

Experimental Design II

“Lost In Me” Project Brief

Alex Ortiz - May 2013

Artist Statement

For my new media experimental class, I shot and edited a music video that speaks about dreams and the underlying lesson in life that “nothing lasts forever”. Via its abstracted visual style, my video attempts to recreate the seamless, yet ephemeral and even often confusing way we experience dreams. As a vivid dreamer myself, I enjoy writing down what I can recall of my dreams upon awakening which have been incorporated in part from my journal. By combining my influences from people such as Bill Viola and Scott Pagano and what I have learned about animation/motion graphics, I was able to achieve the style I envisioned. I hope you enjoy this short, though hopefully intriguing music video.

Background

My music video was inspired by a variety of things. For one, I have always been highly interested in the world of photography and film before I became a design student here at RIT. My primary source of inspiration stems from the current sweeping electronic dance music scene. Although, I have attempted to create many music videos in the past when I was younger, I was severely limited by the availability of technology at the time. Now, with my experience of various music concerts/festivals, understanding of movie title sequences, design skills and other music videos that I've seen, I decided to undertake the challenge of creating my own entirely self-produced music video.

Successes & Failures

During the process of creating the music video, the hardest part was getting my ideas and dreams from my journal to be represented in a way that wasn't too literal. While parts of the video portray the dreams I have had in the past in very ambiguous ways, some are close to literal. On the other hand, I felt my timing of the scenes and transitioning was executed the best in the video which was critical to the emotional reception of it.

Necessary Equipment

Friends

Adobe After Effects

Camera - Canon XHA1s & Kodak PlaySport HD

Lighting

iMac

Estimated Cost & Budget

The only cost of the project was paying for a miniDV tape for the XHA1s. Otherwise, free of costs!

Estimated Physical Space For NML

[1] Projector

[1] Screen

OR

[1] Computer w/ table

Inspirations

Bill Viola

“Crash” Title Sequence

Neither-Field (Scott Pagano)

Hillman Curtis

Direction

Although my music video did not end up with the style of the screen captures below, these are some examples of the type of video I originally intended to capture, featuring super-slow shots and close ups.



Timeline

Week 1-3

Rent out equipment. Have song picked and story line down. Storyboarding for shots, determine scene locations. Begin shooting.

Week 4-9

Vast majority of project work, shooting and editing.

Week 9-11

Final tweaking, mostly editing. Should have all scenes captured - submission.