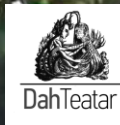




Video Art Design

Jelena Rubil

2 session



Visual Creativity and Conceptualization

Video recording, editing, and post-production techniques using digital video equipment and software.

Projection mapping software and techniques to map video onto irregular surfaces, set pieces, or architectural elements.



Site-specific dance theatre show

2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES



Dancing Trees is a site-specific dance theatre show created in collaboration with the Belgrade Dance Institute, which explores the importance of trees preservation. The show engages 7 performers, with the original music, and it aims to sensitize the audience and encourage initiatives in defence against excessive tree felling.

The performance uses a poetry and fact about trees that have their “life”, interwoven with memory, communication, care for young and breathing that releases oxygen – so necessary for the human survival. But also the worrying information about the trees cutting. One of the initial inspirations is the book by German forest engineer Peter Wohlleben, “The Hidden Life of the Trees”, together with other sources and researches.

2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES



We are witnessing excessive trees cut down in our city in order to build shopping malls, garages, gondolas and other tourist attractions.

Global deforestation continues at an alarming rate: 7-8 million hectares of forests are destroyed every year, which is approximately the size of Portugal.

This project aims to sensitize the audience and encourage urban initiatives in defence against excessive tree felling . By using creative ways, the project wants to inspire resistance and to motivate citizens to connect and network, be proactive in the defence of trees and forests.

2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES



Trees not only provide us with oxygen, they also have a number of characteristics important for our spiritual and physical health. 60% of medicines come from trees, and the latest research shows even more. Experts warn that consequences of the Global deforestation are far-reaching – from air pollution to floods, wildfires and complete destruction of ecosystems on the Earth. Trees are an important factor in the fight against rising global temperatures, due to their ability to absorb carbon dioxide. The authors say that planting trees is currently the most efficient solution for climate change in the world. Researchers claim that if the world wants to limit the growth of temperatures by one and a half degrees by 2050, it is necessary to plant another billion hectares of forests.

2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES

Develop the ability to analyze scripts and interpret the narrative, themes, and mood of the production to generate creative visual concepts that align with the director's vision.

Learn techniques and skills for brainstorming and ideation to generate a variety of visual ideas and concepts, exploring different artistic styles, themes, and approaches to storytelling.

Practice aligning video design choices with the overall thematic and dramatic goals of the production, collaborating with directors, designers, and actors to ensure coherence and synergy between video elements and live performance.

Explore methods for visually representing characters' inner thoughts, emotions, and perspectives through video projections, exploring techniques such as symbolic imagery, visual metaphors, and dynamic transitions.

2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES



2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES
work



2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES references



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2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES
references



RF107H



RF208



RF211



RF213



RF215

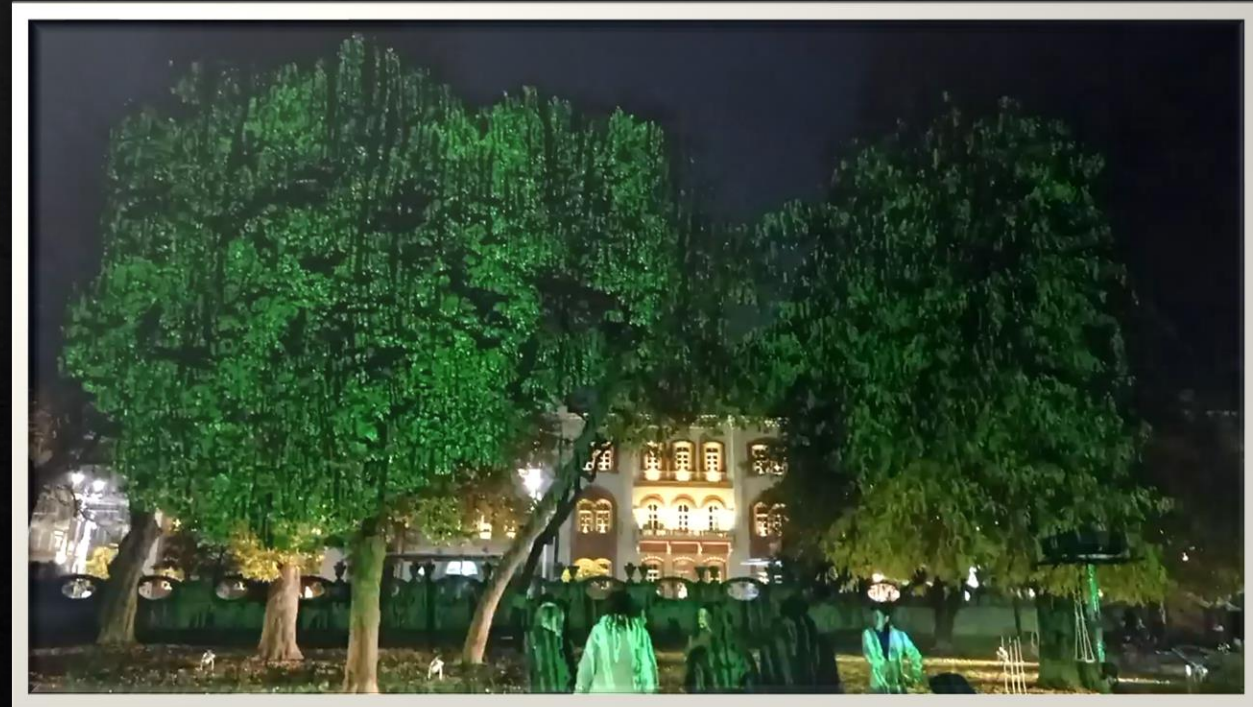
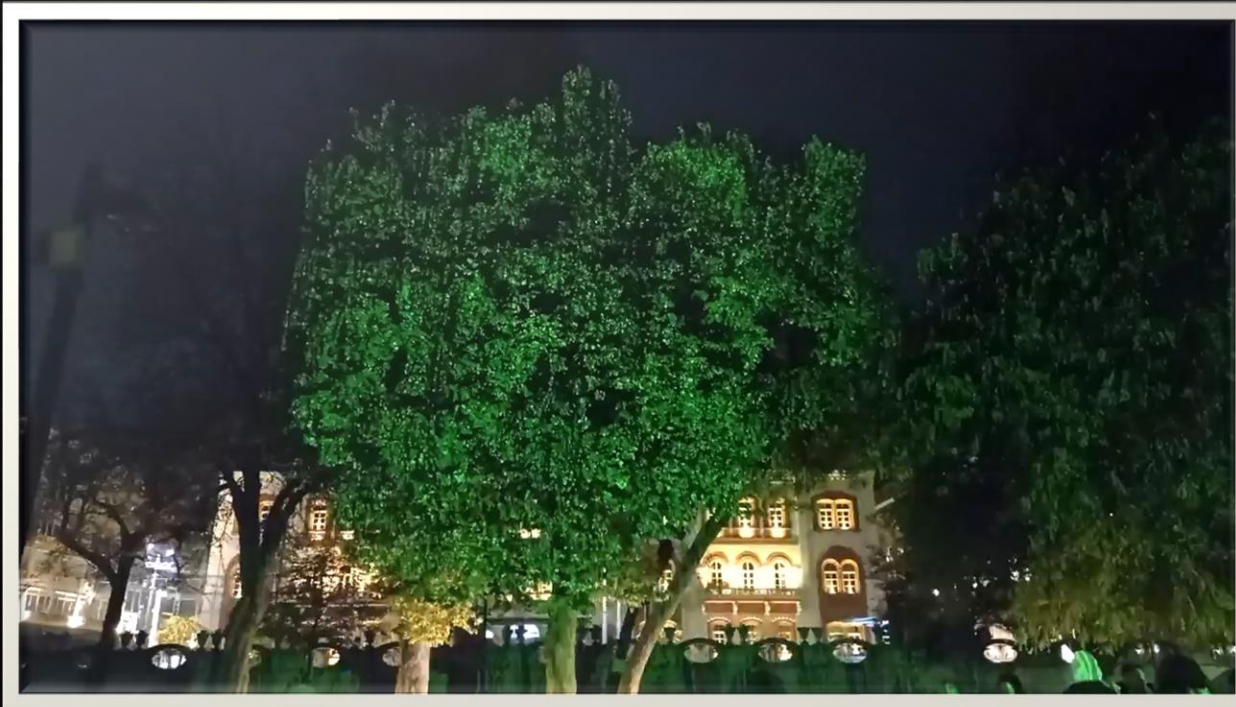
2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES
work



2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES
recordings



2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES
recordings



2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES
work



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DANCING TREES
work



2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES

recording



2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

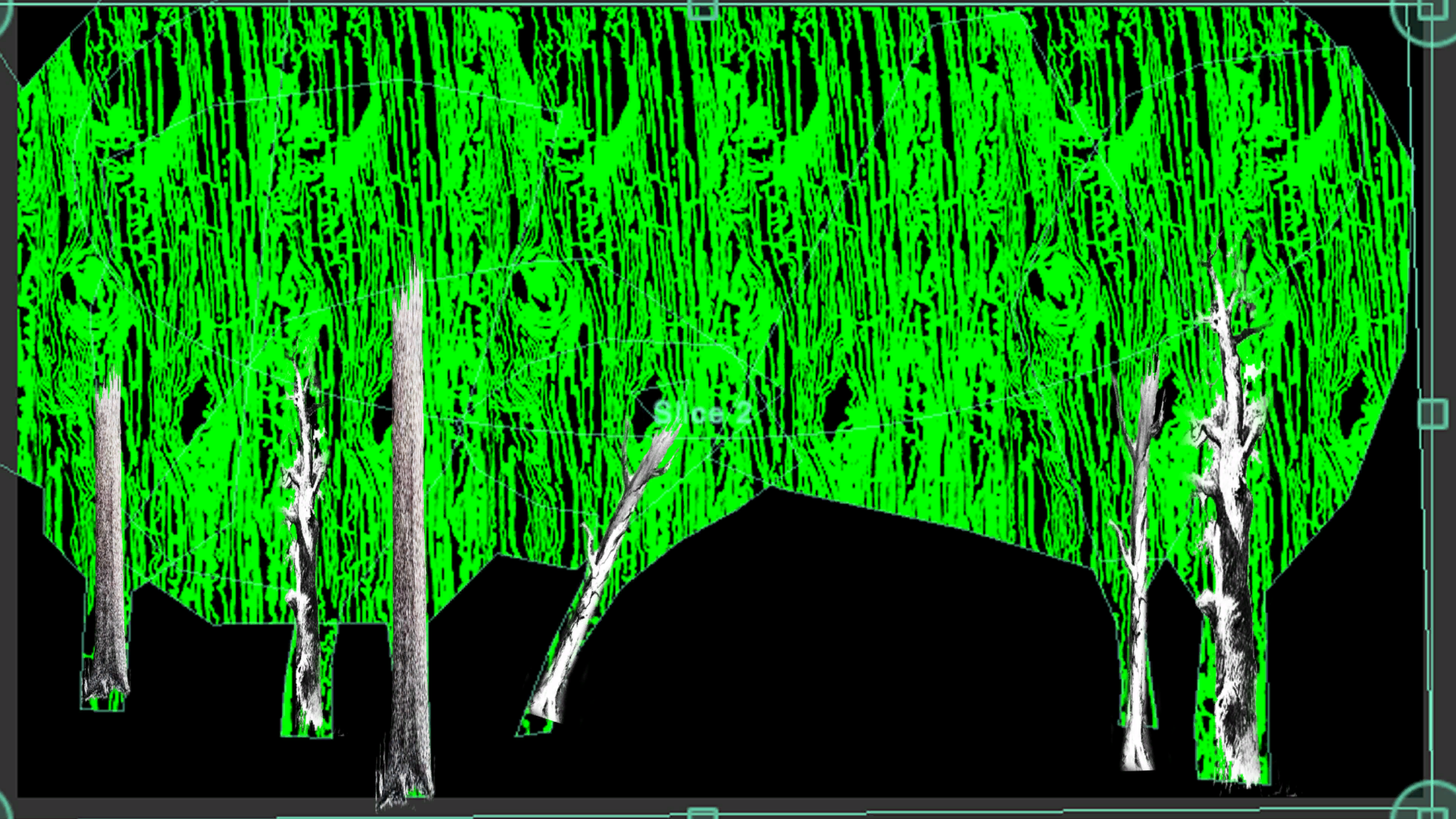
DANCING TREES
recording



2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES
work

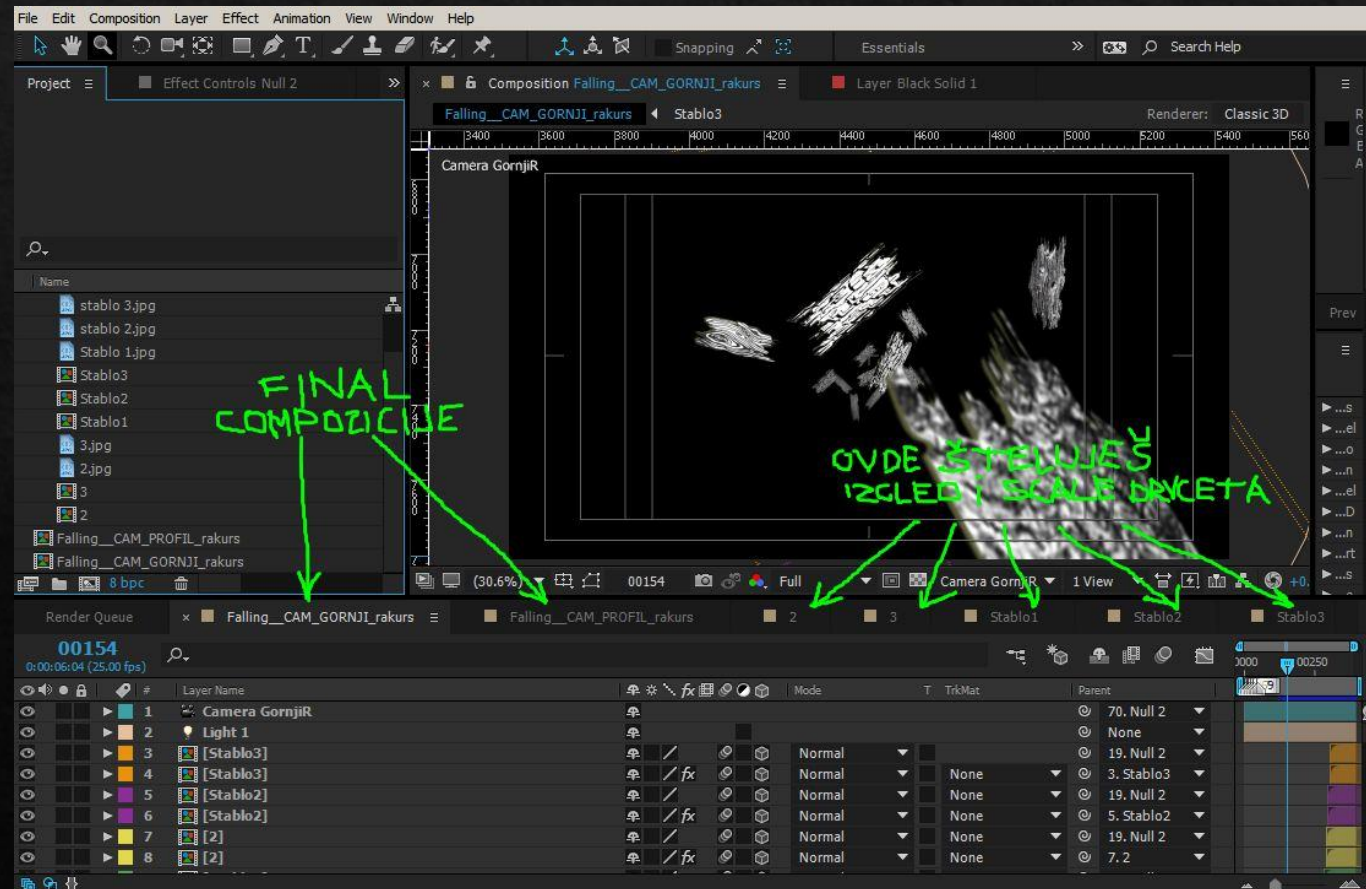




Slice 2

2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES work



2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES
work



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DANCING TREES
recordings



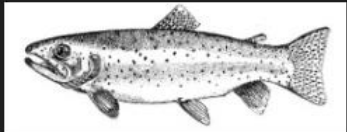
2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES



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DANCING TREES references



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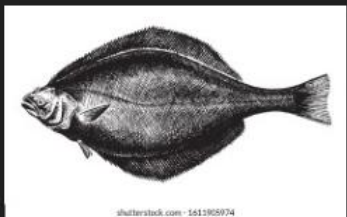
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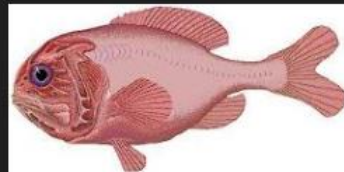
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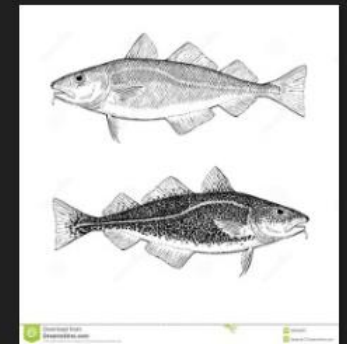
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2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES work

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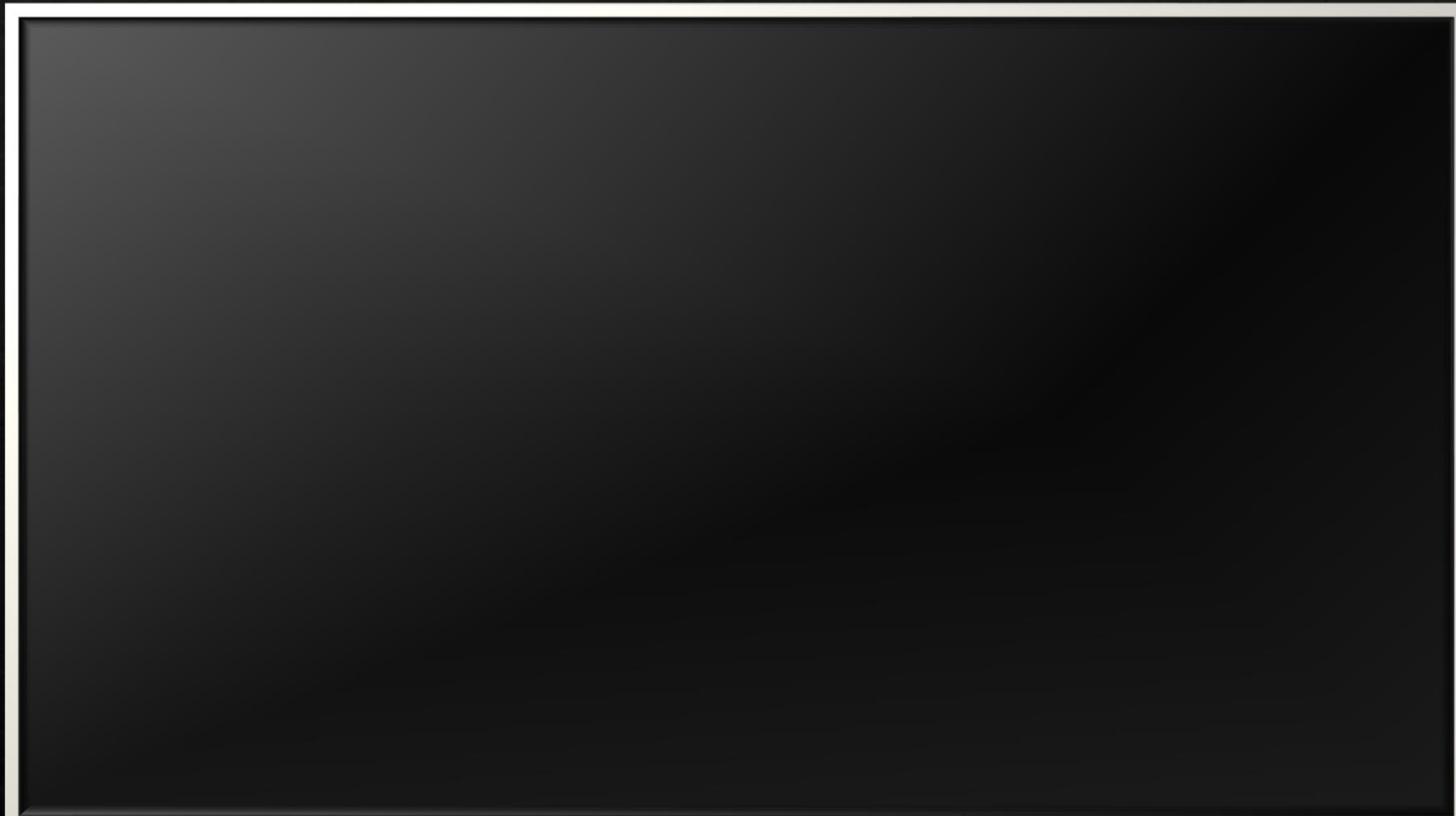
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DANCING TREES
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DANCING TREES
recordings



2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES
references



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2.1 Concept Development: Ability to conceptualize and develop visual concepts that enhance the narrative and atmosphere of the production

DANCING TREES
work



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DANCING TREES



<https://en.dahteatarcentar.com/>



Video Art Design

Jelena Rubil

