

# video aesthetics

The goal is to transport your viewer into another world. That world should be a product of your own personal vision not merely a record of the appearance of things. To do this you have to utilize a unique and personal point of view.

## Space Variants / Focus

- Extended Space \_\_\_\_\_ making space larger (or smaller) than reality
- Angle of View \_\_\_\_\_ not eye-level, where everyone always sees the world  
bird's eye / worm's eye view
- Extreme close up \_\_\_\_\_ getting very close to a subject to remove it from the normal space  
selective focus \_\_\_\_\_
- Depth of Field \_\_\_\_\_ elements in extreme foreground with background out of focus  
or - vice versa
- Rack focus \_\_\_\_\_ cross fade between extreme foreground and wider background
- Comparative vision \_\_\_\_\_ showing a detail followed by a wide shot of the same

## Moving Viewpoints

- Slow camera \_\_\_\_\_ smooth movement without aberration
- Slow lateral pan \_\_\_\_\_ panning the camera on a tripod (with a fluid head)  
or - moving the camera on a track or dolly
- Slow advance \_\_\_\_\_ moving forward toward the subject or into a space  
with rising view \_\_\_\_\_ raising the camera up
- Slow recession \_\_\_\_\_ pulling back, moving away from the subject or out of a space  
with falling view \_\_\_\_\_ lowering the camera
- Extreme movement \_\_\_\_\_ rising / falling (beyond expectation)  
perhaps using a drone with a GoPro camera
- Motion smoothing \_\_\_\_\_ software to remove excessive camera shake  
panning across a larger still image (panorama)  
[change direction slightly at the end of the movement]

## Time Variants / Rhythm

- Extended Time \_\_\_\_\_ removing a viewer from their normal sense of time
- Kinetic stills \_\_\_\_\_ static view with a small amount of slightly moving elements
- Slow Motion \_\_\_\_\_ shooting at a high frame rate, normal playback  
time expansion \_\_\_\_\_ with minimal movement / change
- Time Lapse \_\_\_\_\_ shooting at a very slow frame rate, normal playback  
time compression \_\_\_\_\_ with minimal movement / change
- Rhythm \_\_\_\_\_ the patterns of change through time
- Tempo & Dynamics \_\_\_\_\_ the general flow, and changes within, pace
- Texture \_\_\_\_\_ the differences between tempos and degree of change  
the effect of change \_\_\_\_\_ people don't notice the texture as much as the changes
- Expectation \_\_\_\_\_ set up expectations and then break them (Indian Ti-Hi)  
pattern within pattern generate fractal relationships with self-similarity

## Multiple Imaging

- Split screen \_\_\_\_\_ displaying two shots side by side (or more),  
or overlapping with a dissolve between  
viewing the same space or event from several different angles  
different views from the same location (how different can 2 sides of a street be?)
- Comparative vision \_\_\_\_\_ forcing an evaluation

# video aesthetics, cont'd

## Luminance

- Extreme Lighting photography is always about the light, shoot at dawn, dusk, or at night... use or find interesting light sources
- Reflection shoot elements that bounce light
- Refraction shoot elements that bend light  
water is a medium that both reflects and refracts light

## Concepts

These first four philosophies can be used to create a personal or individual view of (what could be commonplace) things. This is different from normal video that has its roots in theater, where the screen serves as the proscenium arch and the narrative is told from an objective point of view as a story unfolding through time (linear progression).

Passive vs. Active Shooting aka Objective vs. Subjective  
present **your** view of something, not just the generic view

Mystery / Passion / Meaning  
inspire the viewer to ask questions of the image,  
embed emotions in the image,  
communicate something meaningful that may relate to the viewer  
aka Capture / Control / Communicate / Change  
if your image stays with the viewer and  
it becomes part of their life experience, then  
you have changed the world (hopefully for the better).  
only then can you call your work 'Art'

Resonance when your life experience (as depicted in the image)  
overlaps with the life experience of the viewer

Lateral Imaging non-linear logic, simultaneity of multiple views

Artifact remnants of something that happened in the past  
memory resides in the past (in your mind)

Evidence presents clues for something that may happen in the future  
imagination looks to the past (in your mind)

Wabi Sabi the beauty of imperfection

<https://en.m.wikipedia.org/wiki/Wabi-sabi>

## Example Artists

- Christopher Bye, "Deep South" <http://vimeo.com/88786979>
- Drew Geraci, "Asylum" <http://vimeo.com/40005142>
- SquareSpace, "Details (60)" <https://www.youtube.com/watch?v=MnxoaEtdbrU>
- Alex Roman, "The Third & the Seventh" <http://vimeo.com/7809605>
- Felix Brassier, "Year Three - Day One Hundred Fifty Five - Gravity" <https://vimeo.com/138594532>
  
- Pat O'Neill, "Saugus Series", 1974 no longer available
- Peter Rose, "Analogies: Studies in the Movement of Time (excerpt)" <https://vimeo.com/35756786>
- The Quay Brothers, "Street of Crocodiles" <http://vimeo.com/20715637>