

## UHON 207: Fine Art as Global Perspective: Social Transformation through Art

Professor Jacobs

Spring 2020

### Creative Project: Remix Video

**Final Due: May 5**

No matter which option you choose, make sure to make your work concrete and communicative, while also visually evocative. Document the work through video and edit it into a **1.5-2 minute final video**. Make sure the video is in landscape/horizontal orientation. The video will be screened to the class along with your artist's statement. **Ideally, this work should demonstrate your most polished creative work of the semester.**

Please **select ONE** option for your video project:

#### Option 1) Mash-up Video

Create a video that explores a socio-political theme, in the spirit of contemporary video artist, [Nicole Miller](#) who explores afro-futurism in her work, through varied, layered visuals. It may be helpful to start with a loose concept or even an essay or article on your given topic. You can use that reference to ideate (come up with words that sparks visual creativity). Here's a helpful video on that approach: <https://artprof.org/courses/linoleum-printmaking/> + check out this mind map (step 2) on this project: <https://artprof.org/courses/nyt-obituary-collages/>

#### Option 2) COVID-19 Video

How are you individually (or within society at large) dealing with the largest pandemic of our time? What are some personal or individual fears that we're facing due to the situation? Are new ways of communicating emerging? What are the impacts of social distancing? How can contemporary art talk about these challenges and cultural shifts? Some examples to get ideas flowing: [Social Distance Gallery](#) | [Humans of New York](#) | [Colorado Symphony webcam concert](#) | Here's a helpful video on how to take factual information and weave it into art: <https://artprof.org/courses/linoleum-printmaking/> + check out this mind map (step 2) on this project: <https://artprof.org/courses/nyt-obituary-collages/>

#### Option 3) Text and Image: Collaged Video

In the spirit of [Barbara Kruger](#) and [Ann Hamilton](#) create a video that explores a social or political issue, as defined by Salman Rushdie, about an issue that matters to you. Consider how text and images in your video can be altered, morphed or changed through the making of the video and in turn how this informs the meaning of the work.

Resources: [Stop motion animation](#)

**Review of Metropolitan Museum of Art Didactic Panel:** "Over the last three decades Hamilton has used a wide range of mediums from photography and video installations and performance to explore aspects of the feminine experience grounded in qualities of touch, materiality, and the body. For abc Hamilton wet her fingertip and slowly erased the letters of the alphabet, seen reversed through a sheet of glass. The footage is then run backward so that the amoeba-like form of her fingertip appears to write the sequence from z to a. With exquisite

economy of means and hypnotic simplicity, the artist compounds modes of visual apprehension (linguistic, photographic) in order to dissolve them into the untranslatable realm of touch."

## TIMELINE + TECHNICAL STIPULATIONS

<b>March 24</b>	Revised project/options passed out.
<b>April 9</b>	Adobe Rush video editing demonstration. Try to have some footage shot by this time.
<b>April 16 &amp; 21</b>	<b>Mid-point review of videos;</b> place your video on YouTube and place the link on the Google form on the class website.
<b>April 28</b>	Video Editing Day + Discuss Artist's Statements
<b>April 30</b>	Final Video Editing Day
<b>May 5 &amp; 7</b>	<b>Final Critique-</b> The link to your video and your artist's statement (saved as a .pdf) needs to be in the Google form on the website the start of class on May 5. We will likely need 2 days for the video screenings and critique.

### Grading Rubric:

<b>Content</b>	<b>70%</b>
Clarity, creativity and originality of conceptual theme	30 pts
Expressive, visual and emotive quality of the work (formal components: imagery, font, color, or transitions)	30 pts
<b>Quality of Execution</b>	<b>30%</b>
Quality of documentation and video editing	30 pts
Artist's Statement	10 pts
<b>TOTAL</b>	<b>100 pts /100%</b>

**This project is equal to 250 pts or 25% of your final grade.**