

# DJ Deconstruction

Due: **April 21st**

We are surrounded by information.

From our TV's, from print sources, from radio(more so in the olden days),and from the internet we can pump in an endless supply of visual data given to us in seemingly infinite variations. This wealth of data (specifically data involving moving images for this class...) has given rise to a remix culture reacting to the mass production and reproduction of images and information. From the early dada collages using appropriated magazine clippings to artists like Nam June Paik to the lonely youtube movie trailer remixer, our society is one which is increasingly willing to step into the data stream and play with what it finds there.

We live in a time of unprecedented access to media of all types. Where our forefathers were limited to a few magazines, scissors, and paste, we can download entire movies and TV shows and use powerful editing software to modify and re-contextualize them as we please. Movies, TV shows, etc. are not really final things anymore, but rather just information in one state of contextualization. In this sense all Media is potentially raw material whose meaning is not a fixed thing, ready to be reformed into something new.

For this project you will reinvent a video(s) which you have appropriated (from the internet, from TV, or wherever else) and turn it into something new.

I am going to allow you a lot of leeway as to the way in which you want you want to approach this project.

1. content/context shift through editing and sound manipulation. this is the category that trailer remix type stuff would fall. Videos in this category should specifically attempt to change the meaning of the source material (so don't just re-cut the original and make a new version, there has to be a fundamental shift in meaning - funny to sad, serious to stupid etc). Creating a contextual shift causes two separate meanings (the original and the new) to juxtapose themselves over the media, and it is the comparison of these two meanings (be it humorous, revealing, or both) which is what will make the piece interesting.

2. A remix of the formal elements to create light and sound rhythms. this strategy involves creating a visual/audio song or soundscape using only found material (you cannot simply overlay an .mp3 over your modified video, all the audio must be composited from found sources). You should stretch, bend, warp, distort, colorize, crop, flip, and overlay your source video to recompose it as an abstract expression of motion and sound.

3. Something in Between: Create something surreal, pull figures/images from one video and place them in another, create surprising visual juxtapositions, make elements within the video act in an unusual or unexpected manner. Construct a new reality from found sources.

A few things:

Archive.org - is an excellent website to get tons of free downloadable video and Audio  
you'll probably want to download mpeg2 or mpeg4 files if a quicktime version  
isn't available

If you are using the Firefox browser, there are many add-ons (such as video download helper) which  
allow you to download videos directly from youtube and other similar sites. The videos are often in  
irregular formats, if you come across one that you can't get to work in FCP bring it to class and we'll  
see if it can be converted into something FCP can understand.

There are many free programs which can rip a DVD to a .mov file. you can download and install  
them on your own computer but we can't use them at school. cnet's download.com website is a  
good place to search for these types of programs (you'll be able to get either freeware or trial  
versions of several good programs).

I will also show you guys how to Rip a DVD using the schools hardware.

Bring source video to class and be ready to start work:

**Tuesday April 14th**

Final videos should be ~1-2min long.

file name should read as follows:

*STUDENTLASTNAMEfirstinitial-DJdecon.mov*