

'STUDENT VIDEO ART FESTIVAL' SHUMEN 2014

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Abstract

Education is a personal process in the infinite, it is the place where one can experiment, create new methods and technologies of teaching. One of the main accentuation is that universities are turning into laboratories, in which students study, make experiments and create art. Any modern university institution builds a local cultural centers, art galleries, creative areas and festivals in support of student creativity.

Keywords: *Video Art, platform, workshop, contemporary, creative, student.*

Organizing the project 'Student Video Art Festival' is part of the idea of building a suitable educational environment for creating video works by providing a platform for dialogue between students, artists and academics working in the field of digital arts. It explores the possibilities of applying modern artistic experience in theoretical and practical training of students of 'Pedagogy of Fine Arts'

'Uniting a group of students about the idea to create a workshop for contemporary art practice was the starting point of subsequent events. Provoked by the attitudes of the participants, we proposed options for training in the fields of photography, video art and new visual forms. We have created an informal educational platform, which received funding through participation in an internal University projects. During the course on the topic 'Video art' featuring famous artists working in this area, students upgraded their knowledge while working with modern graphics editors for making personal creative projects. In the creative process, inspired by the results, project participants discussed the idea of organizing a forum in which to present their video art projects. The name of the topic was "Public and private". In that way it was created the first edition of 'Student Video Art Festival' - Shumen 2014.

Nowadays new forms and means of expression in the visual arts are developing dynamically. In order to meet the high expectations and criteria of the young people studying at universities, the programs in the different disciplines are often renewed and adapted. We create new educational platforms for informal education that complement the practical and theoretical knowledge of students. Through educational programs, creative experimentation and contemporary artistic practice they get an opportunity to stimulate the imagination and develop their talent.

The program includes three main modules: lecture course, workshop and screenings of video. As a conception, video art was created as an alternative of commercial visual culture. It is an area of media arts, which presents artistic concepts

leverages digital technologies for generating and manipulating video images. Unlike the industrial media objects of television, music videos, movie trailers, TV commercials or movies, video art is not a commercial product. It is a product of the relationship between the artist and the technology. It creates concepts through video art, computer and television images.

The theoretical part of the project presents the history and various trends in the visual arts - photography, video art, net art, multimedia performances and installations, in the form of lectures and workshops. Highlights of the course are public lectures on 'Dance and contemporary photography' from the last creative project 'Out of Stage' by Dejan Parushev (who lives and works in Paris), 'Cinema and new visual forms' by Georgi Krastev and 'Organization and conducting intercultural projects' by Florance Faivre, - Director of the MEF / de la Maison de l'emploi et de la formation du Pays Thur Dolle / -Tann, France.

Exploring the topic, preparation and filming of video material, discussing different concepts, as well as presentation and analysis of results, are tasks of the second phase of the project. In a lab with computers and an interactive whiteboard we organize creative workshops and presentations in which students present their video ideas and have the opportunity, together with mentors to process and assemble the footages. There are discussions on creative aspects and the impact of the output. "The Creating and manipulation of video images", "Installation and handling of the footage" and "Postproduction" are the themes of the program of practical module with the participation of Georgi Krastev. Taking part of famous artists like Tsvetan Krastev and Viktor Petkov, who work in the field of unconventional and conceptual art, complement the priorities and objectives of the project.

The third module is connected with the concept of representing aspects of the project-promoting student achievements in the area of video art through a variety of formats and locations of implementation, optimizing options for presentation of video works on screens, video wall, or as a synthetic form in a public environment. The idea of the participants in the Festival is the video art production to be presented not only in galleries, but also in locations with different social groups and environments, outdoors and street spaces. There is an obvious need for expansion of the addressee through the decentralization of cultural activities and events. Thus we will reach a wide range of audiences and will unlock the debates about the place and importance of contemporary visual arts.

One of the priority of the project is the synthesis of new technologies and digital content. It helps in developing the visual culture in search of personal artistic features. Educational video and computer center provides teachers and students with modern IT technology lab for working on and practicing visual arts. Using the interactive whiteboard is a means of ensuring visibility and awareness of the working material which also provides dynamics in the presentation and enhances the attractiveness allowing students to participate in the process. It is an effective tool for creating video materials used and preferred by students from the 'digital' generation as presentations and interactive ways of education.

Main place in the 'Student Video Art Festival' takes the issue of the need to stimulate and develop students' creativity. Collaborative teamwork stimulates the deployment of creative potential in students. Crucial here is to familiarize students with the real situation in which a visual artist must work. Providing conditions for education through advanced technologies and proven with their creative achievements mentors are an appropriate way to reveal more fully the opportunities and potential of the students. Their work in an informal, alternative environment featuring guest lecturers, artists and teachers are educational objectives of the project. At the same time they will acquire knowledge and will improve practical skills and build creative thinking. This is the meaning of educational platform, which faces the creative process and contemporary visual art.

As a result of the inclusion of new technologies into the educational process students create prerequisites for building communication skills at a new level. Symbiosis student - technology-creative environment generate different hypotheses about the educational aspects and experiments in art.

The objectives of this program are related to the acquisition of specialized competences regarding the application of various digital practices and educational approaches to creativity. All these components determine the nature, importance and specificity of the educational platform of the project. Exploring the characteristics of the new "digital" generation students and training through the inclusion of new technologies in the educational process, we can assure its active participation in the learning process. With the integration of new technologies and digital content in the learning process, which this generation uses, we can raise its motivation for diverse art production.

Education is a personal process in the infinite, it is the place where one can experiment, create new methods and technologies of teaching. One of the main accentuation is that universities are turning into laboratories, in which students study, make experiments and create art. Any modern university institution builds a local cultural centers, art galleries, creative areas and festivals in support of student creativity. The application of the methods of education of similar projects is a valuable tool for the acquisition of new knowledge and competence of the participants.

Higher education has been challenged to deliver adequate training for students. The education requires persistence, sustainable development of creative thinking and innovation. An important issue in front of us -teachers, is adaptability and how to respond quickly to changes related to modern times. We also have to stimulate creative thinking and to protect art as a value. Artist-lecturer is looking for a balance between theory, practice and creative environment through developments in the educational models. Given the pace of the development of technologies and concepts in education, we academics, are motivated to be part of the changing educational paradigms. Teachers should have the freedom to choose their methods, approach and the working technologies.