



AD201 Introduction to Time-based Media (Online)

Instructor Information	<p style="text-align: center;">Kelvin Ke Jinde Home Institution: Xi'an Jiaotong-Liverpool University Email: Kelvin.Ke@xjtlu.edu.cn Office Hours: Determined by Instructor</p>		
Term	<p style="text-align: center;">June 27, 2022 - July 22, 2022</p>	Credits	<p style="text-align: center;">4 units</p>
Course Delivery	<p style="text-align: center;">The class will be delivered in online format. Other than recorded lecture videos, the instructor will arrange 2.5 hours' real-time interactions with students per week (via discussion forum, Zoom meetings, and WeChat). The workload students are expected to complete to properly pass this course is about 15 hours per week.</p>		
Required Texts (with ISBN)	<ul style="list-style-type: none"> • L. Rees, A History of Experimental Film and Video, 1999 <ul style="list-style-type: none"> • Robert Stam, Film Theory, An Introduction, 2000 <ul style="list-style-type: none"> • Michael Rush, Video Art., 2007 • Video Production Handbook by Jim Owens, 2017 <p style="text-align: center;">In-class readings will also be handed out</p>		
Prerequisite	<ul style="list-style-type: none"> • N/A 		



Course Overview

This course introduces students to creative practice in time-based media. Students will learn basic skills and knowledge of time-based media, including experimental film and video, narrative images, and moving images. Students will also learn project planning, basic production techniques, and editing techniques to explore the different possibilities of time-based experiences.

Course Goals

This course aims to help students to:

1. Develop conceptual and problem-solving skill through time-based media
2. Develop a wide range of creative and conceptual skills with different media processes
3. Develop a collaborative and cooperative approach in their studio and project work
4. Develop a reflective approach to studio work
5. Develop Workplace Health & Safety to all aspects of studio work

Learning Outcomes:

Students should be able to:

1. Demonstrate evolving skills, methods, and styles to studio work
2. Demonstrate skills in generating art objects in relation to visual art
3. Show evidence of development in skills and technologies
4. Demonstrate a commitment to art practice through regularity, consistency and openness to art practice
5. Adopt an experimental and imaginative approach to the creative process to pursue personal and inventive outcomes
6. Show a willingness to work in groups to develop a collaborative approach to studio work
7. Show Workplace Health & Safety to all aspects of studio work

Assessment Summary

The final grade of the course is based on:

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|------------------------|-------|
| a) Quiz | (20%) |
| b) Media Work 01 | (20%) |
| c) Media Work 02 | (20%) |
| d) Project Proposal | (10%) |
| e) Final Project /Show | (30%) |



Grading Policy

Type	Description	Weight	Due	Length/ Required Time
Quiz 1	Quiz (Individual)	20%	End of WK1	30 mins
Media Work 1	Photo Series (Individual)	20%	End of WK2	5 mins
Media Work 2	Video essay (Individual)	20%	End of WK3	5 mins
Presentation for Final Project	PPT (Individual)	10%	Start WK4	5 mins
Final Project / Show	Final Project (Individual)	30%	End WK4	15 mins

Grading Scale

Number grade	Letter grade	GPA
90-100	A	4.0
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3.0
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2.0
62-64	C-	1.7
60-61	D	1.0
≤59	F (Failure)	0



Class Schedule

Date	Lecture	Readings	Online Teaching Arrangement
Day 1	Basic production techniques	Video Production Handbook by Jim Owens	Approximately 120 minutes lecture videos
Day 2	Video and pre-production skills	Video Production Handbook by Jim Owens	Approximately 120 minutes lecture videos
Day 3	Video and production skills	Video Production Handbook by Jim Owens	Approximately 120 minutes lecture videos
Day 4	Video and post-production skills	Video Production Handbook by Jim Owens	Approximately 120 minutes Online Interaction
Day 5	Quiz 1	Individual Presentation	Approximately 120 minutes online quiz
Day 6	Video Art - Single Channel	Robert Stam, Film Theory, An Introduction, 2000	Approximately 120 minutes lecture videos
Day 7	Video Art - Multi Channel	Robert Stam, Film Theory, An Introduction, 2000	Approximately 120 minutes lecture videos
Day 8	Video Art - Image and Sound	Michael Rush, Video Art., 2007	Approximately 120 minutes lecture videos
Day 9	Video Art - Image and Text	Michael Rush, Video Art., 2007	Approximately 120 minutes lecture videos
Day 10	Media Work 01	Individual Presentation	Approximately 120 minutes online interaction
Day 11	Experimental Doc - Slow Cinema	Michael Rush, Video Art., 2007 L. Rees, A History of Experimental Film and Video, 1999	Approximately 120 minutes lecture videos
Day 12	Experimental Doc - Performance	Michael Rush, Video Art., 2007 L. Rees, A History of Experimental Film and Video, 1999	Approximately 120 minutes lecture videos
Day 13	Experimental Doc - Body and Movement	Michael Rush, Video Art., 2007 L. Rees, A History of Experimental Film and Video, 1999	Approximately 120 minutes lecture videos
Day 14	Experimental Doc - City Films	Michael Rush, Video Art., 2007 L. Rees, A History of Experimental Film and Video, 1999	Approximately 120 minutes lecture videos
Day 15	Media Work 02	Individual Presentation	Approximately 120 minutes online interaction
Day 16	Presentation (Proposal for Final Project)	Robert Stam, Film Theory, An Introduction, 2000	Approximately 120 minutes online presentation



Day 17	Interdisciplinary studio	Robert Stam, Film Theory, An Introduction, 2000	Approximately 120 minutes lecture videos and online interacton
Day 18	Interdisciplinary studio	Robert Stam, Film Theory, An Introduction, 2000	Approximately 120 minutes lecture videos and online interacton
Day 19	Interdisciplinary studio	Robert Stam, Film Theory, An Introduction, 2000	Approximately 120 minutes lecture videos and online interacton
Day 20	Final Project / Show	Project / Due end of week	Online Project

Please note that online teaching arrangement is possible to be adjusted.