

IDEM219

Videography

Q2+Q4

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Video, with its inherent narrative structure, visual and auditory richness, and ability to visualise future contexts, offers much potential for design and designers. In this course you will unlock some of this potential by learning how to use videography as a tool in your design process. You will be taught videography techniques and cinematic principles and apply these in hands-on assignments.

Following a general introduction, you choose one of three different tracks to deepen your skills:

1. Documentary

Videography offers designers a way to capture the richness and detail of existing contexts of use, by showing real people performing real actions in real situations, while expressing genuine feelings, concerns and emotions.

2. Animation

The potential of animation to combine imagery, music and sound in interesting new ways, offers designers a powerful medium to explain abstract ideas, convey a rich pallet of emotions, and simplify complex subject matter.

3. Fiction

Videography offers designers the possibility to envision future design ideas through scenarios that communicate their form and use within particular contexts of use, and hereby addressing their potential impact in convincing and critical ways.

Assessment: Group portfolio and evaluation



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