

Title Re-Enchantment

Research Statement

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Type M1

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Date 2011

goto website

Re-enchantment is a long form transmedia project that explores the hidden meanings of fairytales. My roles included cinematography, editing and additional animated sequences.

Research background

This research is in the field of digital media arts. Lev Manovich argued that audiovisual practitioners should embrace the “petri-dish” potential of innovative digital postproduction technologies. Walter Murch demonstrated the importance of eye-trace in the cinematic experience. Jeffrey Shaw showed that in order to produce media that works with a floating frame it is useful to use production technologies like multiple cameras, chromakeying, higher resolutions than the final delivery output, and so on.

The research question is: what processes are necessary in order to produce audiovisual material simultaneously designed for broadcast specifications and for digital platforming?

Research contribution

This project found that when re-versioning material for multiple platforms the key visual considerations are the need to avoid extreme long shots; the need to resize interview shots to close ups for online distribution; the use of compositing methods to expand the space in which the subjects existed; and the importance of resizing text appropriate to the platform.

Research significance

The project was funded by Screen Australia, Film Victoria and the Australian Broadcasting Corporation. The ten interstitials were broadcast on the Australian Broadcasting Corporation in March 2012, while the ABC still hosts <http://www.abc.net.au/tv/re-enchantment/>. The project has been presented at conferences including Fairy Tales Re-imagined at the Australian Centre Moving Image to coincide with the exhibition Dreams come true: the art of Disney's classic fairy tales

RE-ENCHANTMENT

NOT ALL FAIRY TALES ARE FOR CHILDREN

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Welcome to RE-ENCHANTMENT.

We invite you to enter the gateway and explore the forest. Many paths await you. Along the way you'll find 'active' links leading you into the wonder, fascination and horror of well-known fairy tales and their not so well known meanings. Discover the way contemporary visual artists, photographers and filmmakers have re-imagined many traditional tales.

This is a site where there will be many ways for you to add your own stories, images, ideas and interpretations through using the CREATE and DISCUSS buttons. Visit the GALLERY at the heart of the forest to view artist exhibitions, contribute your own re-imaginings and meet other members of the Re-enchantment community.

Enjoy your time in Re-enchantment!

ENTER



Users are advised that content on this site may include nudity, violence, language or sexual references which are not appropriate for children. This site deals with adult themes and issues that arise from an exploration of fairy tales. It is not intended for children.

R&E

MENU

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DISCUSS SOURCE FAIRYTALE THEMES

NAVIGATION MAP



GALLERY

R&E

- RED RIDING HOOD -
- BOOK - Stories
- CLOCK - History
- MIRROR - Woman and
- FOREST
- Wolf
- Heroine
- Path of Pins
- Path of Needles
- GRANDMOTHER'S
- EYES- Feminist Telling
- HAND - Sexuality
- AXE - Transformation
- CLOAK - Advertising
- BLOOD - Being Eaten

Hi user

NAVIGATION

MENU

SOURCE

FAIRYTALE THEMES

SNOW WHITE

RED RIDING HOOD

GALLERY

CINDERELLA

HANSEL & GRETEL

BLUEBEARD

RAPUNZEL

GALLERY

RE

REPLAY EYES

INTERVIEW


COMMENTARY

MORE INFO

DISCUSSION

GALLERY



 The Company of Wolves (1985)
Footage courtesy of ITV
Original music composed by George Fenton
Published by Eaton Music (Australia) Pty Ltd
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