

Video Technology and the Experience of the Domestic Moving Image

Jim Bizzocchi

**Interactive Screen - 2005
Banff New Media Institute**

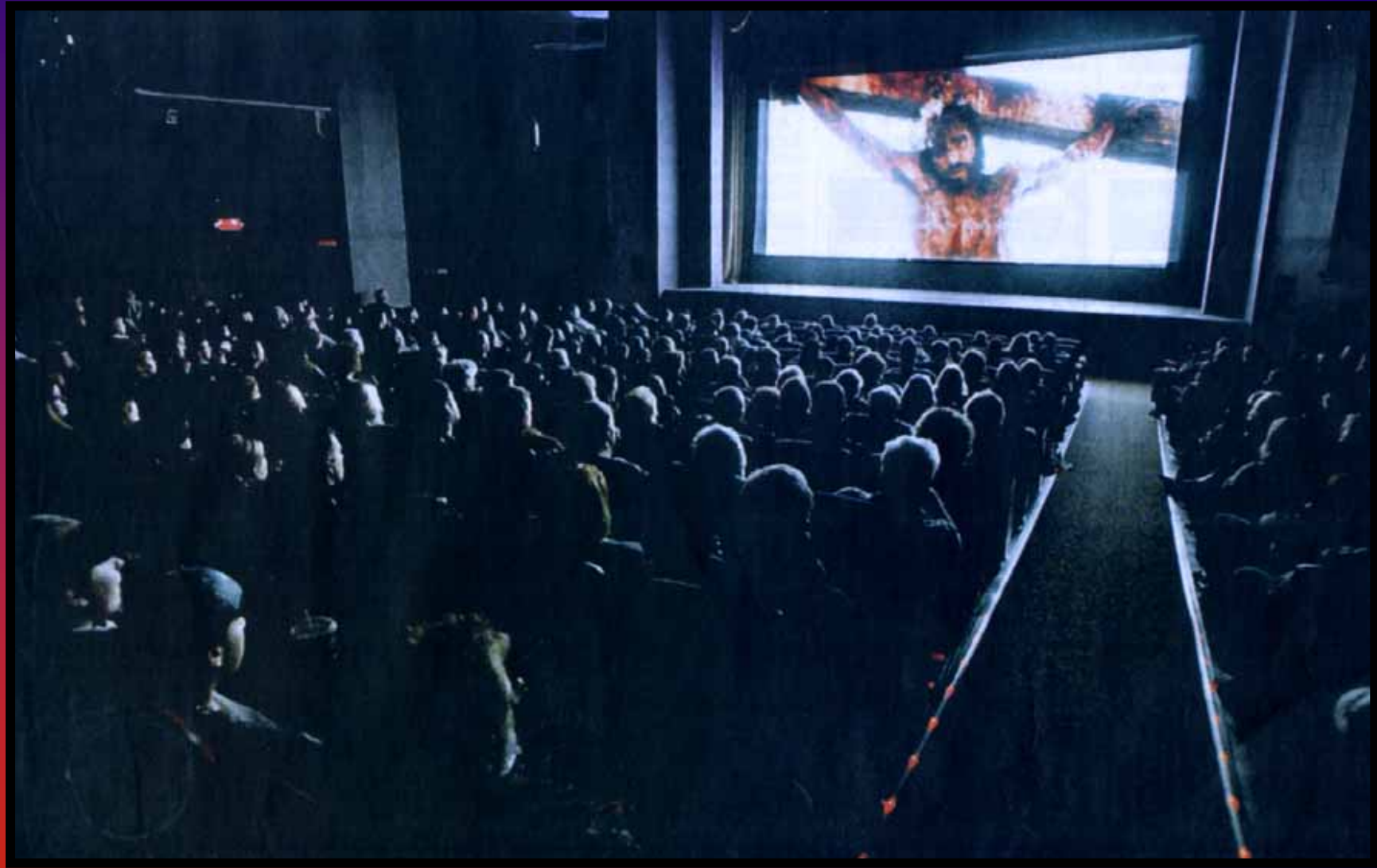
**If you're standing five feet
away from a ten foot wide,
high-definition video
display:**

- Is it Television?
- Is it Imax?
- Or is it something else...

Video & Technology

- Introduction of HDTV standards
- Large-scale flat-panel home display
- Inexpensive high-quality production equipment
- Sophisticated & cheap post-production software
- Versatile playback devices
- Range of distribution options

Conditions of Reception



DADA



PROCESSING

Conditions of Reception



DADA



PROCESSING

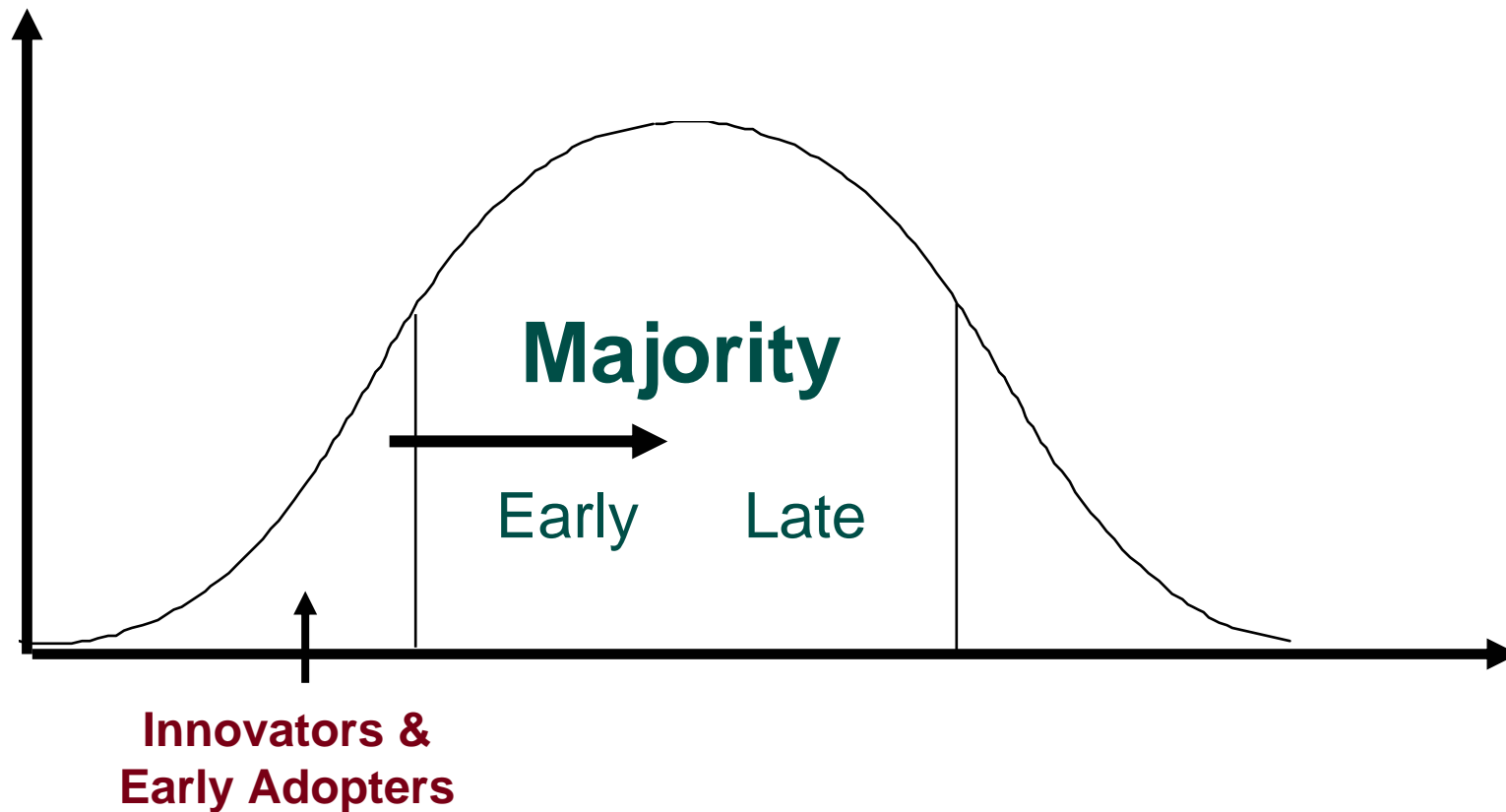
Evolution of the Domestic Video Image

- Image size is increasing
- Image quality is improving
- Costs are falling
- Market penetration of HD content & large-scale video display will continue and accelerate

Big Screen as Cultural Marker

Marketing the Big Screen

Rogers' Technological Innovation Market Curve



Implications for Content

- More Pictorial Televisual Aesthetic
- Narrative Video
- Renewal of “Cinema of Attractions”
- Spatial Montage
 - Layers, transitions, split-screens
- Emergent Ambient Video Form

Implications for Content

Visual Style of Narrative Video:

- Film-like aesthetic
- Wide shot re-privileged
- Close-up less critical
- Editing pace can slow down

Cinema's Visual Aesthetic

Examples:

- Pictorial imperative
- Play of shape, form, and light
- Composition in Depth
- Stage for ensemble acting - one long-take wide shot
- Role of Landscape and Setting

The Big Screen

- Critical Use of Wide Shot
- Deep Focus & Composition in Depth
- Three Filmmakers
 - Eisenstein
 - Ford
 - Welles

Implications for Content

- Film-like aesthetic
- A more Pictorial look
 - Composition
 - Lighting
 - Texture & Pattern
 - Colour

Implications for Content

- Film-like aesthetic
- “Cinema of Attractions”



Implications for Content

- Spatial montage
 - Composition
 - Layered imagery
 - Split-screen

Split Screen

- Able Gance - *Napoleon*
- *Woodstock*
- *Thomas Crown Affair*
- *Time Code*
- *Rules of Attraction*
- *Run, Lola, Run*
- *24*
- *Trial & Retribution*

Foreground & Background

- Experience: foreground or background
- Cinema is foreground experience
- Television is a chameleon:
 - foreground or background experience
- Emergent Video Form - Ambient Video



Ambient Video...

- Foreground or Background
- Ambient Sound
- Some Ambient Video will be algorithmic
 - Screen saver aesthetic - iTunes / MS Media Player
- Some Ambient Video will be cinematic
 - Highly pictorial
 - Composition / Scale / Light / Texture / Motion
 - Layered visuals and transitions



Ambient Video Directions

- Kitsch
 - Burning Log / Video Aquarium
- Film/Video Art
 - Antecedents:
 - Brakhage
 - Rybczynski
 - Viola
 - Boustani

Ambient Video Productions

- Series of sketches
- Subject matter - elements & nature
- Pictorial
- Scale
- Time: slow-mo & time lapse
- Extended Screen Time - Long Form
- Layers and Transitions
- Liminality of Narrative

**“Going to BNMI . . .
is like sipping water through a firehose”**



Ambient Video Series

Co-Production:

DadaProcessing

Banff New Media Institute

Series Producer/Director

Jim Bizzocchi

For Banff New Media Institute

Susan Kennard, Producer

Sara Diamond, Artistic Director

Thanks to:

SFU School of Interactive Arts & Technology

SSHRC

www.dadaprocessing.com

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Rockface - Credits

Director

- Jim Bizzocchi

D.O.P.

- Glen Crawford

Editor

- Craig Anderl

Technical Director

- Luke van Dyk

Visual Effects

- Christopher Bizzocchi

Cast

- Jordan Crawford

- Chandra Crawford

- Lionel Shadd

A Co-Production of DadaProcessing and the Banff New Media Institute

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Streaming Video - Credits

Director - Jim Bizzocchi
Cinematography - Glen Crawford & Jim Bizzocchi
Editor & Visual Effects - Christopher Bizzocchi
Soundscape - Christopher Bizzocchi
Jesse Waldman
Monica Lee

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Related Research

Simon Fraser University

- Video Post-Production Technology - Ben Youssef
- Large Screen Interactive Interface - Brian Fisher
- Policy / Marketplace - John Bowes
- Large Screen Tele-presence - Tom Calvert
- Shared Play Environments - Ron Wakkary

- We want to build a wider network of researchers and artists...

Request

- What ambient video subjects would you like?
- What video artists and researchers are interested in this direction?