

Flash Project Reflection

Part One: High Art

Film theorists Laura Mulvey and Gaylyn Studlar examine how and why films are made and how the film interacts with its viewers. Mulvey and Studlar are both interested in who is looking and who is being looked at, who we are supposed to identify with (i.e. the protagonist) and who it is assumed “we” are (i.e. the viewers). Mulvey, responding to 1950s and 1960s cinema, posited the spectator is assumed to be male (viewers are encouraged to identify with male protagonists, films are shot from male point of view, etc.) and derives visual pleasure from a dominant, sadistic pleasure (female characters in the 50s and 60s were coded with “to-be-looked-at-ness”, the male gaze looked at them as a voyeur or as a fetish-object). Studlar takes a different approach. Studlar thinks visual pleasure (why we enjoy watching movies) is derived from a passive, masochistic perspective, where the audience seeks to be powerless and overwhelmed.

In general, film theorists (academic film critics) try to articulate why a movie works, how it works, what it means, and how it affects people. For the first part of your response, you are going to write as if you were an academic film theorist.

Thinking about the questions “who is it made for?” and “what do we get out of watching it?” discuss the flash animated videos presented in class. Who is the target audience? Identify a demographic of people who you believe should watch these videos. How could these videos reach their target audience? Discuss possible avenues for the videos reaching the demographic you identified. What do the videos tell us? Identify what we get out of watching the videos. Are they successful in achieving their goals? Goals are implied within the videos themselves. Assess how successful they were at achieving their goals. What could be changed to make them more successful? Consider the roles of the sound and visuals, their interplay, and their independent functions.

Part Two: Low Brow

Film criticism is the analysis and evaluation of film and video. You are probably familiar with movie reviews that help you decide which movies you want to see in the theater, such as Rotten Tomatoes or Fandango. Journalistic criticism usually involves a plot summary and general opinion of the reviewer about the successes and failures of the movie. Some reviewers are interested in a movie’s inexhaustibility (range of impact beyond release date) such as its cult classic appeal, while others are geared to more immediate enjoyment ratings.

Write a movie review for the flash videos as if you were a film critic on a website.

PART THREE: Team-ness

Please reflect on how it was to work in a group as a team on an animated video. Describe who did what work. How much work was done by each person? How did you decide who would do what work? What rationale did you use to make that decision? How did everyone feel about that decision? How did the quality and style of different people’s work affect the finished video? How did you feel about each of your groupmates efforts? How do you feel about working in a group in general? What special strengths did you offer to your group? What personal weaknesses did you bring to the group and how did you compensate for them as a group? This is your opportunity to complain about or complement each of the teammates you worked with. You will be asked to work in a group again. What strategies can you use to make working in a group better next time?

Part Four: Mood

Describe the mood of the video you created. Identify how you created that mood, using at least three examples from the video. Think about the visuals, sound, and editing choices you made. Discuss how closely you matched the mood of the video to the mood of the book. How could you make it match the mood even closer?

Part Five: Self-Assessment

How successful were you? What are the best aspects of your video? Why do you like them? What did you struggle with? If you had a magic wand, what would you change about the video? What new techniques/skills/concepts did you learn through making this video? How would you compare this video to the two other videos you have made? Which is most successful? Why?

Flash Reflection Rubric		Points	You	Teacher
Part One: High Art	Target Audience – who? how?	3		
	Why watching the video is enjoyable	3		
	Goals of the video – achieved?	3		
Part Two: Low Brow	Movie Review Style	3		
	Opinion/Successes/Failures	3		
	It's place in the history of video	3		
Part Three: Team-ness	Who did What & How Much Work <i>per person</i>	3		
	Quality & Style of each person	3		
	Your Feelings/Strengths/Weaknesses	3		
	Effective Ways to work in a Group	3		
Part Four: Mood	Example One	3		
	Example Two	3		
	Example Three	3		
	Mood Match	3		
Part Five: Self- Assessment	Successes	3		
	Struggles	3		
	Learning	3		
	Comparison/Ranking Videos	3		
Total		54		