

The Cool Eclectic

Art Hop Mixed Media Film

Your **main objective** for this week's filming exercise is to capture and then create an interesting "story" about (or from) Burlington's South End Art Hop. **What** you choose to focus on is totally up to you and your partners (yes, you may work collaboratively on this one). However, your film should be **crafted** with **LOTS** of **aesthetically strong shots** (both video and stills) as well as **good threads of audio** (nat sound, interview, VO, music, etc.) **Ultimately**, the finished project should be **2-3min long (no more than 3min)**.

Here are the particulars:

WHAT: The **Art HOP** takes place starting THIS FRIDAY evening and continues through Sunday morning with exhibitions of art, music, dance, food, presentations, theatrical/circus acts, and general FRIVOLITY.

WHERE: PINE STREET IN BURLINGTON. Studios, tents, and trucks all along South Pine Street in Burlington/South Burlington

WHEN: FRIDAY, Sept 8th starting around 5pmish through Sunday at 1pmish.

REQUIRED:

- At least 2 video interviews with artists, craftspeople, musicians, etc. (You will want to consider interviewing "art audiences" and other people whom you **don't know** but who are their to enjoy and revel in this community gathering.
- At least 20 images/video clips of individual works of art. You will want a **RICH MIX of SHOTS**, including CLOSE-UPS, MEDIUM SHOTS, and WIDER ANGLE PERSPECTIVE SHOTS. **IMPORTANT NOTE:** You **MUST** ask permission to film/photograph works of art if the artist is present. Don't be surprised if they say NO (at first). Explain to them your interests and purpose (with possible flattering overtones in your explanation).
- B-ROLL FOOTAGE** capturing the "experience" and SPECIFIC locations (like the inside and outside of an artists studio).

FOOTAGE which could be turned into a short time-lapse sequence or stop-motion segment

WARNING: This is a festival dedicated to the **ARTS and LOCAL CREATIVE COMMUNITY EXPRESSION**. So, if your filmic results start to look and feel like a news story, then it is HIGHLY PLAUSIBLE that evil spirits will descend upon you as you are filming, and later, editing (yes, the ghosts of JEM are watching). And even if that doesn't happen, it's likely that your classmates may throw lettuce/kale/arugula shards at you when we screen your short film in class.

Either way, the repercussions could be disastrous. Here's a map. Use it wisely

