

COURSE CONTENT

Course Code	DP3010
Course Title	Moving Image for Media Artists
Pre-requisites	DN1012 Black and White Film Photography; <u>or</u> DP2000 Photo Imaging I: Black and White Film Photography; <u>or</u> DP2001 Digital Photography
No of AUs	3
Contact Hours	39 hours studio contact
Course Aims	
<p>In this intermediate-level course you will explore the creative space that lies between image, sequenced image, motion-graphic, and video. Using the image as a starting point, you will explore how time-based processes can add extra dimensions to your visual explorations. You will expand imagery into time-based artistic formats and produce video art installations that can be presented in an exhibition context. You will also gain a basic understanding of genres and forms of Video Art and other artist's moving image work within contemporary art and wider media practice.</p>	
Intended Learning Outcomes (ILO)	
<p>By the end of the course, you should be able to:</p> <ol style="list-style-type: none">1. Describe technologies, equipment and processes used to create video art.2. Develop a range of techniques that critically investigate moving photographic and video imagery.3. Apply motion techniques to images to create original, time-based screenwork.4. Present, evaluate and reflect on the effectiveness of artistic moving image sequences to communicate an original idea.5. Constructively discuss and critique video art concepts, formats, techniques and media employed by peers.	
Course Content	
<p>In this course, you will create artistic projects utilising time, movement and sound. This class will enable you to explore the ways that time-based lens work can be added to your skill set. We will work with the principles of rhythm and structure, sequencing and framing, to methods of presenting and exhibiting the results, by mastering the technical demands of this exciting medium. Particular emphasis will be placed on the application of techniques to put the static image in motion. The aim is to develop an objective understanding of time-based media and the application in an artistic context. Grounded in the knowledge of capturing and editing techniques, a special emphasis lays on your unique creativity and individual methodologies.</p> <p>Image acquisition and post-production</p> <p>Through practice-based exercises and project assignments, you will learn essential and advanced image acquisition techniques and post-production workflows required for artistic moving image projects.</p> <p>Moving Image in an artistic context</p> <p>The course begins with an investigation into artistic projects, the concepts behind them and the form of presentation. This includes examining the context, style, content and form of presentation. This is then applied to your individual projects. Technical aspects such as composition, lighting, colour, camera movements and editing strategies will be explored.</p>	

Artistic considerations

What makes a good composition? How can you address your audience? Which role do audio and other senses play? Through analysis of a variety of examples, you will develop a sense of creative considerations and their role in creating successful moving image projects.

Beyond traditional narrativity

You will receive a basic introduction to newly emerging and evolving story-formats that deviate from traditional forms. This may include installations, exhibitions, interactive and multiscreen storytelling, immersive environments such as VR, and augmented reality. The aim of this section is to gain a basic familiarisation with the terms and the different requirements for conceiving narratives.

Class assignments

You will produce four creative projects that demonstrate visualising and capturing movement, exploring time, storytelling through framing of image sequences, and enhancing the project through various editing techniques. These assignments will culminate in a final project which will include exploration in forms of presentations. Classes will consist of mini-lectures, demonstrations, and activities that may be included in the assessment.