

FIN 201 VIDEO + SOUND 2

Independent Project Critique

Constructively Critique your Colleagues' Artwork

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There are four major areas of art criticism:

1. description
2. analysis
3. interpretation
4. evaluation

TIP: Avoid terms: I like I don't like ... This good or bad... this is interesting ...

1. DESCRIPTION

a. **Gather basic information about the work.** Start your critique by providing the following information:

- Title of the work

The Sharpener

- Artist's name

Tyler Wenmann

- Medium and duration of the piece

The video is 1:49

- Basic technique(s) applied

Single channel video, split screen, motion graphics

b. **Describe the subject matter (3-6 sentences).**

Tyler created a comedy sketch of a sharpener that claims to not break pencils. It is incredibly funny and he uses really good motion graphics to help sell the product as well. At first I thought it was a serious commercial of the sharpener, but the dry humor that started 10 seconds in and it made the commercial so much better.

c. **Describe the 3 main elements that stand out in the work and how they are functioning**

(ELEMENTS: line, color, space, light, shape, framing, camera angle, timing or rhythm, composition) (5-8 sentences)

1. The motion graphics- he has good knowledge of how to use and place the motion graphics in his video to enhance it.
2. The timing of his voice overs with the product was seamless. He really has listened when we learned about editing videos.
3. He made really good use of noises and sound. There was a sound playing in the background and would stop when he made a funny joke. And added sounds to the product when showing it's features

2. ANALYZE

a. Analyze how these main elements are functioning, what moods they evoke, what story they are telling (3-6 sentences).

b.

I've mentioned it before, but this is a joke commercial. Tyler was trying to sell an ordinary sharpener and claimed that it did so much, but when he was showing it in the video, they were doing the opposite of what he was saying. The mood is comedic and light.

c. Identify the point(s) of focus of the work (3-6 sentences). Most works of art have one or more points that are designed to catch your attention and draw your eye. In a portrait, this may be the face or eyes of the subject. In a still-life, it could be a centrally-placed or well-lit object. Try to identify which parts of the work are emphasized.

The main focal point in Tyler's commercial is the pencil sharpener. What drew my attention were the motion graphics he added to his video. It would flicker or pop out when he moved the sharpener or talked about it.

d. Look for themes in the work (3-6 sentences). What type of symbolism or signifiers are utilized to portray a message or mood. What are the repeating images or motifs within the work.

Humor is a big symbolism used in his video, it helped enhance it and gave it some character. Repeating images in this is the sharpener and the ways it works. He claims that it works a certain way, but then the sharpener does the opposite.

3. INTERPRETATION

- a. Try to identify the purpose of the work (3-6 sentences). What do you think the artist was trying to say with the work? Why did they create the work? Try to summarize the overall meaning of the work, as you see it.

The purpose of his work was to show the humor with product commercials. We all know those commercials that are on past 9 PM and they try to get you to buy things that you usually don't need. The part at the end where it said "if you buy within the next 30 minutes, we will give you nothing" that was very funny. It is a spoof of a product commercial.

4. EVALUATION

- a. What qualities of the work are successful? (3-6 sentences) Explain your positive evaluation, point out the specific strengths and include

He is very good at doing a voice over. He added the necessary filters and edit to see the before and after's of the product. I've already mentioned it, but the motion graphics really help with the enhancements. You can tell that he knew exactly what he wanted to do and executed it very well. I really believed this to be an infomercial.

- b. What elements of the work could be improved? Offer feedback on what can be enhanced in the work, give specific (and kind) reason (3-6 sentences).

Tyler could of used a better quality camera and used some lighting. Even just some better lighting could of helped enhanced the camera quality. It can be understood that he did the quality to enhance the humor of the infomercial, but even just a little bit lighter could of done wonders. Overall, I really enjoyed it and he did such a good job!

.....and always end with a kind and positive endnote:)