

Project Three: 3.5 Weeks
Airings

By now you have created a full-scale inflatable structure that has a basis in your own unique study but has no precedent or typological history! Congratulations. Not to understate your achievement, let's recognize that this brings together

- a set of performance criteria that preceded form;
- experiments with materials appropriate to those criteria and, in some cases, of your own invention
- tests of those materials as newly applied to pneumatic architecture
- created an event with a duration that is appropriate to that ephemeral architecture
- proposals for how that architecture programs and conditions the viewing of video content today

More than that, you have pulled off something highly unusual and provocative: an architecture that *precedes its representation*.

Now let's take that *architecture of viewing* and program a *viewing of architecture*. This will be your video podcast.

Tasks / Themes:

Export of visualizations, material explorations and process video

Introduction of AfterEffects, iMovie, Quicktime

Development of the podcast's program: documentary, guerilla set-design, etc.

Posting the podcast

Steps:

1. First, visit Apple's **iTunes** music store and find your way to its listings of **video podcasts**.
2. Review all the listings for **video podcasts on Architecture**. For **each** one you find, write a **five page typewritten paper** on the podcast, all due for **Next Monday**.
3. Next, choose a video podcast – any one that interests you – download an episode, and view it. No paper required for this. Do this also for next **Monday**.
4. **Read** "Aesthetics after MP3" by Nicolas Bourriaud – we'll discuss this in class also on **Monday**.
5. **Gather, format and import** all your clips. This includes Maya animations, process video, stills from your material studies, new video that you want to use for compositing, and so on.
6. After this, do a **rough cut**, sequencing everything according to your concept for the *viewing of your architecture*. Remember that your architecture has a logic of viewing; your video work can and should contribute to that concept, follow that same logic. You may plan for this video to be viewed in your airpod, or you may think of it as something for anyone to download, anywhere, to learn about your new architecture. Your cuts should start to give you ideas for postproduction.
7. Develop postproduction as outlined in the schedule below, always refining the video as a means of presenting and contextualizing your architecture.

Schedule:

Monday, April 17:

Review iTunes, write papers on all architecture video podcasts, download/view a video podcast, read Bourriaud article, import all your clips to iMovie – Maya models, process video, stills of your materials, and so on start thinking about *format* for your podcast

Wednesday, April 19:

Begin to “curate” your clips – come to class with an intention for what the video does, how it presents your architecture
Decide on the format of presentation and be prepared to call dibs on equipment! With luck, we will get loaners of iPods for the review, so think if you want one of those, a projector, or what else.
Review the length of all your assets – remember that your final podcast should be between 10-15 minutes in length.

Monday, April 24:

Have the final clips cut together as close as you can to tell the story or otherwise present your architecture most appropriately.
Begin writing a script if necessary.
By now, anything that needs work in AfterEffects – especially compositing – should be well underway.
By now, you should also be budgeting whatever time necessary to complete / repair your airpod!

Monday, May 1:

Have your podcast complete!
At this point, you’ll add a pre-made “trailer” for CCATV: On The Air that will be provided to you, This will be like opening credits, and will serve to introduce each episode of the podcast.
You will then have a couple of days more to export your podcast to iPod and be directed as to how this will get posted to iTunes.

All other class dates:

Meet in Lab B;
Desk crits unless otherwise stated in class

Final Review

Last week of classes, Date / Time TBA

Final Requirements:

Your final review for this requires a fully explored and working airpod, and a fully completed and viewable podcast in / on your airpod.

Other requirements are the same as last time:

- demonstrate the pod fully inflated and operational. Guest critics should be able to physically occupy it.
- Specify the place and nature of viewing video content. If it is projected, make projection in the structure. If it is on an actual ipod, locate the device. Improve the performance on last time.
- Plan the presentation again as an *event*. This one’s more up to you than last time – we’re planning an open house sort of review, not a sit-down jury, so it will be in a sort of state of perpetual presentation for a few hours.