



HUNTINGTON BEACH ART CENTER
...where art meets community

August 15, 2020 Artist Council General Meeting Minutes (33 participants) Hosted by Steering Committee Chair Kelly Bourquin and HBAC Executive Director Kate Hoffman

Next Artist Council General Meeting is Saturday, September 19th at 10am on ZOOM Registration

Link: <https://huntingtonbeach.zoom.us/j/91025200000>

WELCOME AND OPENING

HBAC Update

- HBAC technical support is available for postcard submissions, video editing, questions
- Permission from City to begin staged exhibitions, positive development
- Special events virtual through October

COVID Creativity: 8/28-9/25 (virtual)

- Opens on website: 8/28
- Goes to archive on website: 9/30
- 8/15 is the last day to submit
- 170 non-member submissions (total works, not artists) to date
- 81 Artist Council member submissions (total works, not artists) to date
- Collecting from the Braille Institute
- Reach to UK, Indonesia, Russia, Japan

Family Arts Day (FAD)

- Alternative programing: FAD-IN-A-BOX
- Online instructors, lesson plans, order supplies, create How-To videos, assemble boxes, box registrations, and distribute boxes (Dates: TBD)
- Suggested donation for 2021 FAD

Virtual Surf City Arts Fest (SCAF) Online Marketplace

- Video presentation and demonstrations
- Online submissions
- Opens on website: 10/1 - 12/19
- Guide to Video Production available for support
- Instructional video - less than 20 minutes, 5 - 10 minutes is good

7th Annual Artist Council *Inspired* & Huntington Harbour Art Association (Gallery 3) Exhibition

- Exhibition: 10/17 - 12/12
- Non-juried
- Registration open for artwork submissions: 9/1
- Postcard submission deadline: 9/8
- Artwork drop off by appointment: 9/18, 9/19, 9/21, 9/22, & 9/23
 - 4 artists per 30 minutes
 - Wired and labeling critical
- Loan agreements submitted online prior to drop off
- Artwork pickup: 12/14 – 12/17
 - Pick up artwork available on Holiday Party day
- Works will be available for sale
- Photographed by the HBAC staff
- In person viewing
 - Timed entry, reservations, limited groups
 - Opening galleries two hours early every day of exhibition to accommodate social distancing
- Special events will come later - Virtual Art for Lunch

Postcard design competition now open

- Submissions due September 8
- Specs: 5x7 image with .125" bleed at 300 dpi in CMYK
- Illustrator template files available on request
- Front includes the title *Inspired*
- Dates are subject to change - artists are encouraged to leave off design
- Contact [Kathleen](#) for technical support

PROGRAM ANNOUNCEMENTS

Art Talk with Charlie Groh: *An Open Discussion on Photography in the Virtual World*

- Thurs 9/17, 6 - 7:45pm
 - Send Charlie your question or comments on what you would like to discuss
- Continuing to schedule looking for presenters - Zoom hosted by HBAC staff
- 3rd Thursday of the month, 6 - 7:45pm

ARTWORK SHARE

- Julie Bagby <https://juliebagby.com/>
- Ron Reekers <https://www.reekersart.com/>

- Susan Turner <http://www.susanturnerartist.com/>
- Charlie Groh <https://www.marchingpix.com/>
- Greg Van Krugel <https://www.facebook.com/greg.vankrugel>
- Janet Johnson: Kindness art initiative to extend beyond home and studio using Southcoast Supplies on Goldenwest <http://www.southcoastsupplyinc.com/>
- Online art class Zen Tangle <https://zentangle.com/>, Tracy Verdugo <https://tracyverdugo.com/>

CLOSE AND ADJOURN

VIRTUAL SURF CITY ARTS FEST (SCAF) ONLINE FESTIVAL

This year with social distancing guidelines in place, we are unable to have our traditional Surf City Arts Fest in Triangle Park. Instead, we are putting together an online festival. Artist Council members have the opportunity to record a video demonstration or discussion about your work to be displayed on our website and social media.

We encourage all artists to make a short video highlighting and celebrating your artwork. You have the opportunity to teach a demonstration of your techniques, talk about your inspiration, share your work and get the public excited about the arts and HBAC!

HBAC Gallery Aide, Eric Broberg, has generously offered to edit video for four artists who are unable to do so, on their own. These slots will be on a first-come-first-serve basis and we will discuss Eric's deadlines and technical specifics with those four artists. Please contact kathleen.fenstermaker@surfcity-hb.org via email if you are interested in this opportunity.

The DEADLINE to submit your final video is SEPTEMBER 24, 2020. We prefer if you upload your video to YouTube and email the link to: kathleen.fenstermaker@surfcity-hb.org. You can also share your files directly with us through the Art Center's Dropbox account at artcenterstaff@surfcity-hb.org. If you are unable to upload your video, please contact us and we will make other arrangements for you.

GUIDE TO VIDEO PRODUCTION

1. Plan ahead
 - Write a script or outline of your entire video including a "shot list" of the imagery in your video
 - If using one continuous shot, know what you are going to say and do before you hit record
 - Pay attention to your background and lighting
 - Simple backgrounds and even, bright lighting look best
2. Use a tripod or other stable surface
 - Pay attention to composition of each shot

- If using a smartphone, put phone horizontally when recording and use the rear-facing camera for better quality
3. Think about sound
 - Use an external microphone if you have one
 - Be aware of background noises
 - Not all video needs to have speaking the entire time
 - Soft classical music is a great option
 - Do not use copy-right protected music, images, or video clips
 4. Editing
 - Think about how you will edit before hand
 - Not all video requires editing but it is an important tool to make your work appear more professional
 - If you plan on editing, shoot lots of smaller segments and piece the best shots together
 5. Additional tips
 - Try to make eye contact with the camera if you are speaking in-frame
 - Act like you're talking to a friend
 - "Partner Up"- Ask a friend to help you record and then return the favor for them.
 - Introduce yourself at the beginning
 - Do not feel like you have to show the full process of a completed piece. Focusing on parts of your process or one specific aspect of your work is a great option.
 - The majority of viewers want informational and instructional videos to be less than 20 minutes, with a preference toward the 3-6 minute ranges.
 - Remember, good content is more important than perfect production. You don't have to be a video pro to make great videos.

EXAMPLES

Ron Reekers | Stone Step Plate Dev <https://www.youtube.com/watch?v=oGm0Yyk9VR4>

I Paint Three Peaches - Painting Demo https://www.youtube.com/watch?v=r-kxPLRaz_0

Artist Demo by Pon Ranganathan <https://www.youtube.com/watch?v=9n73BDMuws0>

Figure Painting Demo & AMA with Charles Hu

<https://www.youtube.com/watch?v=l4UA6uCXU60>

HOW TO DOODLE with just circles, dots and gold of course! **for beginners

<https://www.youtube.com/watch?v=Sx6pueUXrJw>

Iain Stewart Watercolor Artist Demo <https://www.youtube.com/watch?v=3BFg-UbP6CU>

ADDITIONAL RESOURCES

How to start

<https://wistia.com/series/getting-started-with-video>

<https://passionpassport.com/videography-basics-tips-for-beginners/>

<https://visme.co/blog/video-tips/>

<https://www.makeuseof.com/tag/how-to-make-a-youtube-video/>

<https://www.techsmith.com/blog/tutorial-video-essentials/>

<https://www.techsmith.com/blog/instructional-videos/>

<https://helpx.adobe.com/premiere-pro/how-to/video-editing-project.html>

<https://www.techsmith.com/blog/video-length/>

Editing

<https://www.creativeblog.com/features/how-to-edit-videos>

<https://www.wordstream.com/blog/ws/2017/12/15/best-video-editing-software-for-beginners>

<https://www.udemy.com/course/video-editing-101-learn-the-basics-of-video-editing/>

Shooting with DSLR

<https://digital-photography-school.com/beginners-guide-dslr-video/>

Shooting with an iPhone or smart phone

<https://www.nytimes.com/2018/04/17/smarter-living/beginners-guide-phone-video.html>

<https://blog.hubspot.com/marketing/make-iphone-video>

Saving and exporting video files

<https://improvevideostudio.com/what-is-the-best-export-setting-for-youtube/>

<https://www.premiumbeat.com/blog/pro-tip-exporting-a-finished-video-from-premiere-pro/>

Free iPhone Video Editing Apps

Please note this is not an exhaustive list and some apps may charge for extra features. Always read reviews and look at each app's features for the best match for your needs.

- ◆ Adobe Premiere Rush for Video
- ◆ MOLDIV VideoLab
- ◆ Snapthread
- ◆ Focos Live
- ◆ Magisto Video Editor
- ◆ Splice
- ◆ Videoshop

- ◆ InShot
- ◆ Filmmaker Pro
- ◆ Videoleap
- ◆ VivaVideo
- ◆ Vixer
- ◆ Kinemaster
- ◆ Lomotif