

**COURSE SYLLABUS**

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Video Arts	DIME211	3	Theory 2	Practice 2	3	5
Course Type	Compulsory Course	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Elective	Other
	-	Yes	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		YES		-	

<b>Language of Instruction</b>	English
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<b>Course Instructor(s)</b>	Sr. Instr. Roya Alagheband	E-mail : roya.alagheband@arucad.edu.tr Office :
<b>Course Objectives</b>	This course introduces students video as an art practice. Examining the conceptual and artistic foundations of video art. Students will be taught the conceptual and aesthetic processes required to create linear and non-linear time-based video works. This course covers audiovisual production workflows as well as recording, editing, and effect techniques. Students will also be shown the work of pioneers in video art in order to learn how to apply theory and practice. The classroom will provide a setting for students to present their work, exchange ideas, and provide feedback on one another's progress.	
<b>Course Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• Become familiar with the language and techniques of creating and critiquing video art</li> <li>• Learn how to produce video in a variety of ways</li> <li>• Become familiar with different types of hardware and software for creating time-based media</li> <li>• A brief introduction to video art's history, criticism, and theory</li> <li>• Get to know ourselves better and explore self-expression method</li> </ul>	

<b>Course Content</b>	<p>This class will cover the topic of Video art with lectures, demos, labs, presentations, and critiques.</p> <p>As After effect is very useful in creating video art, the software will be covered for those who want to learn and use it in their artwork.</p> <p>Demonstrations include the use of software related to the lecture and your assignment.</p> <p>Labs are a time for you to work on the assignment and ask questions.</p> <p>Critiques will take place on the due dates of the assignments. You will be required to defend your work for all assignments.</p>
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<b>COURSE OUTLINE/SCHEDULE</b>			
<b>Week</b>	<b>Topic</b>	<b>Implementati on (theory/practi ce)</b>	<b>Required Reading, Preliminary preparation</b>
1	Syllabus review: course requirements, assignment and assessment policies, and reading list	T	- Adobe After effect CC reference manual.
2	New Project, Start brainstorming ideas for conversation and start script/storyboard Importing Media ,Select Shots, Mark In and Out Points, Edit in Timeline, View clip, Refine edits	T/P	Doug Hall and Sally Jo Fifer, eds., Illuminating Video: An Essential Guide to Video Art, New York/San Francisco: Aperture/BAVC, 1990.  Adobe After effect CC reference manual.
3	Color Correction Add Title/Graphics (import .psd) Exporting (File/Export/Media)	T/P	Doug Hall and Sally Jo Fifer, eds., Illuminating Video: An Essential Guide to Video Art, New York/San Francisco: Aperture/BAVC, 1990. Adobe After effect CC reference manual.
4	Graphics, New Layer, Text See Text Layer in Effects window Type Tool, Text Size, Type Styles	T/P	John Hanhardt, Video Culture: A Critical Investigation, New York: Peregrine Smith Books, 1986.  Michael Rush, Video Art, London: Thames and Hudson, 2003.  Adobe After effect CC reference manual.
5	Critique , presentation	T/P	Adobe After effect CC reference manual.

6	Finalaizing the first draft of Midterm Project	T/P	Adobe After effect CC reference manual.
7	Finalaizing the second draft of Midterm Project	T/P	Adobe After effect CC reference manual.
8	Mid-Term Exam		
9	Second Project:Start brainstorming ideas for conversation and start script/storyboard	T/P	John Hanhardt, Video Culture: A Critical Investigation, New York: Peregrine Smith Books, 1986.  Michael Rush, Video Art, London: Thames and Hudson, 2003.  Adobe After effect CC reference manual.
10	Critique , presentation	T/P	Adobe After effect CC reference manual.
11	Critique , presentation	T/P	Adobe After effect CC reference manual.
12	Finalaizing the first draft of Final Project	T/P	Adobe After effect CC reference manual.
13	Finalaizing the second draft of Final Project	T/P	Adobe After effect CC reference manual.
14	Final		

<b>Required Course Material(s) / Reading(s)/ Text Book(s)</b>	Doug Hall and Sally Jo Fifer, eds., Illuminating Video: An Essential Guide to Video Art, New York/San Francisco: Aperture/BAVC, 1990.  John Hanhardt, Video Culture: A Critical Investigation, New York: Peregrine Smith Books, 1986.  Michael Rush, Video Art, London: Thames and Hudson, 2003.
<b>Recommended Course Material(s)/ Reading(s) /Other</b>	PC or MAC computers and softwares will be provided in the labs for all assignments given. You may use your computers, but software may not be compatible. You can store your work on both the server in the lab and the university server, but you may also wish to purchase a portable storage device for your work.

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term	1	30
Quiz	-	-
Assignment	10	20
Project	-	-
Field Study	-	-
Presentation / Seminar	1	10
Studio Practice	-	-
Final	1	40
<b>Contribution of Final Examination/Final Project/ Dissertation to the Final Grade</b>	-	-
<b>TOTAL</b>	-	100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1-lowest/ 5-highest)				
		1	2	3	4	5
1	Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.					√
2	Have a wide range of knowledgeable, critical and creative approaches to understanding the principles of digital media in contemporary culture.					√
3	Create an understanding of the impact and importance of digital culture in its diverse global forms.	√				
4	Be able to communicate and market created works across on various digital platforms in their diverse global forms.			√		
5	Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.	√				

6	Learn practiced-based skills in graphic design, interactive media, including web design and video production, alongside the theoretical analysis of new modes of content creation.				√
7	Develop understanding of data, data visualization and be able to create information based graphics and visual elements.				√
8	Be able to follow and adapt to current trends in digital world to implement them on multimedia productions created.		√		
9	Gain game development skills such as game design, story writing, character development and basic scripting.		√		
10	Have an understanding of different eras in media in a historical context and acquire a deep understanding of the ethical and legal responsibilities associated with being a communicator and content creator and			√	
11	Work efficiently independently and also within a team, meeting the deadlines and completing high quality projects.	√			
12	Develop a comprehensive digital portfolio of the works you produce, which includes research, thesis, news articles, films, websites, photo essays, and animations.		√		

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		4	56
Preliminary Preparation and self- study	14		2	28
Mid-Term	1		10	10
Quiz	-		-	-
Assignment	10		1	10
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	1		2	2
Studio Practice	9		1	9
Final Examination/ Final Project/ Dissertation	1		10	10
Other	-		-	-
<b>TOTAL WORKLOAD</b>				<b>125</b>
<b>TOTAL WORKLOAD / 25</b>				<b>5</b>
<b>ECTS</b>				<b>5</b>

#### **ETHICAL RULES WITH REGARD TO THE COURSE**

##### **Plagiarism Disclaimer**

Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.

Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.

#### **ASSESSMENT DETAILS AND EVALUATION CRITERIA:**

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply by the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn theoretical base of the topic and they will be able to equip themselves with the practical know-how skills of Advertisement production. Also, students are expected to design a creative advertisement piece with the knowledge they have gained in the course.

During the class sessions, participation is very important input for learning process for the students. It is also vital to understand the effect of creativity input for the production process of advertisement.

<b>PREPARED BY</b>	Sr. Instr. Roya Alagheband
<b>UPDATED</b>	24.09.2022
<b>APPROVED</b>	