

Distorted Hierarchy of Ritual Video

NOTES FOR ARTIST.

RITUAL

What is the ritual?
Cues that assist in understanding?
Cues that are overdone/underdone?
Distractions?

DISTORTION

Is there an apparent distortion/scale shift?
What is distorted? How was it accomplished?
How does the distortion [scale shift] impact the viewing/understanding/response of the ritual?
How could the distortion be improved upon?

FORM

Is the ritual formally isolated?
What are its formal strengths?
Could it be formally simplified even more? How?
What formal alterations are recommended?
Are there visual distractions that don't assist the video? Do they need removed, altered, or ___?

ECONOMY

What is unnecessary and could be left out? Why?

COMPLEXITY

What is still needed? Why?

UNITY

What does not belong? Why?

VARIETY

What/where is a shift needed? What kind of shift?

TECHNICAL

Lighting? Contrast? Color? Focus? Zooms? Pans?
Cuts? Cropping? Angle? View? Focal distance?

TENSION

Does the piece cause a viewer response?
What? Why?
Is there tension? Why or why not?
Does it need to be increased or decreased over time? Why?
What detracts from tension or plausibility?
Beginnings and endings are important to tension evolution and unity of time based work. How does each strengthen or hurt the viewer response, interest and continuity of the video?

RECOMMENDATIONS

Make 5 to 10 specific recommendations to improve viewer experience (of video)