

## GSAPP Spring 2014 - VISUAL STUDIES WORKSHOPS

### Session A: A4718 – Cinematic Communication

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Digital video is an excellent tool for expediently gathering rich information about our surroundings. However, its raster format poses a distinctly different kind of challenge (relative to vector-based formats) when it comes to precise studies and accurate simulation of physical phenomena. This workshop focuses on digital video as a tool for dissecting and reinventing the physical environment. It is designed to introduce students to the architectural potential within the advanced features of Adobe Premiere and basic functions of Adobe After Effects. Presentations and discussions throughout the workshop are organized around two brief assignments that will cover advanced pre-production techniques, advanced motion graphics, and basic compositing techniques.

#### Format:

The students will prepare short films to fulfill assignment requirements after receiving technical and theoretical instruction on various aspects of video production. After the first class day, sessions will alternate between the presentation of technical material in the form of workshops and screenings of student work side-by-side with class discussion of concepts related to the class topic.

#### Coursework:

The semester is divided evenly between 2 assignments. Daily sessions will include technical presentations on the basic functions of each software package as applicable to the current assignment and group discussion in which completed assignments will be critically analyzed and evaluated.