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### **The Acquisition of Dance through Videography**

Our world has begun to rely heavily on social media as a platform to gain attention and recognition. In the world of dance, being able to share work through this medium is becoming extremely crucial. Dance studios and dance companies are becoming known around the world through their videos going viral. Not only are commercialized dance programs becoming more prominent, but also traditional contemporary and ballet companies, such as Alvin Ailey and Pacific Northwest Ballet, are turning to this advertising as well.

Live dance is a transient and instantaneous experience. A truly immersing piece of movement can flash by in front of your eyes. Videography of dance is key for keeping the art form in more lasting memory. Although the aspect of three-dimensionality is sometimes lost over video, many other new and exciting qualities of the movement can be found. For instance, differing angular views of the same movement can be explored, tempo can be manipulated with, and the dancers present in the frame can be altered quickly. I, personally, enjoy looking into how different forms of art can work together to form an interdisciplinary product. I want to go on two different explorations this semester looking into dance and videography. The first is looking into the inspirations of dance movement, and how other forms of art can be that catalyst. This is continuing a study I started in Dance Improv this past fall semester. I plan to work with my friend who is a studio artist and play around with the music featured in the piece. I will be using dancers from the dance minor as well as other dancers from UVA. There will be set choreography as well as moments of improv within the work. I want to leave the parameters open for now with this piece to keep this exploration more freeing. Still, by capturing it on video it will be easier to share with others, specifically online. The other exploration is a more commercialized video dance project in promoting the dance company I am a member of on grounds. The Virginia Dance Company is a company of about fifty dancers who do a performance each semester at Old Cabell Hall. This is how I started choreographing dance. It will be interesting to see with this process if reaching out through videos on social media will increase our presence on grounds. I am hoping it will cause more people to want to come to our show, and, as result, expose more people to an art form they may never have encountered or know much about.

I started choreographing dance in college, and, therefore, am stilling finding my voice and developing it in this realm of art. Going on these two explorations this semester will be helpful in furthering my studies in dance composition, which is also a class I am taking this semester. I want to be able to share my perspective and artwork with people, and, by being able to take on these video projects, I believe I will have the tools to better do so. With any extra money leftover from this project I plan to use towards taking classes over the summer in order to keep up my technique in ballet and jazz. This will most likely be done at Metropolitan School of the Arts and Greater Washington Dance Center, two studios from my hometown area.

**Process:**

**Objectives:** Be able to more thoroughly explore my creative process in two different realms of dance. One exploratory video project will be on the ways other art forms can inspire dance movement. The other project will be focused on a way to portray dance to the rest of the population through videography on social media. I want to do this in order to create an online platform to build off of for future work.

**Significance:** Becoming known in the dance world is very difficult, but with how the world is evolving, being discovered online is becoming increasingly seen. Online websites are where young dancer turn to now to find dancers to look up to and choreography to be inspired by. In being able to create two products to put online, I feel like I will have a greater chance of presenting my ideas about dance and what causes me to move to the world.

**Procedure/Time schedule for completion:**

Upon funding, I will buy a go-pro camera for these projects.

In order to complete the first project, I will continue coordination with other artists. I will then set up a few dates mid-semester that works with all of the artists involved and set a location (right now I am visioning various locations around grounds). I will be determining costumes and purchasing them before the set date. I will be looking into different kinds of music to play with in this piece and creating some set phrases of choreography. Before the semester is over I will compile all of these into a video project to share with those online.

In order to complete the second project, I will be taking videos of my dance company in rehearsal throughout the semester to document the progression of a selection of pieces. I will show the hard work and dedication the dancers in the company put in every week. Before our show in April, I will be compiling all this footage to create a video advertisement for social media in order to increase our presence on grounds.

**Detailed budget:**

<b>Item</b>	<b>Price</b>
Go Pro video camera	\$256.00
Go Pro stand and stick	\$32.99
Costumes	\$75.00
Artist compensation for help	\$25.00
Money for Summer Dance Classes	\$111.00