

Task 1

Script

https://en.wikipedia.org/wiki/Contemporary_art

<https://inhabitat.com/giant-animal-faces-take-over-mexico-citys-forest-for-environmental-awareness/>

Key

Past and current practitioners, uses of technology and techniques, styles, narrative and non-narrative forms, uses of exhibition space to create meaning, relation of work to own ideas.

Audience: nature of audience, audience response

Planning

Structure

Part 1 How do you define a video artist?

What is a video installation?

A video installation is a person of

- Contemporary art, Combines, video technology, installation art, surrounding area, convey a message to an audience

Contemporary art

Contemporary art is 20th century modern art styles and one of the most unique types of art styles as it challenges the traditional use of art by creating products through technology and mixing variety of ideas to create art. This can be seen in a variety of video installations as some video installations mix different cultures, concepts and ideas that can be considered unique or controversial.

Video technology

The basic use of video technology in a video installation would consist of a camera, computer, projector and miscellaneous. The camera is used to record whatever they choose to record their video installation and the computer is mostly used to edit the footage. Which is the main part of the creative process. A projector can be used to present the footage in a room to show the art installation.

Surrounding area

A video installation takes advantage of the environment around them when projecting their installation. An example can be projecting the installation on a very different environment or simply changing the outlook of a room for the video installation to show a different effect.

Audience effect

The video installations aim to convey a message to the audience by immersing the audience.

Installation art

A video Installation art is a unique and creative way of expressing modern contemporary art by using the combination of visual and audio video technology and the use of the surroundings.

form art in a more unique, effective and interactive way

We will dive into the .

What kind of technology is used? Is it a narrative/ non-narrative style/ how does it interact or use space to create meaning/ audiences/ personal evaluation/ who, where, when?

Part 2 Nam June Paik/Political/Non-narrative/ Overwhelming sound/ Large room/ Targeted at the American audience

Nam June Paik was the founder of video installations. Name June is most well-known for innovative installation Electronical super high way which effectively uses an abundance of old TV screen signifying the huge influence the media and technology has on the United states of America.

June Paik used more than 300 TV screens to create the shape of the United states by stacking up TV's on each other. The variety of colourful neon lights are outline inside and out of the TV's to distinguish each continent in the United states. Each continent in the video installation shows a different TV broadcast in which is politically related or popular within the country. This is an effective representation of how huge of an influence the media has on America while making audiences aware of the current political standpoint in America and in its smaller regions.

Most audiences may feel overwhelmed as there are multiple colourful neon lights and using over 300 flashing TV screens producing a mixture of noises all at once. The noise is further emphasised as the sounds create an echo around the large room. This is meant to signify how huge of a influence the media has in the America, and representing how much information we take from the TV at once. The colourful neon lights are meant to represent America as a free country. It's a non-narrative style video installation as the artist does not attempt to create a narrative and instead the meaning or effect that the installation depends on how audience perceives it. Overall, the video installation was able to effectively communicate its political views using technology.

Part 3 Chris Milk-Abstract

In recent years, I man named Chris Milk created a video installation called The Treachery of Sanctuary that debuted in the Creators Project of assassins. Other aspects. It is a non-narrative interactive video installation consists of heavy use of movement detecting technology and large panels allowing the audience to interact with the installation and create their own meaning of ascending oneself.

Technology -

The technology used in this video installation had to do with tracking the movement, posture and form of the audience when presented in front of one of the 3 panels. The artists used an Xbox connect and infrared sensor to identify and track the movements of the audience. This technology gives the audience an opportunity to feel as if they are interacting with the video installation. This sense of interaction is further emphasised through the visual representation of each of the three

panels. Each panel is meant to simulate a specific type concept of one self through the shadow shadowy figure shown on the panel. Which is why the shadow imitating the movements of the audience. The shadows are meant to represent the audience's inner self and the crows represent the outside forces or the inner self of the person.

Shadow concept

First panel Disintegrates/ Moment of conception/ Purest moment/ Representing birth

The first is meant to represent the birth of oneself. This is shown through birds flying out of the shadow, disintegrating the shadow. In result showing a blank panel. This is meant to associate with purity and signify birth of oneself.

Second panel

The second panel is meant to represent the process of oneself doubt. This is shown through the flock of birds landing on the person, as if the shadow is increasing in weight. This load of birds is meant to represent the weight that life puts upon a person. Depending on the person, the weight of birds could represent many negatives weighing a person down such as doubt, grief, sadness, depression etc.

Third Panel

The last panel represents oneself transcending above and beyond. This is shown when the audience can have wings when raising their hands up. Depending on the person it could provide different meanings to the audience. Some audiences may feel as it's reflecting themselves breaking out of their comfort zone. Others may feel a sense of freedom or relief.

The audience may feel a sort of connection. This video installation is effective as the panels only provides the audience a medium to find or express meaning depending on the individual.

Part 4 Pipilotti Rist, Gary Hill- Social/ non narrative/feminism/ targeted

Pipilotti Rist is a well-known video installation attempting to contradict the social representation of women through the message of feminism and female empowerment. The video artist first takes advantage of the room by projecting right at the middle of the corner room as it's meant to emphasise on the contrast between the two sides shown. The left side shows a woman walking on the street breaking glass windows on cars and on the right side showing footage of flowers. However, despite the violent acts the women are doing on the street, peaceful music is being played representing the right side. This suggests the women feel at peace with herself when breaking glass as she is showing empowerment through violent actions. The concept of empowerment is further emphasised when a female cop does not act for her crimes because both characters are women. The main target audience would be targeted at women as the video installation is trying to defy the mindset and representation that humans have on women. Breaking the conventions of a

stereotypical female representation would most likely make women feel strong, empowered and a sense of personal identity. Empowerment is also suggested when the woman is happily breaking glass without a care of what other people think of her.

Technological aspects- editing

Overall, this video installation is meant to convey the message of female empowerment specifically aimed at a target audience of women.

Part 5 Environmental- WWF

Environmental video installation conveys the message of environmental factors that have affected the world such as animal abuse, deforestation, climate change, natural disasters, etc. This video installation called Animal Watching was created by studio Maizz Visual to raise awareness of how humans are affecting the ecosystem and animal species negatively.

Use of space and environment

This is presented by projecting their installation directly on top of a forest as it represents where the animals live at and the size of the projection is able to cover a large portion of the forest. The effectiveness of using this space and environment reinforces the effects that the video installation is trying to convey.

Representation and audience effect

The artist used this space as the contrast between the streets and the forest shows distinct binary opposition between each other with the trees as the positive and the streets and people as the negative further emphasising how humans need for land has affected the animals and ecosystem.

The images show a variety of animals such as monkeys, tigers and owls looking as if they are staring down at the people and vehicles passing by the streets. The projection shows a surprisingly realistic look of each animal's face through realistic facial expressions and eyes following people walking through the streets. The visuals is meant to make audience feel a sense of realism to appeal to the audience. The first reason is to attract the audience by making the audience feel they are being watched by something real. This meant to make the audience feel unsettling and uncomfortable in order to attract the people walking by .

The footage of the animals is a close to a realistic look of each of the animals with their facial features moving around and their eyes following the people walking by. The artist is trying give the audience a sense of realism through looking at a realistic image of an animal which allows audiences to feel more empathy towards animals. I believe the stares of the animals are used effectively as it makes audiences feel they are being watched. This is also effective because humans aren't often being watched by animal. The reason why the animals are meant to stare at people is because it conveys a message that the animals in this environment are in fear and cautious.

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