Anthropology 372: Visualizing Anthropology
Fall 2017, Monday 1:30 - 4:20, Chambers B263

Prof. Eriberto P. Lozada Jr.   Office Hours: M, W, F 9:30– 10:20 am
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This seminar introduces students to the theory and methods necessary for making ethnographic films. Students will conduct fieldwork and make a film on some aspect of society or culture. Emphasis is placed on developing the technical and analytical skills needed for producing short ethnographic films, as well as resolving some of the ethical, technical and aesthetic problems that may emerge during the documentation of social and cultural behavior.

Because of the amount of time and skill necessary to make ethnographic films, projects will be done within a group. While individuals within a group may specialize in a particular aspect of the project, I will expect everyone to have a strong working knowledge of all the various aspects of research and production. Much of the work for this course will be conducted outside the Connolly Media Lab and not during seminar meetings, especially in the latter half of the semester.

Learning Objectives
- To understand the impact of consuming and producing ethnographic/documentary media in representing people.
- To analyze the rhetoric and perspectives of documentary and ethnographic film makers through viewing of their films.
- To use photographic, video, and audio equipment to document social groups, cultural practices, or other anthropological issues for a wide audience.
- To become familiar with different technologies that are used in creating and distributing digital media.

Course Readings

All course readings will be available electronically through the library.

Hockings, Paul 2003. Principles of Visual Anthropology. New York: De Gruyter Mouton.
Lancaster, Kurt 2012. Video Journalism for the Web: A Practical Introduction to Documentary Storytelling. New York: Routledge.

Additional articles will be available on Moodle.

Course Requirements

The most important work in this course is to be prepared for each seminar meeting; this means having thoroughly read the material and being prepared to discuss particular points from the reading. Because this is a laboratory class, being prepared also means **having mastered the software or technical skills** expected for the meeting. Readings are due on the day listed in the class schedule. Your engagement with the material and mastery of the software and equipment is vital for the success of this learning experience.

Laboratory Fee: While there is no additional fee to use the media lab, students will be required to purchase their own **portable hard drive** for use in this class. The drive will cost less than typical textbooks ($< \$70.00$). We will talk about this purchase at our first meeting.

Seminar Participation: (**10%**) Students are expected to attend all classes, do the readings and computer exercises prior to class, watch ethnographic films and **discuss the implications of the issues** in the classroom.

Discussion: (**10%**) **Each week,** students will watch an ethnographic film and write a brief reaction about it or the filmmaking process. You should feel free to write whatever you feel is relevant. They are to be posted on the course site and are due prior to the start of each seminar meeting. LATE SUBMISSIONS WILL NOT BE ACCEPTED.

Digital Story (**10%**): (**due 4 September**) This is your opportunity to begin using images to tell a story. Using no more than twenty pictures (pecha kucha format), create a narrative about a particular place, event, or person. Limit the amount of staging and interference in the actual occurrence. You may use text and/or audio to explain the story, but as much as possible, let your images (and your sequencing) tell the story.

Film Proposal (**5%**): (**due 11 September**) This assignment is based on preliminary fieldwork observations and library research. The writing of this proposal will indicate to the instructors that you have obtained permission from the participants as well as submitted the IRB application. In order to write this proposal the research team must have observed the site on at least two different occasions. Below are the requirements for this exercise:

- A concise statement of the research project and a justification for this research project.
- Describe the research site.
- List the dates the site was visited and the length of each observation period.
- Provide a demographic profile of the participants you observed.
- Describe the types of activities the group plans to videotape.
- Indicate two cultural beliefs underlying the social behavior to be videotaped.
- Indicate two major challenges or obstacles this project will present and suggest measures to counteract them.
- Critic two videos that deal with similar or related topic and indicate how your study differs.
- Briefly summarize four scholarly articles that deal with the same or a related topic and indicate how this literature influences your ideas.

IRB Protocol: (**due 11 September**) This is part of the film proposal. Prior to conducting each film project student must obtain the approval of the Davidson College Institutional Research Board. The protocol form is listed on the website of the Office of Contracts and Grants. The protocol must be approved by course instructors prior to submission to the IRB.

Short Video: Filming and Editing Exercise (**10%**): (**due 1 October**). More on this project will be made available later during the seminar.

Ethnographic Film Project: (**50%**) This is the group ethnographic short film series (3 films, each no more than ten minutes, **15% each**). The films will be evaluated in terms of how successful it is in: portraying the ethnographic subject; the effectiveness of the narrative in exploring the social or cultural issue; the aesthetics of the filming and editing. The first short will be due on **23 October**, the second **13 November**, and the third due **27 November**. The films will be submitted as a DVD, and will be accompanied by a brief film narrative. You also need to prepare a website that features your film project using Davidson Domains (**5%**). If you are ambitious, you can instead make a 30 minute short ethnographic film.

While we will work together on various issues and projects, everything else is your own individual work. All work is subject to the Davidson College Honor Code as stated in the student handbook. If there are individual accommodations for special needs, please let me know and authorize the Dean of Students to contact me so that we can work something out.

Course Schedule (subject to modification)

21 August	Course Introduction **Media Lab Work:** Introduction to the lab, Canon and Sony cameras, brainstorm ideas, how to write a proposal, Lynda.com, gear and expectations, storyboarding/outlining.
28 August	Documentary Film in Anthropology **Reading**: Lancaster: Chapter 1-2; Benjamin essay; Pinney essay; Lynda.com Premiere Pro CC 2017 Essential Training: understand importing and managing media, timeline, basic edits **Media Lab Work:** Exporting out of Premiere, saving to Susan. Introduction to the Zooms, shooting technique, in-class shooting assignment, importing footage. Finalize groups and topics.
4 September	**Reading:** Lancaster: Chapter 3-4; Lynda.com Premiere Pro 2017: audio, working with stills, exporting **Media Lab Work:** Review pecha kuchas. Lighting. **Assignment:** Pecha kucha due.
11 September	**Reading**: Lancaster: Chapter 5; Lynda.com: transition effects, color correction, etc. **Media Lab Work:** Revisit basic editing, review "video process" and copyright, Advanced audio for video. **Assignment**: Proposal and IRB due.

18 September	**Media Lab Work:** Review audio, stills, graphics on timeline. Advanced shooting, Introduction to working with audio in Premiere. Organizing your footage. Interviewing and shooting B roll.
25 September	**Media Lab Work**: Shooting on the move, finding public use video and audio. **Reading/Viewing**: Lynda.com (as needed) **Assignment**: 48 hour video project (DUE on youtube or vimeo by 1 October by 4:30pm).
2 October	**Media Lab Work:** Review 48 hour video project, Review finalized proposals **Assignment:** Shooting schedule (rough idea), START SHOOTING
9 October	**Fall Break**
16 October	**Media Lab Work:** Review Chapter 11, Using mixed media in Premiere, Production Q&A **Assignment:** Shooting schedule, Have something shot for your video
23 October	**Media Lab Work:** Review Chapter 14, Production Q&A, Review shooting schedule, Review footage **Assignment:** First Ethnographic Short due
30 October	**Media Lab Work:** Review timeline, Production Q&A, Review footage **Assignment:** Have something shot for your second video
6 November	**Media Lab Work:** Review edited footage on the timeline, Production Q&A
13 November	**Media Lab Work:** Review Chapter 16, Making a final cut, Using Audition/Encore, Production Q&A **Assignment:** Second Ethnographic Short due
20 November	**Media Lab Work:** Production Q&A. **Assignment:** Have something shot for your video
27 November	**Media Lab Work:** Production Q&A, Review rough cuts **Assignment:** Third Ethnographic Short due
4 December	**Media Lab Work:** Review Final Projects **Assignment:** Film Narrative/Website Due