

A History of the Music Video: Technique and Development

ART 98/198, Spring 2016

89 Dwinelle, Mondays 6pm to 8pm

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Prerequisites

Interest in film and analysis thereof

Interest in music and analysis thereof

Open mindedness

Course Description and Expectations

In this course we will discuss together the history of music videos, the various techniques through which artists present their ideas using the media, and innovations in directing and editing techniques prevalent in music videos. Each class meeting will consist of relatively open ended discussion, starting with a short presentation deconstructing one or two aspects of the media. The expectation at the end of this course is for students to look at not just music videos, but all film based media more critically to gain a deeper appreciation for this wonderful artform we have constructed.

Course Assignments and Grading

The course is graded on a P/NP basis. Due to the nature of the DeCal institution, NP grades are highly unexpected. Nevertheless, effort and participation is crucial to successfully pass this course, and as such attendance and participation will be large part of the grade.

Furthermore, each student will be expected to prepare a small typed response (at least one well-thought out paragraph) to a music video each week in which they will discuss themes,

techniques, or anything else interesting to them from that video. These responses will be graded on the basis of completion and effort, and altogether these responses will contribute to a non-trivial percent of the overall grade.

Each student will also be expected to present one music video to the class and discuss briefly (5 minutes minimum), the aspects of that video they find interesting. Student will still be expected to submit a response the week of a presentation, but organized notes for their presentation are acceptable in lieu of a few typed paragraphs. These presentations are important for students to begin analyzing music videos on their own, and to also become more comfortable in the context of the class, and so these presentations will also contribute to a non-trivial percent of the overall grade, with grading based on enthusiasm and effort.

Lastly, there will be a final project, done in groups of at most 4. Not surprisingly, this project will be to create a music video. This can be done by filming your own footage, animation, compilation of various clips, or any other format discussed in class or one that you find fitting and doable. This project will demonstrate your understanding of the material covered in class, and as such it will be a large portion of your grade. The project will be graded on the basis of completion and effort.

All materials for the course will be posted on the course website. Students are encouraged to look through all supplementary information presented each week for their weekly response and short presentation. Final projects will also be shared on the course website with the permission of the creators, in hopes that future classes may look to them for inspiration and entertainment.

A concrete breakdown of grading is below:

Attendance and Participation	25%
Weekly Responses	25%
Short Presentation	15%
Final Project	35%

A minimum of 75% and a completed presentation and final project is required to pass the course without additional discussion.

Week	Course Content
1	Agenda <i>General introduction to the course: Logistics, What make a Music Video?</i> Submit <i>Your own wonderful selves</i>
2	Agenda <i>Snapshot overview of the timeline of music videos: "The Little Lost Child" to "Hotline Bling"</i> Submit <i>A reflection on the previous week's lecture</i>
3	Agenda <i>Snapshot history continued - The Last 40 Years up until NOW</i> Submit <i>A short typed response to any video under "Week 2" or something similar</i>
4	Agenda <i>Elements of successful filmmaking - Creator's Workshop</i> Submit <i>A short typed response to any video under "Week 3" or something similar</i>
5	Agenda <i>The Ethno-racial Genres in Music Video</i> Submit <i>A short typed response to any video under "Week 4" or something similar</i>
6	Agenda <i>Camera and editing techniques on your phone - Creator's Workshop</i> Submit <i>A short typed response to any video under "Week 5" or something similar</i>
7	Agenda <i>The Weird AI Effect: Parody as a directorial homage</i> Submit <i>A short typed response to any video under "Week 6" or something similar</i>
8	Agenda <i>Camera Movement</i> Submit <i>A short typed response to any video under "Week 7" or something similar</i>
9	Agenda <i>Storytelling: The Lifestyle Video</i> Submit <i>A short typed response to any video under "Week 8" or something similar</i>
10	Agenda <i>The Youtube Effect</i> Submit <i>A short typed response to any video under "Week 9" or something similar</i>
11	Agenda <i>Avant Garde - New explorations of the form</i> Submit <i>A short typed response to any video under "Week 10" or something similar</i>
12	Agenda <i>Final Projects</i> Submit <i>Your final projects and yourselves!</i>