

MEDIA PRODUCTION WORKSHOP

SUBTITLE: VIDEO ART

COMM 354 – SUMMER 2016 – CAC 301

University of Wisconsin-Stevens Point

Lab: MTR 6-9 PM

Final Lab Critique: June 16th 7-9PM

This is a Hybrid course.

Faculty Info:

Chris Shofner
Assistant Professor
Office: CAC 312
Email: cshofner@uwsp.edu
Phone: 715-346-3601

Office Hours:

MTR 5-6 PM and by appointment

Course Description:

Students will be exposed to the history and contemporary practices of Video Art. Students will identify the principles, procedures and techniques of Video Art while analyzing and developing aesthetic judgments about form through lectures, readings, discussions, examinations, written assignments, video screenings and equipment demonstrations. Students will develop competence and creativity in various stages of video art production by producing an original work of Video Art and participating in class-wide critiques.

Course Objectives:

1. Students will be able to identify historical and contemporary practices in video art.
2. Students will analyze and develop aesthetic judgments about video art works.
3. Students will create an original work of video art.

Required Supplies:

1. Headphones
2. Personal Hard Drive (USB 3.0)

Outline: (Subject to Change)

WEEK 1

May 31 Introduction, Watch “Video Art”, Project Introduction

June 2 Project 6-9PM (one-on-one preproduction meetings)

On your own: Watch “Video Art and Performance”
Watch “The Medium is the Message” and Neil Postman
Read Week 1 Documents
Weekly Discussion and Progress Report Due (June 4th 11:59 PM)

WEEK 2

6 Project 6-9PM (Discuss McLuhan and Postman)

7 Project 6-9PM

9 Project 6-9PM

On your own: Watch Video Art as Installation/Sculpture
Watch Video Art and Music
Watch Video Art: Experimentation and Feature Length
Read Week 2 Documents
Weekly Discussion and Progress Report Due (June 11th 11:59PM)

WEEK 3

13 Project 6-9PM – Work in Progress Critique (Must Show Something for Feedback)

14 Final Exam and then Project time until 9PM

15 Weekly Discussion Due (11:59PM)

16 Project time 6-7PM: Final Project Critique 7-9PM

17 Final Project Paper Due

On your own: Read Week 3 Documents

Assignment Descriptions:

Watch: Students will watch assigned works of video art online.

Read: Students will complete assigned reading regarding history, theories, and artists related to video art.

Discussion: Students will respond to questions and ideas in an online discussion forum based on the weekly screenings and readings.

One-on-One Meeting(s): Students will discuss the project that they wish to create including concept, theory, and logistics.

Work in Progress Report: Students will send an online update of their project's progress. The instructor will give feedback.

Work in Progress Presentation: Students will present their work in progress during the lab time for class-wide feedback.

Final Critique: Students will present their completed video art project for class-wide critique.

Final Exam: Students will be examined on their knowledge of video art works. Students will identify assigned works of art by artist and title.

Demo: The instructor will demonstrate equipment and software during the Lab time.

Preproduction: This is a time for students to prepare all of the details before beginning production.

Production: Typically, cameras are rolling.

Postproduction: The final phase of production. This typically includes video and audio editing, among other things.

Assignment Policy: Late assignments will not be accepted.

Students are responsible for all course materials, including, but not limited to: class lectures, handouts, reading assignments, projects, labs, and quizzes. Assignments and

due dates may be changed at the instructor's discretion with fair notice to students. Please see the attached tentative course schedule for specific assignments and due dates.

Typically: Course materials for each Week will open up on Sunday at Midnight and weekly materials are due on Saturday at 11:59PM.

Attendance Policy:

Students are expected to attend class regularly. If a student must be absent the day a presentation/project or exam is scheduled, s/he must notify the instructor prior to class time. No make-ups will be given if the instructor is not given a legitimate excuse before the time of the assignment due date.

Grading:

Final Exam	20%
Discussion Questions	20%
Work in Progress Reports	10%
Work in Progress Critique	10%
Final Project	30%
Final Project Paper	10%

Grading Scale: A= 94-100%; A-= 90-93%; B+= 87-89%; B= 83-86%; B- =80-82%; C+=77-79; C=73-76%; C-=70- 72%; D+=67-69%; D=63-66%; D-=60-62% F= Below 60%

Electronic Device Policy:

Do not use cellular phones or other electronic devices (i.e. social media) during class instruction time. In addition, students are asked to use classroom computers for class work only.

D2L Notification:

The instructor will send information to students through the campus computer system. Therefore, students **MUST** check their UWSP campus email and D2L on a regular basis.

Americans with Disabilities Act Statement:

The Americans with Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. For more information about UWSP's policies, check here:

<http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf>

If you have a disability and require classroom and/or exam accommodations, please register with the Disability and Assistive Technology Center and then contact me at the beginning of the course. I am happy to help in any way that I can. For more information, please visit the Disability and Assistive Technology Center, located on the 6th floor of the Learning Resource Center (the Library). You can also find more information here: <http://www4.uwsp.edu/special/disability/>

University Handbook Statement:

UWSP values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, we have developed a set of

expectations for all students and instructors. This set of expectations is known as the *Rights and Responsibilities* document, and it is intended to help establish a positive living and learning environment at UWSP. Click here for more information:

<http://www.uwsp.edu/stuaffairs/Pages/rightsandresponsibilities.aspx>

Academic integrity is central to the mission of higher education in general and UWSP in particular. Academic dishonesty (cheating, plagiarism, etc.) is taken very seriously. Don't do it! The minimum penalty for a violation of academic integrity is a failure (zero) for the assignment. For more information, see the UWSP "Student Academic Standards and Disciplinary Procedures" section of the *Rights and Responsibilities* document, Chapter 14, which can be accessed here:

<http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/SRR-2010/rightsChap14.pdf>