Assignment 03 (due: 4/4/2016)

Experiments in Space and Motion: The Living Gallery

For this project I would like you to creatively investigate existing artworks through the use of chroma-keying and compositing strategies. First, find an existing artwork of interest, this can be 2D (print, painting, drawing), 3D (sculpture, installation) or time-based (video art). Then create a video intervention that comments, critiques or responds to this artwork by inserting new video elements into it. These new video elements can interact with structural and formal elements of the chosen artwork and/or also conceptual elements.

Research the history of the work(s) you are working with, who created them? Under which conditions? What was the artist inspired by and which strategies did they use to express their ideas? Answers to questions such as these could become good starting points for ideas.

Key points:
• Create a video that responds to an existing artwork (2D, 3D or time-based) by inserting new video elements into it using techniques of chroma-keying and compositing.
• The maximum length of this video should be around 2:00 minutes.
• The format of the video should be an H.264 mp4 file with 29.97 fps, full HD resolution (1920x1080) and 320kbps AAC encoded sound.
• Along with the video file turn in a written project description (2 paragraphs) that covers the following points:
  o Title of your work
  o Title of the work you are responding to, artist name, year of creation and any other aspects of it that are relevant to understanding your intervention.
  o How does your intervention relate to the original work? How do new video layers and original content interact and which meaning emerges from these interactions?

Directly Related Projects

• Student project: Chris Capen, He Chen, Chen Cheng, Mike Chen, Living Gallery, 2015.

• Artist project: Hermine Freed, Art Herstory, 1974. https://www.youtube.com/watch?v=3vC1y6fLLY0
Other Artworks of Interest that use Chromakeying Techniques:

• See the course reader REWIND, Program 5: performance of video imaging tools (we will have artist presentations on a few of these work on March 7)


  https://vimeo.com/90339479

• Betzie Ajsivinac, Eva Flick, Savannah Mick, Yao Xiao, *Intersecting Shapes*, 2015

Other Works that use Artistic Interventions/Responses to Existing Artwork


  http://rhizome.org/editorial/2016/feb/12/this-is-what-happens-when-art-meets-rappers/


Technical Resources

• Tips for setting up shots for chroma-keying http://generalspecialist.com/greenscreen-and-bluescreen-checklist/

• Creating a green screen key using Ultra key (Adobe Premiere CS 5.5) https://helpx.adobe.com/premiere-pro/atv/cs5–cs55–video-tutorials/creating-a-green-screen-key-using-ultra-key.html

• Overview: Keying in After Effects https://helpx.adobe.com/after-effects/using/keying.html