

"TED Talk" videos

Dear Visual Analysts,

Together with the lecturer, I have selected seven texts from the compendium which might need to be communicated in a creative manner to create a clear overview. You may use any devices in your videos: backgrounds, posters, PP, subtitles, illustrations, role plays or whatever you might think of. You should communicate the essential points and concepts of the text and provide us, as your audience, with an idea of what the text or theory can be used for. Consider how you present – in other words, conduct a visual analysis of your effort. Record the video using what is available to you, e.g. a mobile phone camera.

The task is named after the TED Talk phenomenon because this *may* inspire your organisation of the video. Check their website for good ideas. Here are a few examples to start from. Each of them represents different communication strategies and visual expressions:

- https://www.ted.com/talks/anthony_goldbloom_the_jobs_we_ll_lose_to_machines_and_the_ones_we_won_t
- https://www.ted.com/talks/tim_urban_inside_the_mind_of_a_master_procrastinator
- https://www.ted.com/talks/derek_sivers_how_to_start_a_movement

And then the formal matters: The video should only last five minutes, it must be uploaded to our Facebook page for everyone to watch, and you must state who you are and which text you worked with. You are responsible for the following texts and dates:

12 October:

Group 1: Walter Benjamin: *The work of art in the age of mechanical reproduction*

Group 2: Wolfgang Kemp: *The Work of Art and Its Beholder*

Group 3: Laura Mulvey: *Visual Pleasure and Narrative Cinema*

9 November:

Group 4: Linda Nochlin: *The Imaginary Orient*

Group 5: Lise Bek: *Architecture as space and framework – a model of analysis* [Arkitektur som rum og ramme – en analysemodel]

23 November:

Group 6: Rune Gade: *What is exhibition analysis?* [Hvad er udstillingsanalyse?]

Group 7: Anne Strange Stelzner: *Confronting the modernist design concept* [Opgøret med det modernistiske designbegreb]

It is important that you get response to your videos; you should therefore prepare in the groups to give constructive criticism, using the form below. Try to make sure your feedback is concrete and forward-looking J

Filmmakers	It was really good	There is room for improvement here
Group 1	Group 4	Group 5
Group 2	Group 7	Group 4
Group 3	Group 6	Group 7
Group 4	Group 1	Group 6
Group 5	Group 2	Group 3
Group 6	Group 5	Group 2
Group 7	Group 3	Group 1

GOOD LUCK WITH YOUR WORK J