

VIDEO INSTALLATION

Fall, 2003

Assignment 1

s-c-a-l-e

Due: 10.01.02
20% of Final Grade
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ASSIGNMENT:

Make a video installation that explores scale as a way of conveying meaning. You may choose to experiment with **spatial scale**, or **temporal scale**, or both.

INTERPRETATIONS:

Miniature Spatial Scale

childhood / secrets / microcosms / the miniaturization of technologies

Gigantic Spatial Scale

Nature / heroes / cyberspace / urban architecture

Abbreviated Temporal Scale

30 second TV commercials / fables / McLuhan's aphorisms / dropped frames

Vast Temporal Scale

epics / "Timelessness" or permanence / monuments

Consider how temporal scale may be manipulated by speed of edits and frame rate. Consider that scale is always relative to a perceiver (your audience). E.g., if the site of a work is the whole world, to interpret scale becomes an issue of PROXIMITY.

RELATED READINGS:

Assigned Readings

The Poetics of Virtual Space (excerpt) by Peter Lunenfeld

Extracting the Nano-Thought (excerpt) by Peter Lunenfeld

I Paint Very Large Pictures by Mark Rothko

The Smallest Woman in the World by Clarice Lispector

From Transportation Revolution to Communications Revolution by Paul Virilio

Recommended Readings

On Longing by Susan Stewart

Art of the Motor by Paul Virilio

The Medium is the Massage by Marshall McLuhan, et al

Quickness by Italo Calvino. (collected in Six Memos for the Next Millennium)

Little Angels, Little Monsters by Marina Warner. (collected in Six Myths of Our Time: Little Angels, Little Monsters, Beautiful Beasts, and More)

39 Microlectures: in proximity of performance by Matthew Goulsh