

DIGITAL VIDEO PRODUCTION

Instructor: Talan Memmott

So Long, Neon Yellow (2011)

Genre: essay-film



The Digital Video Production course is divided into technical workshops, seminars, and production. While students are being trained on the proper use of equipment and developing editing skills, seminars and screenings take place that lead to the development of a project that explores film history, genre, and technique through production. During my time teaching this course the themes and genres addressed included surrealist film, the infomercial, documentary, video art, and the essay-film.

In the iteration of the course offered in fall of 2011 the particular genre addressed was the essay-film. Screenings included films by Chris Marker (*Sans Soleil*) and Jean-Luc Godard (*Two or Three Things I Know About Her*). Based on discussion of the filmmaking techniques and narrative strategies of these films, students determined that they wanted to make an essay-film, or video essay in this context, about what it means to say goodbye.

For the production of *So Long, Neon Yellow* the class was divided into three production teams, each with its own director, producer, art director, videographer, and editor. Each team developed its own strategy for the collection of relevant material, deciding upon cast, locations, shooting schedule, etc. Weekly production meetings were held, at which unedited video was shown and critiqued, further production, final edits, and compilation were discussed.

Once all the materials had been collected, and initially edited the directors and editors came together to begin building the narrative of the final video essay. At the same time, other students in the class were preparing promotional material such as posters and postcards, setting up a YouTube channel, scheduling a premiere screening, and editing trailers.

The final video essay was screened for the public in March 2012. Following the screening there was a roundtable and Q&A session with the class.

So Long, Neon Yellow can be viewed on YouTube:
<http://www.youtube.com/watch?v=eVvwtov3djM>