SA3662B Advanced Media: Audio. Video  WInter 2020  
Department of Visual Arts, Faculty of Arts and Humanities, Western University

Class time: Monday 2:30-6:30  
Location: VAC room 135/lab 134  
Professor: Daniela Sneppova  
Office: FNB 4087 Tuesday 1:45-2:45, or by appointment. Or VAC211 by appointment  
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We live in a world where the screen has become a major interface for our culture. Video art, which exists only in conjunction with a screen (but not necessarily a flat rectangle), bridges a number of media practices including performance art, experimental cinema, broadcast television, sound art, music production, photography, sculpture and animation. Sound fills our everyday environments in a myriad of forms, but gets much less attention than visual media. The Audio component of this course involves an exploration of our sonic environment, both natural and constructed.

Advanced Media will take a closer look at the reciprocal relationship of sound and image across varied practices. Highlighted will be the history of audio and video art and its intersections both with other art genres and with commercial practices that utilize these media. The objects we refer to as “video” and “audio” are technologies that possess a range of social and cultural uses and meanings and possibilities. This course will explore their theory and practice in relation to contemporary art through lectures, screenings, listening sessions, discussions, readings, lab experimentation and studio projects.

Learning outcomes:

1. Advanced media will develop student technical skills in the use of the camera, lighting, and editing, and in audio production (mic technique, sound processing, mixing, editing.

2. Examining and understanding theoretical concepts related to the study of video and audio art and developing student analytic skills will enable students to better understand and articulate how meaning is created and structured through audio-visual practices.

3. The course will outline the historical development of moving image and audio techniques and technologies, their social and economic contexts, and the relationships between their aesthetic and political values.

4. Students will use these media as critical, discursive and expressive tools to develop creative works; to better understand the potential viability of their works; and to utilize reflection on their course work to explore and develop further projects in order to create a body of work for portfolios.

Evaluation:

Assignments

1 Gesture Assignment, Due Jan. 27 22 %
2 Terrestrial Assignment, Due Feb. 24 23 %
3 Space + Time Assignment Due March 23 22 %
4 Online Portfolio Assignment Due March. 30 7 %
5 in-class exercises/workshops – ongoing: 12 %
   ex 1 rig – solo (5%)
   ex 2 body pressure – solo (5%)  
   ex 3 installation group, in class (2%)
Participation/attendance 14%

Studio Assignments: Detailed descriptions of the studio assignments will be handed out in class and be available on-line via Owl. All completed studio assignments must include a 1-2-page (double spaced) artist statement that explores the conceptual and formal decisions the artist has made in relation to the assignment. This statement is not to be a description of what we see or hear or a defense of the project. Instead, it should demonstrate your ability to think critically about your work using concepts from class. You should also hand in preliminary sketches, notes, and research as documentation of the development process for each project. You will be expected to be regularly compiling this collection of materials throughout the term so that they can then be used in your class on-line portfolio. Students enrolled in the fourth year version of the course will have the option of developing their own, specific projects for assignments two and three.

Grading and Evaluation: Student performance will be based on an evaluation of: