

## **REINTERPRETING *text...***

Digital Imaging Final Project

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### **Goals:**

This project will be prompted by text, but will evolve between text, image and sound. One mode will influence the other, putting aside the original to take another distancing step.

### **1. PICK A TEXT**

The content can grow out of ideas you started to develop earlier in the semester in the magic realism assignment or in your other classes. It should have its roots in something you already know something about or can easily research. You might choose a poem, myth, operatic story or fragment of an essay that amplifies or refers to your topic as the starting point.

### **2. MAKE/FIND/EDIT SOUNDS**

After finding your text you will develop sounds that relate to the text. Gather these sounds through field recordings, foley sounds, playing on keyboards or other instruments, playing with friends who are musical, manipulating the sounds in a sound editing program such as Audition (or Audacity, garageband, etc) Edit with a shape of time in mind...is your text linear, mountainous, climactic in nature? Make your sound have that shape.

### **3. MAKE/FIND/EDIT IMAGES**

Make and record images that resonate with and amplify the sound and text but do not literally illustrate it. Find interesting locations, objects and images, significant actions. The images should be metaphors for the elements in the text. (You should not act it out directly with performers although you can use the human body or an action as a symbol/metaphor.) If you find yourself using images directly suggested by the text in some cases, try using closeups, or movement to abstract them. Your images should give it an unexpected twist or context. Keep in mind the *ways of seeing* including camera angles, home made filters and the like. Record these images and bring into the editing program. Let the sound editing guide your visual editing, sometimes exacting, sometimes bridging...interactive rhythms.

### **4. ADD TEXT IF NECESSARY**

If your piece would benefit from some oral or written elements of the original text you can add it...All of the text need not be used... in fact you will use only parts of it as the final piece will be about 3 minutes long. The more you referred to the text through images the less you will use the text now so you don't repeat the point too often. You should use the text as creatively as you have been using sound and image (cut/ repeat/ reverse, etc)

### **5. Refine.**

You may need to shorten sound or visuals or text. You may need to change the shape of time...do so.

### ***Here are some ideas and cautions:***

Take into account the zeitgeist (spirit of the age) and think about the art audiences in a contemporary gallery (not just at Kenyon). Would your text be relevant to them and the time in which you live? If you choose something from another era, then the other era becomes part of your piece and you have to make it connect to today and who you are. Like the postmodern architects we studied a bit about, you could do this through: parody, pastiche, appropriation, etc. If you don't deconstruct an anachronistic text, then it can become overly sentimental. Text that is very strong emotionally can be difficult to use, especially if you are too close to the feelings yourself. On the other hand, picking text you don't care about doesn't work either.

Realize that non-traditional things can become text...it could be a government document outlining the causes of AIDS or the ingredients on a cereal box. Your images will make it clever, not by illustrating it but by playing again with pastiche, parody, etc.

You can chose a text that can have more than one meaning, or the images could multiply the meaning. Think about the synergistic power of image and text. By putting the images you are thinking of

with your text are you making the two elements together mean more than each one individually? Or are you simply repeating one element with the other? You could use the “point” of the story as a way of showing motion: eg. The myth of Sisyphus trying to roll something up hill could be the basis for movement. The myth of Golem could be about creating and destroying.

There should be a reason why it is the right text/topic for YOU and not someone else. If someone you love is sick, then it might make sense for you to use those facts. If you eat cereal morning noon and night then you might do a piece on the economics of corn or additives ...so maybe the ingredients are for you. If you are a Spanish major or have an Italian mother, maybe another language could be part of your piece that parodies international relations.

Leave the viewer some room to interpret the piece, don't do all the work for them and solve all the questions they might have. On the other hand, if you are too obscure, you might leave the viewer with nothing to relate to, nothing to hold onto (this is a danger of some abstraction).

***This is not a dramatic narrative illustrated, a commercial for a political party nor a Hallmark card video full of sentimentality. It should be edgy, fresh, challenging and compelling ....***