

GSAPP Fall 2014 - VISUAL STUDIES WORKSHOPS

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Session A: A4718 – Cinematic Communication

John Szot Thursday 8-10pm 114 Avery

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 (80%)

There are two short assignments and one main assignment for this workshop. Please refer to the assignment descriptions released throughout the workshop for details.

Participation (20%)

Portion of the semester's final grade based on attendance, weekly exercise submissions, and active participation in class discussion.

Assignments:

Assignment 1 (20%) - Montage Exercise

Assignment 2 (20%) - Composite Exercise

Assignment 3 (40%) - Comprehensive Exercise

Required Materials / Assignment Submission

The following text(s) are recommended reading for the workshop and pursuing further background on the topics covered in presentations:

What is Architecture? (Paul Shephard)
Theory of Film (Sigmund Kracauer)
The HDRI Handbook (Christian Bloch)
The Art and Science of Digital Compositing (Ron Brinkmann)
Matchmoving: the Invisible Art of Camera Tracking (Tim Dobbert)

Assignments must be turned in by the due date (see schedule). Guidelines for submitting final work will be determined 1 week prior to the due date and posted on this portal.

Finally, all class work must be represented by digital content on the class's Vimeo group. This will be the official point of collection for weekly assignments, the final assignment, and stills for Abstract submission. Students will not be awarded credit for work unrepresented in the Vimeo group.

Submitting Work and Class Participation

Every student must apply for admission into the class Vimeo group in order to participate in the workshop. This requires a Vimeo account which can be established for no cost. You can find more information about establishing a free Vimeo account at the Vimeo website: <http://www.vimeo.com>. Once you have been granted access to the class Vimeo group, you will use this group to submit all coursework for class credit.

Course Grading

Establishing grades for research and projects of a creative nature is a more complex matter than grading in other academic areas. While any assignment contains certain quantifiable elements by which it may be evaluated, a significant portion of each grade is derived from a broader, more subjective set of issues. With respect to the assignments in this course that require a constructed response, the criteria for establishing a grade is as follows:

HIGH PASS (HP) - outstanding work

Class participation is at an above-average level. Assignment is complete at all levels and surpasses the expectations with respect to clarity, inventiveness, impact, appropriateness, and graphic ability (if applicable).

PASS (P) - good work

Class participation is at an acceptable level. Assignment is complete at all levels: it is well researched and the ideas presented within are diligently pursued. This is the expected level of performance for the class.

LOW PASS (P) - average work

Class participation is mediocre. Research is not fully developed/thorough. For example, a brilliant concept and a casual product, or a weak idea, an indifferent development, and a good end result.

FAIL (F) - poor work

Assignments are either missing or unacceptable and there is a total lack of participation in class discussion. Note that this grade will also be assigned when a student has missed an extended amount of class (more than two classes) without official prior notification or proper excuses.

Attendance

Students are expected to attend classes regularly and promptly. Two unexcused absences from class will constitute a failing grade for the course.

Excuses for tardiness or absence will only be granted on ground of medical or family emergency. Proof must be provided in such cases in the form of official letterhead from the proper authority (i.e. your doctor). Outside employment is not an excuse for incomplete work or absence from class. Students will not be penalized for absences due to religious observance. However, the student still may not miss more than two class sessions. It is the student's responsibility, prior to registering, to assess the number of holidays that will arise during a given semester and their impact on attendance. The student, in consultation with the major department, should make a determination as to whether or not the given semester is the appropriate time to take a particular class. Accommodations for such circumstances will be determined by the department head. The student must inform the instructor at the beginning of term of any anticipated absences due to religious observance.

Policy on Data Loss and Working with the Computer

This course requires the use of digital media for storing and transmitting required coursework. Learning good data management practices constitutes a portion of the class agenda. As such, computer failure or other forms of computer data loss will NOT be accepted as a legitimate excuse for late work.

Working with computers is always a risky business as some computers can behave unpredictably, especially in experimental situations. Each student must act responsibly and make backup copies of personal data at every convenient opportunity. The safest way to do this is to copy data to a portable medium that can be stored in a secure location. Simply making extra copies of files and storing them on the same hard drive is not enough. The 'zero-tolerance' position in this matter is a result of the fact that lenience on this issue is far too easily abused.

LOSS OF COMPUTER DATA WILL BE INTERPRETED AS LACK OF PERSONAL RESPONSIBILITY. EACH STUDENT IS EXPECTED TO TAKE PRECAUTIONARY MEASURES AND MAKE COPIES OF PERSONAL DATA DURING AND AFTER EACH WORK SESSION.

