

CORE STUDIO: INTRO TIME-BASED MEDIA

BFA Design + Technology Program
CDT Department, Parsons The New School For Design
PUdT 1200.B (CRN# 2461)

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SPRING 2009

PROJECT III: EXPERIMENTAL SHORT (individual project – work alone)

Date: March 30, 2009

Objective: Create an expressive non-narrative video and explore the expressive qualities of moving images and sound centered on a “word”.

Assignment:

- Define an ‘experience’ for your audience based on the ‘word’ you chose.
- Explore alternative representations of time and the expressive qualities of form, color, sound, timing and movement.
- Consider how playing with the formal properties of digital video can help structure and define your idea: *montage, overlays, reverse-footage, time-warping, etc.*
- How will the soundtrack relate to your visuals and to the experience?
- As you build your piece, articulate your project to present a certain emotional quality, idea or tone.
- Credit all your sources.
- Add a title card at the beginning with: the film title, your name (creator), date, genre - then 2 seconds of black.
- Your project will be judged on:
 - Success and clarity in the ‘voice’ in which you choose to express the meaning you have associated with your ‘word’
 - Creative thought
 - Composition through time – your creative representation of time, color, sound, timing and movement
- **Duration:** 1 – 2 minutes
- **Format:** 720x480 pixels, .mov (Quicktime movie file), and run at a rate of 29.97 fps (frames per sec.)

***DUE DATES:**

- **April 1, 2009 (Wednesday)** – *Concept/idea written as a project proposal - include project objective/purpose/goals, abstract, target audience, background research, underlying story, references / precedence, production plan/schedule and TREATMENT*
- **April 6, 2009 (Monday)** – *work-in-progress: storyboards and style frames*
- **April 8, 2009 (Wednesday)** – *work-in-progress (one-on-one critique)*
- **April 13, 2009 (Monday)** – *“Experimental Short” project final critique*