

Sherman Ong – *Flooding in the Time of Drought*

P.O.V. (POINT OF VIEW) VISUAL ETHNOGRAPHIES

The method of video-making in this project avoids the need for any equipment except a video camcorder or smartphone – though an external microphone will help boost the audio quality of the work. This project will help introduce the concept of ethnography – see below for more detail. The video was recorded in one interrupted shot as the camera is pointed out of the window of a moving car. Other relevant terms include political; radical; sociological. Applicable for a wide range of studies, including: Art–Media–Drama–Literature–Sociology–Geography–Economics–Philosophy–Politics–ICT.



SKILLS & KNOWLEDGE
VISUAL ETHNOGRAPHY
POINT OF VIEW VIDEO RECORDING

MINIMUM EQUIPMENT
1 SMARTPHONE OR 1 CAMCORDER

VISUAL ETHNOGRAPHY VIDEO PRODUCTION (2 hours+)

- 1) **watch** Sherman Ong's *Flooding in the Time of Drought*
- 2) **discuss** the film-maker's intentions in making the work
- 3) students **suggest ideas** for their own moving image visual ethnographies
- 4) **record** separately the audio for voice-over and video
(as one continuous take) – **OR** record both simultaneously
- 5) **import** video and audio into video edit software
- 6) **add** titles
- 7) **export** the completed movie

PLEASE READ ON IF YOU ARE INTERESTED IN CREATIVE APPROACHES TO ANTHROPOLOGY AND ETHNOGRAPHIC PRACTICES

Visual ethnography — an anthropological methodology which focuses upon community-based research — prioritises the recording of visual data. Such methodologies lend themselves to creative approaches. In this instance, Sherman Ong's *Flooding in the Time of Drought* reveals the emotional responses of a worker to their Singaporean work environment as we listen to his voice and the camera simulates his gaze through the car window. For further information regarding creative approaches to the social sciences, a useful text to look up is *Doing Visual Ethnography* by Sarah Pink.

TECHNICAL ADVICE

Plenty of free video editing software is available, including Windows Movie Maker and iMovie.

EXHIBIT WORK

If students would like to exhibit their work on the artists' moving image website, please contact info@artistsmovingimage.com.