

1 Time-Based Design

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ARTG 3351.01 Prereq ARTF 2220 and G3350 : Fall 2011

Friday 1:35-5:05PM [office hours Tues. and Thurs.]

303 Ryder Hall

description This class is a baptism in Time. Video may be the most time-consuming, all immersive Medium Mistress. Strongly affected by the influx of cheap, portable recording devices and sharing services, the evolving fields of animation, interaction, and video art present designers with opportunities to utilize the formerly foreign wildcard variable.

deliverables Project 1: Stop-Motion  
Project 2: Credits  
Project 3: Dealer's Choice  
Project 4: Dealer's Choicest

policy All assignments, critiques, and classes\* are mandatory and participation is expected. Occasional readings will be required. Assignments are due in-class, not by email. Late work is not accepted. Revisions are encouraged.

\* You get one freebie absence, no questions asked. All work is due at the start of class, even if you're absent.

Your faculty, as a general rule, will work with you if you communicate effectively in advance of absences and problems, and we respond to emails. No grace is extended for computer problems: DO NOT lose your work.

No plagiarism. Stealing = failure. Appropriation is not theft. See also, RIP: A Remix Manifesto.

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structure	Projects will build on each other. Learning another dimension has a steep learning curve. Each project lasts approximately a quarter of the semester with assorted demos and workshops thrown in to handle the tech. Video has the unique ability to be extremely lo-fi (flip books) or technologically advanced (computer animation). We will cover a range of tools, history, and perspectives to craft our own diverse cultural response through this relatively new medium.
grading	Project grades include attendance, participation, and preparedness. Projects are weighted equally and factor creativity, craft, and relevance.  2 absences = drop one letter grade, 3 absences = Fail.
documentation	Final Class: At the end of the semester, students must hand in ALL relevant digital files. Bring all physical work to the final crit to be photographed. Documentation required for a final grade.
suggested text	Lullaby, by Chuck Palahniuk The Work of Art In the Age of Mechanical Reproduction, by Walter Benjamin The Medium is the Massage, by Marshall McLuhan
materials	portable digital storage, [utilized] sketchbook
collaboration	Students are encouraged to collaborate in various ways as a reflection of design reality. Please ask about how to make this work for various projects. Minimally, use your peers to document work, and when assignments require.
disability	Northeastern University strives to provide academic accommodations to students with documented disabilities. Accommodations are approved by the Disability Resource Center ( <a href="http://www.drc.neu.edu">www.drc.neu.edu</a> ). Students need to register with the DRC and bring their instructors a letter from that office stating approved accommodations.

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- 01 intro course : In/animate lecture : demo stop-motion :  
intro Project 1 [Stop-Motion]
- 02 watch The Science of Sleep : demo Premiere and Final Cut
- 03 crit Project 1 : I'm Trying to Read Here lecture : intro  
Project 2 [Credits]
- 04 Listen Up lecture : demo Soundbooth and Soundtrack
- 05 crit Project 2 : watch Rip : Art Is Theft lecture : intro  
Project 3 [Dealer's Choice]
- 06 open studio
- 07 Prosumer/Consumer lecture : informal crit Project 3
- 08 informal crit Project 3 : Time in Space lecture : demo  
projection : intro Project 4 [Dealer's Choicest]
- 09 open studio
- 10 informal crit Project 4
- 11 crit Project 3+4 : all revisions, files, documentation due

Project 1 Time-Based Design

Stop-Motion

description Anything Jan Svankmajer can do you can do too. In pairs, spend \$10 at a local store (hardware, grocery, dollar, drug, etc.) and animate 2 explorations of a theme. The only materials you may use for your video are what you purchase from that store + a tripod, still-frame digital camera, or a scanner.

components collaborative stop-frame animation (no sound)

specs 4:3  
receipt of \$10 budget  
45 seconds  
sans credits  
30 fps, 600 clips  
credits

due Week 03

Project 2 Time-Based Design

Credits

description Motion Type is increasingly popular, and in the hands of a master, can function as a piece unto itself. Tell a story exclusively using moving type and vectors with keyframes in AfterEffects in the form of commercial film credits. Choose a novel [Lullaby suggested] and create the credits for its film adaptation. References include Saul Bass and contemporary examples like the Casino Royale and Catch Me If You Can credits.

components storyboard and video

specs storyboard on 8.5" X 11" [digital or by hand]  
soundtrack  
16:9  
30 seconds  
30 fps

due Week 05

Project 3 Time-Based Design

Dealer's Choice

description Make anything using anything.

components video

specs 4:3 or 16:9  
soundtrack  
credits  
3 to 6 min. sans credits  
impress me

due Week 08

Project 4 Time-Based Design

Dealer's Choicest

description Utilizing your classmates, brainstorm ways to take the projects into the physical, public space. Consider how to show the work, what to show, whether pieces should be merged between each other, whether it should project and onto what, and if there needs to be any construction, new footage, or further resources obtained. Collaboration, either in merging projects or helping with installs, will likely be essential. This does not mean rent a flat-screen, plop it in the hallway, press play. The content of the video must make sense with the installation.

components video taken into the public sphere (likely 3D element)

specs public (broad definition)  
continue to utilize Time  
impress me

due Week 11

Cheat Sheet    Time-Based Design

projects

- 1    Stop-Motion : lo-fi animate something cheaply
- 2    Credits : channel Saul Bass
- 3    Dealer's Choice : pick a project
- 4    Dealer's Choicest : install a project

lectures

- 1    In/animate : mostly Jan Svankmajer
- 2    I'm Trying to Read Here : the rise and fall of words
- 3    Listen Up : sound and image
- 4    Art Is Theft : remix
- 5    Prosumer/Consumer : make or take
- 6    Time In Space : contemporary issues
- 7    Computers Are Stupid : troubleshooting, break your work
- 8    It Could Always Be Even More Worse : user found Yikeses

workshops

- 1    stop-motion
- 2    Premiere and Final Cut
- 3    Soundtrack and Soundbooth
- 4    projection