

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>