

Media Arts @ J. Addison

ASM 3M & 4M / Ms. Lesa Moriarity

Video - 10 mins

As moviemaking became more accessible to everyone as early as the 1950s, Artists explored Filmmaking as a new art and new subject matter. Artists who made short conceptual movies gained attention in Gallery's in Canada and the U.S.A. in the 1960s, and 1970s.

In the 1980s onwards Video technology grew into digital Video technology, and today, various types of Videos, and Films, in Galleries or Art Museum's, is the new norm.

The idea of 'Duration' and 'Time' were common subject matter for Artists in the 1960s. Andy Warhol's 5 hour film, entitled, 'Sleep' is notable because it gained release in Theatres. The focus was on the subject of sleeping, a friend of Warhol's 'sleeping' was taken in various clips. Was it taken over one night, or more? In fact, it was approximately 15 minutes looped, repeatedly played back.

The 5 hour film, however, put into question the 'truth' and 'tricks' of film-making techniques, and how 'Time' was/is spent. It also reflected changes in society and the way we 'see' or 'watch' the world around us at the time of new 'looking' provided by commercial Movies. Warhol, himself, called it his 'Anti-Film'.

See Clips

- Andy Warhol - '[Sleep](https://vimeo.com/57522731)', 1963. <https://vimeo.com/57522731>
- Joyce Wieland - '[Cat Food](https://youtu.be/JBwh5NNL2-Y)', 1967. <https://youtu.be/JBwh5NNL2-Y>

I will post some previous students videos, as well.

In this assignment you will contemplate how you, or someone close to you, spends Time.

Your Task, Success Criteria,

- 10 min digital video, from Phone Camera Video feature
- Focus on one person, or yourself, while you/him/her is spending time doing something for a long period of time.
- Compose your frame, the lighting, what is around the person matters. Apply your previous knowledge of Studio Photography set up.
- No editing, no title, no sound effects, no filters, Raw filming and sound.
- Reflection Paragraph
- Upload your Video (to YouTube, Embed in Blogger) and Reflection Paragraph to you Blog.

Due Date: Wednesday, MAY 20, 2020