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Portland Public Art Video Series

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Portland Public Art Video Series

Jennifer Lague, USM student

CMS 450, Professor Dennis Gilbert, USM

Art in Our Front Yard

This project features two videos made for the Portland Public Art website, publicartportland.org.

Which videos were made?

Two videos were made pertaining to art on the website. They featured sculptures around the Back Bay in Portland made by Vivian Beer called Cloud Couch and Rustle Diptych and a statue created by Theo Alice Ruggles Kitson in 1906 and dedicated in 1944 to Deering Oaks Park called The Hiker.

Why make videos?

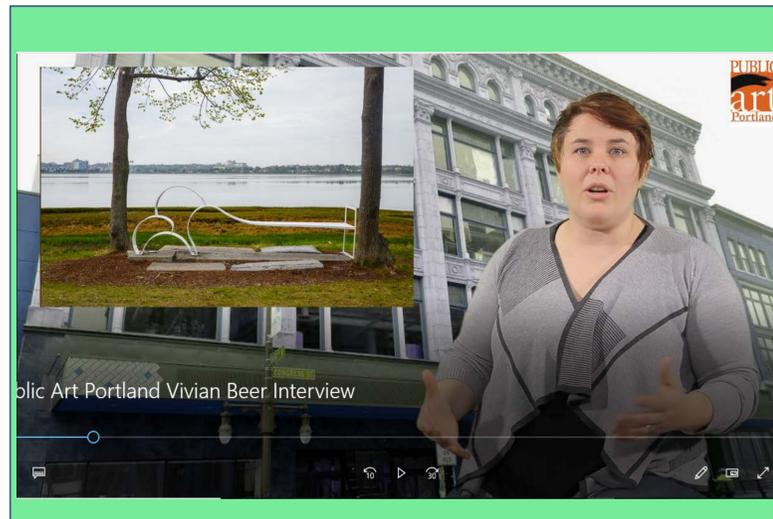
These videos will bring those who view the art closer to the artists' purpose in creating it. This will increase the public's interest in the Portland Public Art Committee and help them serve the public better.

How were they made?

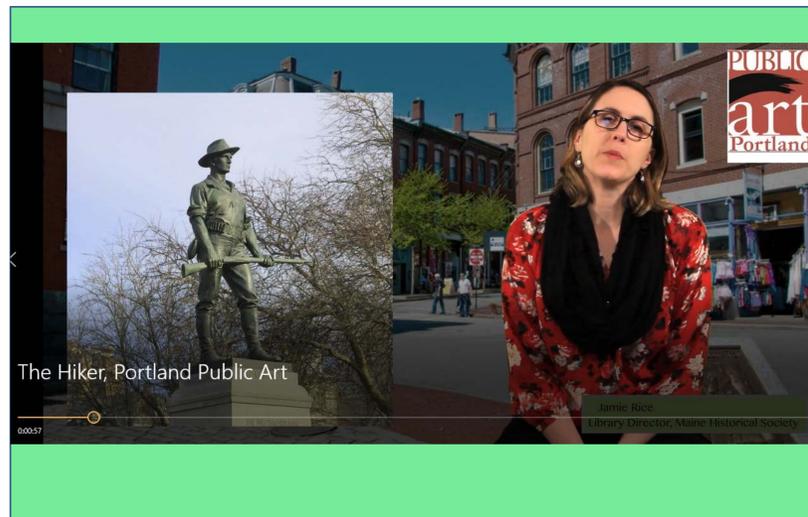
The videos were made in the studio at 21 Durham St. at USM Portland. The green screen was used as it was not adequate weather for shooting outdoors. A lavalier mic was used for sound. Careful focus was made on the lighting so as to facilitate the color keying in post-production. Vivian Beer and Jamie Rice were invited to the studio on consecutive Fridays. Julia's introduction for interview about The Hiker was filmed a few days later.



Studio work with Jamie Rice



Vivian Beer talks about Cloud Couch



Jemie Rice speaks about The Hiker statue

Results

The videos came out successfully. The lighting in the studio worked out well with the color keying and the speakers are heard clearly and succinctly. Footage was found that was adequate for helping the audience understand the subject matter and was placed behind the speakers. These videos will successfully help the Portland Public Art audience understand the art more deeply and give them knowledge about the history behind the Deering Oaks monument.

Conclusion

- Videos online work wonderfully to create a wider audience. People are so busy these days they only have so much time and attention.
- A video entertains and also educates the public at the same time. It is fun and it relays useful knowledge.
- The audience will remember m Viewers **retain** 95% of a message when they watch it in a **video** compared to 10% when **reading** it in textuch more about the art through video rather than reading.

Acknowledgements:

I'd like to send out a special thanks to Nat Ives for his assistance in the studio.
I'd like to thank the CMS 450 class for an inspiring semester.

References:

Professor Dennis Gilbert, CMS 450