AD30400 Video Art
Prof. Fabian Winkler
Spring 2014

AD30400 Video Art

AD30400 is an introductory class dedicated to the artistic potential of digital video. The class consists of technical workshops (focusing primarily on the video production tools in the Adobe CS suite), creative assignment work and the research, screening, analysis and discussion of existing works related to the field. The class starts with an introduction to the video camera and the digitizing and editing of video footage. In the next step, students explore the use of light and learn compositing techniques. After the acquisition of basic techniques in the production, post-production and distribution of traditional linear video, students will apply their knowledge toward the creation of non-linear video, which includes new artistic forms such as Vjing, video loops, installation and non-linear narratives. Each thematic unit will be accompanied by student research presentations on relevant artists from the course reader “REWIND – A Guide to Surveying the First Decade: Video Art and Alternative Media in the U.S., 1968–1980.”

Course Number: AD30400
Professor: Fabian Winkler
Mondays/Wednesdays, 2:30–5:20pm
FPRD204 and PAO B179
Course web site: http://web.ics.purdue.edu/~fwinkler/AD30400_S14

Contact Information

Fabian Winkler, Associate Professor
Office: FPRD202
Office hours by appointment
E-mail: fwinkler@purdue.edu
Telephone: 49–40160 (office)
### Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Activity</th>
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<tbody>
<tr>
<td>01</td>
<td>Monday, 1/13/2014</td>
<td>Fabian out of town (setting up an exhibition at James Madison University and giving an artist talk). Students should go through course syllabus, start ordering required materials and look at course reader “REWIND.”</td>
</tr>
<tr>
<td></td>
<td>Wednesday, 1/15/2014</td>
<td>Fabian out of town (setting up an exhibition at James Madison University and giving an artist talk). Students should decide on an artist from “REWIND” reader for their presentation. Read assignment 01.</td>
</tr>
<tr>
<td>02</td>
<td>Monday, 1/20/2014</td>
<td>No classes. Martin Luther King, Jr. Day. Deadline to send artist choice to Fabian by e-mail: <a href="mailto:fwinkler@purdue.edu">fwinkler@purdue.edu</a>.</td>
</tr>
<tr>
<td></td>
<td>Wednesday, 1/22/2014</td>
<td>FPRD204: Introduction to the digital video camera (HD and SD formats). Cables and connectors. Camera workshop and experiments. Finalize schedule for student artist presentations. No class, all Purdue classes suspended.</td>
</tr>
<tr>
<td>03</td>
<td>Monday, 1/27/2014</td>
<td>Individual Meetings w/ Fabian to discuss ideas for assignment 01. FPRD204: Introduction to the digital video camera (HD and SD formats). Cables and connectors. Camera workshop and experiments. Presentation of student work from previous classes and work relevant to assignment 01. Finalize schedule for student artist presentations.</td>
</tr>
<tr>
<td></td>
<td>Wednesday, 1/29/2014</td>
<td>Student introductions. Introduction to the moving image, presentation of student work from previous classes and work relevant to assignment 01. Individual Meetings w/ Fabian to discuss ideas for assignment 01.</td>
</tr>
<tr>
<td>04</td>
<td>Monday, 2/3/2014</td>
<td>Video workshop 01: connecting students' hard drives, Premiere workflow: setting up a project, digitizing, TV/video standards.</td>
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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>02</td>
<td>2/5/2014</td>
<td>Presentation of assignment 01. Give out assignment 02. Video editing: history, strategies and techniques. Video workshop 02a: video format conversion in MPEG Streamclip. Class cancelled due to weather. Read assignment 02 description on class website and read workshop handouts on video format conversion, simple editing in Premiere and montage/continuity strategies.</td>
</tr>
<tr>
<td>05</td>
<td>2/10/2014</td>
<td>Presentation of assignment 01. Video workshop 02b: editing, exporting in Premiere.</td>
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<tr>
<td></td>
<td>2/12/2014</td>
<td>Individual Meetings w/ Fabian to discuss ideas for assignment 02.</td>
</tr>
<tr>
<td>06</td>
<td>2/17/2014</td>
<td>Student artist presentations 01: Bovey on Bill Viola; Courtney on Terry Fox and Aaron on Charlemagne Palestine. Continue to work on assignment 02.</td>
</tr>
<tr>
<td></td>
<td>2/19/2014</td>
<td>Work in progress on assignment 02. Fabian is in the Mac lab in Pao B179 to help with conceptual and technical questions.</td>
</tr>
<tr>
<td>07</td>
<td>2/24/2014</td>
<td>Student artist presentations 02: Yufei on Joan Jonas; Amber on Martha Rosler and Stephen on Ilene Segalove. Continue to work on assignment 02.</td>
</tr>
<tr>
<td></td>
<td>2/26/2014</td>
<td>Video workshop 03: DVD authoring in Encore – compressing video, preparing Photoshop data for menus, linking data, assembling the disc menu.</td>
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<tr>
<td>08</td>
<td>3/3/2014</td>
<td>Presentation of assignment 02.</td>
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### 03 EXPERIMENTS IN LIGHT AND MOTION

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<tr>
<td></td>
<td>Wednesday, 3/12/2014</td>
<td>Individual meetings w/ Fabian to discuss ideas for assignment 03.</td>
</tr>
<tr>
<td></td>
<td>Wednesday, 3/19/2014</td>
<td>No classes. Spring Vacation.</td>
</tr>
<tr>
<td>Week 11</td>
<td>Monday, 3/24/2014</td>
<td>Student artist presentations 03: Jesse on Bruce Nauman; Avram on Paul McCarthy and Tom on Shigeko Kubota.</td>
</tr>
<tr>
<td></td>
<td>Wednesday, 3/26/2014</td>
<td>Fabian out of town (lecture at Arizona State University). Continue to work on assignment 03.</td>
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<tr>
<td>Week 12</td>
<td>Monday, 3/31/2014</td>
<td>Presentation of assignment 03.</td>
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### 04 NON-LINEAR VIDEO: installation, performance, interaction

| Week 12 | Wednesday, 4/2/2014 | Introduction to assignment 04: examples of video installation, non-linear narratives, interactive video control. Give out assignment 04. |
Week 13
Monday, 4/7/2014
Video workshop 05: Interactive Video playback with Processing.

Wednesday, 4/9/2014
Student artist presentations 04: Robert on Peter Campus; Maggie on Skip Sweeney and Charles on Eric Siegel.

Week 14
Monday, 4/14/2014
Individual meetings w/ Fabian to discuss ideas for assignment 04.

Wednesday, 4/16/2014
Student artist presentations 05: Tammy on Larry Cuba/Dan Sandin; Mia on Richard Foreman; Argelia.

Week 15
Monday, 4/21/2014
Work in progress on assignment 04. Fabian is in the lab to help with technical/conceptual questions.

Wednesday, 4/23/2014
Work in progress on assignment 04. Fabian is in the lab to help with technical/conceptual questions.

Week 16
Monday, 4/28/2014
Presentation of assignment 04. Discuss final portfolio assignment.

Wednesday, 4/30/2014
Video workshop 06: review documentation techniques and DVD authoring details in Encore. Last chance to discuss any technical and conceptual questions w/Fabian.

Finals Week
Monday, 5/5/2014
No classes. Finals Week.

Wednesday, 5/7/2014
No classes. Finals Week.

Friday, 5/9/2014
Noon: deadline to turn in final documentation, a portfolio DVD with all AD30400 projects. Fabian's mailbox, A&D front office (Pao 3121).
This syllabus is subject to change – updates will be immediately available on the class website at: http://web.ics.purdue.edu/~fwinkler/AD30400_S14

Grading Guidelines

- **60% creative work/assignments:** I will look specifically at the idea behind your assignment work. Every project starts with a good idea or concept. The best ideas are often simple – without being simple-minded! Project work resulting from these ideas needs to be consistent, precise and on the point. Some of the questions I use to evaluate your work are: How original is the idea behind the work? How precise is realization of this idea? Was the student well motivated and did he/she present the idea clearly in class? Also remember that you can create outstanding video works without the use of complex technology but rather with a clever use of the resources at hand. These projects are invitations to place your work in a larger context – it can be related to society, cultural or political issues, historical events, etc.

  **Assignment Breakdown:**
  - Assignment 01 15%
  - Assignment 02 15%
  - Assignment 03 15%
  - Assignment 04 15%

- **20% presentation of assigned artist research:** How well was the presentation prepared? Was it complete and did it mention the most important points? How well did the student use visuals to support his/her ideas? Did the student give a good oral presentation?

- **20% portfolio / documentation:** Your portfolio / documentation DVD needs to be complete and precise. I will look at the quality of the written and visual part and the overall appearance as well as the DVD's navigation interface.

Your class attendance has an effect on your overall grade – 3 or more unexcused absences result in a significant reduction of the final grade. This grade deduction is applied to the 100% of your final grade as calculated above rather than only being a percentage of it!

I always try to give detailed feedback about your performance and the quality of your work together with the grade after each assignment. This should give you a feeling for the points that are important – in a good presentation, project or research.
Student Responsibilities

• Come to class on time and prepared to contribute. Being late three times equals one absence.
• Attendance is required. Three or more unexcused absences result in a significant reduction of the final grade. Make sure to sign the attendance sheet when you come to class. It is your responsibility to sign in at the beginning of each class!
• Deadlines are mandatory; late work will receive grade deduction.
• DO NOT do your email or surf the web during a critique or technical workshop.
• Be respectful of your fellow students. Turn off your cell phone and instant messenger in class. No one is to make or receive calls or instant message during class.
• DO NOT alter any material or data file belonging to another student without his/her permission.
• Feel free to ask questions. This is a beginning class; no question is too elementary. Don't say "help me, I can't do this", say instead, "I tried this approach, but this happened, I tried that approach, but this didn't work, what do you suggest?" I will help when you ask, and I will respond well to people who seem interested and industrious.
• Help each other, during class workshops and while working on assignments. Share information and exchange ideas, use the potential to be part of this class.
• Assignment work will be presented in class and will be discussed in “critiques” following the presentation. Be prepared to contribute with constructive feedback and participate in the critiques’ discussions.
• You will not receive a final grade for this class without turning in the final project portfolio (on DVD).
• Research, collaborations, supplies are the responsibility of the student.

Course Reader and Student Artist Presentations

Accompanying and complementing students’ experimentation in the medium video will be a series of presentations of the work of artists working with the moving image. Each student in this course will pick one artwork from the course reader REWIND – A Guide to Surveying the First Decade: Video Art and Alternative Media in the U.S., 1968–1980 from Chicago's Video Data Bank, which you can download from:

username: student
password: AD30400_S14

Students will then research the artist who did the work and contextualize the artwork in the respective artist’s practice, e.g. how does this work relate to other works of the artist? Is there a common thread/idea that connects the artist’s works. Are there some external influences – other artists, political situation, etc. – that motivated the production of the work? Also include a brief biographical sketch of the artist.

Please e-mail me the choice of your artwork/artist by Mon. 01/20/2014 at 2pm at the latest. The presentations will be distributed on a first come first serve basis. The distribution of the research assignments will be made in the class meeting on Wed. 01/22/2014
Taking these questions as a starting point, prepare a 15–20 minutes presentation:

- The artist presentations for AD30400 will be oral presentations in class of approximately 15–20 minutes length. Prepare a written outline of your mini lecture so that you have some printed keywords, which you can use during the presentation.
- Each presentation needs to be accompanied by visual materials that will be projected (slide, video or computer projection). You can use the computer, VCR/DVD equipment and the video projector in our classroom. If you would like to use a slide projector or mini DV camera for your presentation it is your responsibility to organize it.
- Preview the VHS tape with the artwork in the HSSE library. All media of the REWIND collection is on hold and available for you to use in the library (call number VC N6494.V53 S87 1996). Mark down timecodes for portions of the video you would like to show in class, we will screen it during your presentation – since your whole presentation takes this work as a starting point this is quite important!
- Obviously, if the video you chose is longer than 15 minutes, your presentation does not consist of showing the video only. Choose excerpts of the video that you can use to illustrate the points you would like to make.
- Also, find any other relevant video material and incorporate it into your presentation as secondary sources.
- Please take these presentations seriously, the grade for your presentation will make one fifth (20%) of your final grade.

Research: use every possible research resource! Take the texts in the course reader REWIND – A Guide to Surveying the First Decade as a starting point but add to it the findings of your own research. Make extensive use of the campus library and the internet. For all the visual materials in your presentation use scans from books instead of images from the internet (which very often lack a sufficient resolution/quality).

The course reader REWIND – A Guide to Surveying the First Decade: Video Art and Alternative Media in the U.S., 1968–1980 is accompanied by a series of 9 VHS tapes that feature full length videos of all the artworks discussed in the reader. I put the tapes on course reserves in the HSSE Library and you can preview them there (VCRs and screening equipment is provided by library). The call number for the VHS tapes is: VC N6494.V53 S87 1996, bring this information to the front desk of the library to request one of the tapes.

A Word About YouTube

For your research, your presentations and project work in this class you'll find YouTube and other online video databases very helpful. However you have to be careful to always double check the origin and validity of the source you are citing/using – very much the same as you would do with a printed resource. Is it the original source from the artist/gallery or has the video been posted by someone else? If so, by whom? Is it still the original content of the video or has it been altered, cropped, shortened, etc.? In which context is the video presented or why was it posted? These and other questions are all important to keep in mind when using content from online video databases.

“Learning strategy shifts from a focus on information as such to learning to judge reliable information. It shifts from memorizing information to finding reliable sources. In short, it shifts from learning that to learning how.” From: Cathy N. Davidson and David Theo Goldberg: The Future of Thinking: Learning Institutions in a Digital Age. To view the full report online, visit: http://mitpress.mit.edu/9780262513593.
Disabilities and Adaptive Programs Statement

Students with disabilities must register with Adaptive Programs in the Office of the Dean of Students before classroom accommodations can be provided. If you are eligible for academic accommodations because you have a documented disability that will impact your work in this class, please schedule an appointment with the instructor as soon as possible to discuss your needs.

Emergency Statement

In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances. Here are ways to get information about changes in this course. My email address: fwinkler@purdue.edu, and my office phone: 494-0160.

Course Evaluations Statement

During the last two weeks of the semester, you will be provided with an opportunity to evaluate this course and your instructor. Purdue now uses an online course evaluation system. Near the end of classes, you will receive an official e-mail from administrators with a link to the online evaluation suite. You will have up to two weeks to complete this evaluation. Your participation in an integral part to this course and your feedback is vital to improving education at Purdue University. I strongly urge you to participate in the evaluation system.

Academic Dishonesty Statement

Purdue prohibits “dishonesty in connection with any University activity. Cheating, plagiarism, or knowingly furnishing false information to the University are examples of dishonesty.” [Part 5, Section III-B-2-a, of University Regulations] Furthermore the university Senate has stipulated that “the commitment of acts of cheating, lying, and deceit in any of their diverse forms (such as the use of substitutes for taking examinations, the use of illegal cribs., plagiarism, and copying during examinations) is dishonest and must not be tolerated. Moreover, knowingly to aid and abet, directly or indirectly, other parties in committing dishonest acts is in itself dishonest.” [University Senate Document 72-18, December 15, 1972]

Plagiarism Statement

The Office of the Dean of Students will investigate instances of reported plagiarism and take appropriate actions. See the Dean of Students web page for descriptions of plagiarism and university plagiarism policies). http://www.purdue.edu/univregs/studentconduct/regulations.html. All acts of plagiarism are violations of the University Academic Dishonesty Policy and will be dealt with according to procedures established by the university.
Class Attendance Statement

Purdue University policy states that all students are expected to be present for every meeting of classes in which they are enrolled. All matters relative to attendance, including the make-up of missed work, are to be arranged between you and the instructor. Only the instructor can excuse you from classes or course responsibilities. In the case of an illness, accident, or an emergency, you should make direct contact with your instructor as soon as possible, preferably prior to class. If the instructor cannot be reached directly a message should be left in the instructor’s departmental mailbox or with the department secretary. If you will be absent for more than five days, and have not been able to reach the instructor in person or by telephone or through leaving notification of your circumstances with the divisional secretary, you or your representative should notify the Dean of Students (765-494-1254) as soon as possible after becoming aware that the absence is necessary. Be advised, you may be asked to provide documentation from an authorized professional or agency, which supports an explanation for your absence.

Reproduction of Student Work Statement

The Purdue University Department of Art and Design (School of Visual & Performing Arts) retains a non-exclusive right to reproduce all undergraduate and graduate student projects for the purpose of education, publication, promotion, illustration, advertising, trade in any manner or medium now known or later developed in perpetuity.
**Course Fees for Studio-Based Courses in the Department of Art & Design**

Course fees for A&D studio-based courses enhance the educational experience of all students enrolled in studio-based courses in the Department of Art and Design.

The objectives of the course fees are:

1. To provide and maintain the best state-of-the-art equipment and support possible for optimal learning in all programs in the department.
2. To obtain and distribute course materials that are more economical to purchase in bulk, are more environmentally-friendly, or that may not be available locally.

Course fees do not cover all costs associated with a studio-based course. Students may have additional materials and/or texts to purchase in addition to what is supplied by the instructor.

**Course Fee Refund Policy:**

If a student changes sections, drops, or never attends an A&D studio course within the first two weeks of classes, the student may apply for a full or partial refund through the Patti and Rusty Rueff Department of Visual & Performing Arts Business Office (PAO 1190).

Instructors determine whether students receive a full or partial refund based on the following:

- **Full Refund (100%)** - No materials have been used. Students do not keep any course materials.
- **Partial Refund (50%)** – Any portion of course materials have been used. Students do not keep unused or remaining course materials.

**Course Fee Refund Procedures:**

For a full (100%) refund, students must:

1. Obtain a **Proof of Course Drop** form from Vicki Biggs, Secretary in Art & Design PAO 3121C.
2. Obtain a **Course Fee Release Form** (green) from the A&D Department Office (Pao 3121). A valid PUID is required in order to receive the form.
3. Complete the top of the form (green) and obtain the signature of the course instructor on the form.
4. Provide the completed **Course Fee Release Form** and a **Proof of Course Drop** copy to Teresa Foley, Account Clerk (Pao 1190G) where she will complete the **Interoffice Memorandum to the Bursar's Office** (white form) authorizing the refund of the Program Fee.
5. Take the **Course Fee Release Form**, **Interoffice Memorandum to the Bursar's Office**, and **Proof of Course Drop** forms to the Bursar's Office in Hovde Hall, Room 130.
6. Meet the deadline on or before: **Monday, January 20, 2014**.

For a partial (50%) refund you must:

1. Obtain a **Proof of Course Drop** form from Vicki Biggs, Secretary in Art & Design, PAO 3121C.
2. Obtain a **Course Fee Release Form** (green) from the A&D Department Office (Pao 3121). A valid PUID is required in order to receive the form.
3. Complete the top of the form (green) and obtain the signature of the course instructor on the form.
4. Provide the completed **Course Fee Release Form** and a **Proof of Course Drop** copy to Teresa Foley, Account Clerk (Pao 1190G) where she will complete the **Interoffice Memorandum to the Bursar's Office** (white form) authorizing the refund of the Program Fee.
5. Take the **Course Fee Release Form**, **Interoffice Memorandum to the Bursar's Office**, and **Proof of Course Drop** forms to the Bursar's Office in Hovde Hall, Room 130.
6. Meet the deadline on or before: **Monday, January 20, 2014**.

**Take required documentation to Teresa Foley in PAO 1190 no later than Monday, January 20, 2014.**

**After January 20th, there will be NO refunds of course fees.**
Required Supplies

(1) External Hard Drive
Required: minimum of 100GB free disc space – you cannot work in the lab without an external data storage medium!
Recommended: Firewire 800, USB 3.0 (or triple standard USB 3.0/FW400/FW800) hard drive. **If possible, make sure the hard drive has a rotational speed of 7200rpm for fast data read and write speeds.**

If you do not already have an external hard drive I recommend the following one, which is well worth the money, fast and extremely durable (around USD 90 from amazon.com):

If you already have a Firewire 400 hard drive that you would like to use for this class, you’ll need to get a Firewire 400 to 800 adapter for the Macintosh computers in our lab, it looks like this:
(2) If you would like to use the **SD digital video cameras**, get a minimum of **2 blank mini-DV tapes**, recommended:

You might get such tapes from a local RadioShack/Walmart store, too, but they are likely more expensive there!

(3) If you would like to use the **digital HD Video cameras** get an **SD memory card** (make sure your card is class 4), recommended:

As a rule of thumb, 1GB on the card results in 5 minutes of recording time. The 8GB card on top of the page allows you to record around 40 minutes of video and sound with the highest quality settings.
(4) Minimum 5 blank DVD–R media (4.7GB) – recommended:

Summary of required supplies:
1x Portable hard drive, Firewire 800 or USB 3.0
2x Blank miniDV tapes
1x Class 4 SDHC memory card (4GB or more)
5x Blank DVD–R

Try and get these supplies as soon as you can, you can use the tapes and the SD pretty much immediately for assignment 01 – the absolute last day to have the external hard drive by is 2/3/2014 – the first day in the video editing lab.
Bibliography/Videography


Available in the Purdue Libraries:


DVD: Rybczynski, Zbig: *3DVD Collection*

DVD: Ant Farm: *Ant Farm Video*

DVD: Clouzot, Henri-Georges: *The Mystery of Picasso (1956)*, Image Entertainment


**Online Resources**

http://www.eai.org/webPage.htm?id=79
Fantastic guide on high definition video from Electronic Arts Intermix.

http://www.lynda.com/
Lynda.com – online training videos for the Adobe CS suite: powerful tutorial site, needs $$ subscription though.

http://www.mediaartnet.org/
Great historical overview of new media art, including lots of video art.

http://www.ubu.com/film
One of the most extensive free online sources for experimental video art/film.

http://www.vdb.org/
Chicago’s Video Data Bank, distributor of many video art projects.

http://www.eai.org
Nonprofit resource that fosters the creation, exhibition, distribution and preservation of media art.

http://www.archive.org/
Prelinger Archive, biggest online source of moving image material in the public domain.

http://www.manovich.net/
Website of Lev Manovich with lots of texts on the merging of the computer and the moving image.

http://www.record-again.de
Sorry, German version only, but still some nice videos to watch.

http://www.karlklomp.nl/
Dutch circuit/video bending artist

http://www.bentfestival.org/
Festival of video bending/hacking

http://www.videonale.org/en
Important international video festival in Bonn, Germany.

http://archiv.videonale.org/1/archiv/
Online archive of works shown at past Videonale festivals.

http://www.faz.net/asv/blinkvideo/
Another site in German only (sorry), but a great international overview of video art, hosted by one of the largest German newspapers F.A.Z.
List of Relevant Artists

This list is incomplete, of course but a good starting point for individual research to get exposed to contemporary positions in video art:

- Eija–Liisa Ahtila
- Klaus vom Bruch
- Stan Douglas
- Oskar Fischinger
- Gary Hill
- Pierre Huyghe
- Karl Klomp
- Mary Lucier
- Lev Manovich
- Etienne–Jules Marey
- Georges Méliès
- Kevin and Jennifer McCoy
- Eadweard Muybridge
- Bruce Nauman
- Tony Oursler
- Nam June Paik
- Paul Pfeiffer
- Steve McQueen
- Pipilotti Rist
- Michael Snow
- Jennifer Steinkamp
- Steina Vasulka
- Bill Viola

Further Resources on Campus

Please consult the “Resources” section of the website of Electronic and Time-Based Art at Purdue for more information on campus resources such as the Envision Center for Data Perceptualization and the Visual Resources Center in VPA. The service desk in Pao Hall (basement) also has video equipment for students to check out and the Visual Resource Center in Pao Hall (3rd floor) has examples of video art in print magazines and on DVD – please ask Visual Resource Librarian Kathy Evans (kathy@purdue.edu) for more information.

http://www.cla.purdue.edu/vpa/etb/resources/

You can also check out video equipment (digital video and photo cameras, tripods) in the HICKS Undergraduate Library on campus:

http://www.lib.purdue.edu/services/equipment