were on time. Late assignments are made up unless you have an excused absence or have contacted me in advance. If you arrive late and miss the better part of an in-class assignment, you are welcome to do the assignment on your own time, but I will not accept it as a late assignment for participation grade.

Three late marks count as an unexcused absence. If you know that you will be late or absent, please let me know in advance by contacting me at kgladdys@ufl.edu. Both lateness and absence will also have an effect on your attendance, which will be recorded as late. I will take attendance at the beginning of each class. If you are not present at that time, you will be marked as absent unless you see me at the end of class letting me know that you came so I can correct my attendance sheet. You are expected to stay for the entire class period. I generally check to see who is around after the break. If you leave, your attendance will be recorded as late.

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Grades and Evaluation
The purpose of grading is to clearly and accurately pinpoint the strengths and weaknesses of your progress. You will receive grades on all assignments and receive a progress report and meet with me individually at mid-term. This report will evaluate progress, note strengths and areas for improvement. Your overall grade will be based on your understanding of the information and ideas discussed, and your formal, technical, and conceptual progress as demonstrated in projects and exercises, and professionalism during the course.

Students will be evaluated through exercises, participation, research, presentations, and technical proficiency with the various software applications, their aesthetic application, and problem solving. For more information on UF policies on grade points, see http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html.

Distribution of Grades
Projects Total 60% = Project 1 (15%) + Project 2 (25%) + Project 3 (20%)
Class Participation Total 40% = attendance, participation in class discussions, reading responses, asking/answering questions, teamwork, coming to class with all materials, general preparation, and proper classroom etiquette, in-class experiments, keeping up with process work on blog, assignments, homework, quizzes, and exercises.

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
<td>100–94: superior work, all criteria have been surpassed in a distinguished manner</td>
</tr>
<tr>
<td>A-</td>
<td>93–90: superior work, all criteria have been surpassed</td>
</tr>
<tr>
<td>B+</td>
<td>87-89: very good work, all criteria have been surpassed</td>
</tr>
<tr>
<td>B</td>
<td>83-86: above average work</td>
</tr>
<tr>
<td>B-</td>
<td>80-82: slightly above average work</td>
</tr>
<tr>
<td>C+</td>
<td>77-79: adequate, average work</td>
</tr>
<tr>
<td>C</td>
<td>73-76: adequate work (br/) 70-72, less than adequate work (br/) D+ 67-69: barely meeting criteria</td>
</tr>
<tr>
<td>D</td>
<td>63-66 barely meeting criteria</td>
</tr>
<tr>
<td>D-</td>
<td>60-62 barely meeting criteria</td>
</tr>
<tr>
<td>E</td>
<td>59-0: failure to meet criteria</td>
</tr>
</tbody>
</table>

What constitutes participation?
- contribution to class discussions
- asking relevant questions
- thoughtful responses
- consideration for classmates
- attendance
- positive attitude and open mind

Attendance + Participation
This class is very experiential and experimental in nature. We will do a lot of in-class activities for which you will get credit. Many of these activities can not be "made up" outside of class. You will miss out on a great deal if you do not come. There is a correlation in studio classes between attendance and final grades. You have a better chance of doing well if you come to class. Only three (3) unexcused absences will be allowed. Every unexcused absence beyond this will lower your grade by a letter grade. A total of seven absences, excused or unexcused, will result in a grade of "E" for the class. Excused absences include religious holidays, a verifiable death in the immediate family or with a doctor's note.

expectations for class participation
Participation by all members is critical to the success of this class. Excellent participation is a given and includes contributing to ongoing discussions and critiques, suggests alternative ways of approaching projects, along with a thoughtful process and strong work ethic. Participation is evaluated with respect to both quality and quantity.

lateness and leaving early
I will take attendance at the beginning of each class. If you are not present at that time, you will be marked as absent unless you see me at the end of class letting me know that you came so I can correct my attendance sheet. You are expected to stay for the entire class period. I generally check to see who is around after the break. If you leave, your attendance will be recorded as late. Three late marks count as an unexcused absence. If you know that you will be late or absent, please let me know in advance by contacting me at kgladdys@ufl.edu. Both lateness and absence will also have an effect on your participation grade.

late assignments
The three major projects for this class need to be completed on time. If you turn a project after the deadline, 10% will be deducted for each day the project is late. In-class assignments that are 10 points or less may not be made up unless you have an excused absence or have contacted me in advance. If you arrive late and miss the better part of an in-class assignment, you are welcome to do the assignment on your own time, but I will not give credit for it. It is not fair to the students who were on time.

keeping and making up
If you are having difficulty in understanding the material and completing the work for this class, I would be more than happy to work with you. You can come to my office hours (check before)
Respect

I want this class to be fun and meaningful with everybody feeling comfortable to contribute to the dialogue. This is how we learn. Effective learning/teaching is a creative and co-constructed experience with give and take between teacher and student and between student and student. Key to facilitating an environment for learning is respect. Disruptive and disrespectful behavior make for stressful atmosphere which is not conducive to learning. Please observe the following class policies.

- Be professional; be on time. Walking in late or not being prepared is disruptive to others.
- You are expected to stay for the entire class.
- Cell phones need and pagers to be turned off before class starts.
- In group projects, you are expected to do your share of the work and communicate effectively with others in your group ie. giving correct contact information to the rest of the group, responding to emails and phone calls regarding the group project, attending meetings to work out assignments and schedules.
- Most of my communications outside of class with individuals as well as the class are done via email, please check your UFL account regularly for updates and additional course information.
- Address me and your fellow students respectfully both in person and in e-mail.
- Pay attention during class, no surfing that is not relevant to the topic at hand, texting, reading newspapers, doing work for other classes.
- Listening to other students and myself while they are talking and not carrying on conversations or interrupting while others have the floor.
- Students will conduct themselves with personal integrity and honesty. See UF policies below.
- Common courtesy--treat others as you would like to be treated.

What you can expect from me

- end class on time or within two minutes of scheduled ending time unless previously notified
- answer students' email within 24 hours or less (usually less) unless I am out of the country or in a place where there is not email. My office phone is NOT the best way to reach me as I am often in the lab teaching or in my studio working. Face to face communication in class or email are the preferred methods of communication.
- return assignments in a timely manner
- be available during my office hours. If I am not in town, I will let you know in advance if I am not able to attend office hours.
- listen to student concerns and questions.
- explain and answer questions regarding the topics of the class.
- answer students' questions either with a solution or a reference to a relevant resource
- abide by the grading scale above and not change dates for turning in assignments unless the class as a whole has agreed upon the change.
- inform students of their progress in the class at the midterm

general university policies and services

UF STUDENT GUIDE

This resource covers most policies and procedures important to students • http://www.dso.ufl.edu/stg/

accommodations for students with disabilities

I will make every attempt to accommodate students with disabilities. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. Disability Office – http://www.dso.ufl.edu/DOS/

contacts for university counseling services

Includes personal, academic, crisis and career services. Dial 392-1575.
University Counseling Services/ Counseling Center
301 Peabody Hall P.O. Box 114100,
University of Florida Gainesville, FL 32611-4100
Web: www.counsel.ufl.edu

contacts for student healthcare center

Dial 911 for medical emergencies.
Dial 392-1161 for urgent after-hours medical questions.
Dial 392-1171 for after-hours mental health assistance.

http://www.health.ufl.edu/shcc/

environmental health and safety

http://www.arts.ufl.edu/art/healthandsafety

Each student must complete a H&S STUDENT WAIVER FORM (available next to the copier in the SAAH office) and on-line (see address above). Waivers must be turned into the SAAH Director of Operations before the end of the 2nd week of classes. Here is the section of the H&S Guidelines specific to Art and Technology

Appendix I:

Area Specific Information: Art and Technology

1. Hazards of Materials

- Batteries, old monitors, lamps from digital projectors if broken may release mercury.
- THERE ARE NO KNOWN HEALTH HAZARDS FROM EXPOSURE TO LAMPS THAT ARE INTACT.

2. Best Practices

- Though not much is generated, the Digital Media technician is certified for handling Hazardous Waste by the University of Florida. For installations or sculptural elements, please cross-reference with other area specific information as needed.

3. Links

n/a

4. Area Rules

All users of the studio classrooms are expected to follow studio area rules at all times. If you have any questions, ask your instructor.
* Follow all SA+AH Health and Safety handbook guidelines (the handbook should be reviewed by your instructor and can be found at: www.arts.ufl.edu/art/healthandsafety)
* Follow the SA+AH Satellite Waste Management Chart in the classroom and other health & safety guidelines posted for your media.
It is your responsibility to check the class website in a regular basis. Generally, I announce any changes to the syllabus in class.

Critical Dates on the University Calendar

http://www.reg.ufl.edu/dates-critical.html

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