



# DIY MULTIMEDIA:

quickly creating high quality  
online presentations



**QM**  
CONNECT  
CONFERENCE

September 24 - 27, 2017  
Fort Worth, Texas

*Pathways  
to Excellence*



Steven R. Crawford, EdD



Jinnette Senecal, MEd



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## DIY Multimedia: Quickly Creating High Quality Online Presentations

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September 24 - 27, 2017  
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*to Excellence*

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The perception is that to create a high quality online presentation you will need either 1) a lot of equipment and skills in video production, or 2) a video production team who can do all of the work for you.

In this session, participants will be presented with four types of multimedia presentations (audio, voiceover presentations, screencasts, and video), as well as three types of video presentations (monologue, dialogue, and demonstration) for which they can choose the presentation type that best matches their educational needs. The participants will then develop scripts and storyboards for their presentation and using best practices for video production, the participants will create their presentation using the high-quality camera and microphone built into their mobile devices (smart phones, tablets, etc.). During this session, we will also utilize a number of free or low-cost apps to assist with editing multimedia and publish to YouTube. We will also explore the settings in YouTube to prevent the videos from being “findable” outside of the LMS and review how to ensure that the closed captions are accurate.



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### Learning Objectives


After this session, you will be able to...

- Describe the characteristics of an effective online lecture
  - Analyze the strengths of the four key models for online presentations
  - Describe the characteristics of the three major types of educational videos
  - Develop a script and storyboard to plan out an online presentation
  - Identify software tools and services available for the creation of online content
  - Use basic videography techniques such as the rule of thirds, lighting, and a clean background
-



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## Workshop Timing: Four Hours Total


- Introduction: *15 minutes*
  - Different Types of Multimedia: *30 minutes*
  - Planning Your Multimedia Presentation (a.k.a. Pre-Production): *45 minutes*
  -  BREAK: *15 minutes*
  - Multimedia Production: *60 minutes*
  - Editing and Posting Your Presentation (a.k.a. Post-Production): *60 minutes*
  - Workshop Wrap-Up: *15 minutes*
- 

## About the Authors

### Steven R. Crawford, EdD



Steven Crawford is the Associate Director for Academic Innovation at Arizona State University's College of Nursing and Health Innovation. His team works with faculty to implement strategies to improve student learning in face-to-face, blended, and online courses. Steven has been involved in both the technical and pedagogical aspects of higher education for over twenty years. During this time he has developed numerous online degree programs and models to support blended and flipped courses.

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## About This Participant Guide

### ■ What's the purpose of this guide?

This guide provides workshop materials and resources related to "*DIY Multimedia: Quickly Creating High Quality Online Presentations*" offered at the QM Connect Conference, on September 24, 2017.

### ■ What will I find in this guide?

This participant guide is a comprehensive package that contains:

- Workshop presentation slides
- Activity templates
- Additional resources

### ■ How is this guide organized?

This preface section contains all of the background information for the workshop such as content overview, learning objectives, program timing, author information, and guide structure.

Following this section is the *Table of Contents*. This table serves as the master overview for all workshop content and sequence.

Finally, the guide itself is divided into sections, each of which is comprised of one or more components. A section is a self-contained portion of the event, usually lasting anywhere from 15 to 60 minutes, while a component is a focused instructional segment, learning activity, or handout.

Most components also provide an optional right-hand section for you to take notes, as desired.

### ■ How are materials identified in this guide?

Components are identified in this guide by a text or content block like this one, with a margin icon, a title line, and the contents. The icons are designed to help catch your eye and draw quick attention to "what to do and how to do it."

For example, the icon to the left indicates that you would be engaging in a learning activity. The title line will provide a brief description of what to do, and will be followed by the related instructions, content, or resources.

A complete glossary of the content icons is provided below:



# Table of Contents

<b>Introduction</b>	<b>1</b>
<b>Different Types of Multimedia</b>	<b>3</b>
<b>Planning Your Multimedia Presentation (a.k.a. Pre-Production)</b>	<b>11</b>
<b>Editing and Posting Your Presentation (a.k.a. Post-Production)</b>	<b>25</b>
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# Introduction



## DIY Multimedia

Quickly Creating High Quality Online Presentations

2017 QM Connect

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## Workshop objectives

After this session, you will be able to...

- Describe the characteristics of an effective online lecture
- Analyze the strengths of the four key models for online presentations
- Describe the characteristics of the three major types of educational videos
- Develop a script and storyboard to plan out an online presentation
- Identify software tools and services available for the creation of online content
- Use basic videography techniques such as the rule of thirds, lighting, and a clean background

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## Today's agenda

Time	Duration	Topic
8:00am	15 minutes	Introduction
8:15am	30 minutes	Different Types of Multimedia
8:45am	45 minutes	Planning Your Multimedia Presentation (a.k.a. Pre-Production)
9:30am	15 minutes	Break
9:45am	60 minutes	Multimedia Production
10:45am	60 minutes	Editing and Posting Your Presentation (a.k.a. Post-Production)
11:45am	15 minutes	Workshop Wrap-up

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# Different Types of Multimedia



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Types of Multimedia

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What makes an effective presentation?

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## What is "shovelware"?

Content taken from any source and put on the Web as fast as possible with little regard for appearance and usability.

For example, an instructor can collect information and shovel it into an application such as Blackboard or a learning management system to create a "course."



Morrison, G. R., & Anglin, G. J. (2006). An instructional design approach for effective shovelware: Modifying materials for distance education. *Quarterly Review of Distance Education*, 7(757), 63-74.

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**S**  
**Simple**  
**Unexpected**  
**Concrete**  
**Credible**  
**Emotional**  
**Stories**

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See Appendix  
Page 41



**C**  
**Contrast**  
**Repetition**  
**Alignment**  
**Proximity**



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See Appendix  
Page 41



## How long is too long for my presentation?

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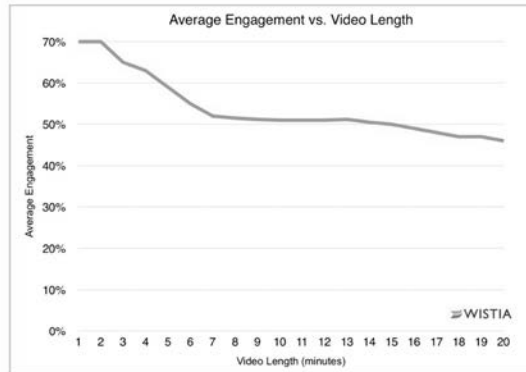
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See Appendix Page 41



## How long is too long?

Research shows that students' attention declines substantially and steadily after the first 10 minutes of class and that the average attention span of a medical student is 15 to 20 minutes at the beginning of class. Although students' attention returns in the last few minutes of class, they remember only 20% of the material presented during that time.



McLaughlin, J. E., Roth, M. T., Glatt, D. M., Gharkholonarehe, N., Davidson, C. A., Griffin, L. M., ... Humber, R. J. (2014). The flipped classroom: A course redesign to foster learning and engagement in a health professions school. *Academic Medicine: Journal of the Association of American Medical Colleges*, 89(2), 236-243. doi:10.1097/ACH.0000000000000086

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Three types of presentations "lengths"

	Microlecture	Minilecture	Long Form
<b>Time Length</b>	< 2 minutes	6 - 12 minutes	> 15 minutes
<b>Longevity</b>	single use	multiple courses	multiple semesters
<b>Effort</b>	Low	Medium	High

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What type of presentation should I use?

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Four types of presentations



See Appendix Page 41

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## Audio Presentations



- Podcast
- Course introduction
- Personal introduction
- Module introduction
- "Lecture"
- Student feedback
- Course announcements
- Interview
- Event/lecture capture
- Role play
- Case study/ Scenario/Vignette

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## Voiceover Presentations



- Course introduction
- Personal introduction
- Module introduction
- "Lecture"
- Case study/ Scenario/Vignette

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## Screencasting Presentations



- Course introduction
- Module introduction
- Student feedback
- Application/Process

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## Video Presentations



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Monologue

Dialogue

Long Form



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See Appendix  
Page 56



## Monologue Video

- Video abstract
- Course introduction
- Personal introduction
- "Lecture"
- Module introduction
- Feedback to students
- Announcements



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## Preparing a Monologue Video




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## Dialogue Video

- Interviews
- "Lecture to students"
- Event/presentation capture




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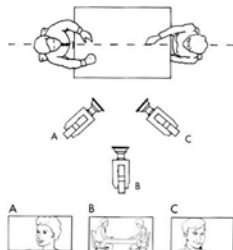
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## Preparing a Dialogue Video



- May be less scripted, but needs to be outlined
- On camera participants must be prepared
- Longer post-production cycle

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## Long Form Video

- Role play
- Demonstrations
- Case studies
- Scenarios
- Vignettes
- Event capture



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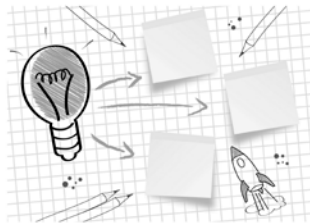
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## Preparing a Long Form Video



- Needs to be well planned and scripted
- On camera participants must be prepared
- Expect multiple takes
- Longer post-production cycle

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Select a topic and presentation type for development

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# Planning Your Multimedia Presentation (a.k.a. Pre-Production)



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## Planning Your Multimedia Presentation

a.k.a Pre-Production

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## How do I write a script?

Also, do I really need one?

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## Purpose of a script

- Organizes your thoughts
- Helps us truly estimate length of video
- Assists in providing a transcript or correcting captions later

**Common Script Formatting Tip**

- Use ALL CAPS for names and some changes.
- Use italics for scene directions.

Written: George Ham	Presenter: George Ham
Estimated time: 3min	Status:
Version: 1	Revised:

Scene	Video	Audio
1	Show Title: Bacon WS: Establishing shot MS: George Show Title: Lower: 3rd George Ham Ph.D.	George: Hello name is George Ham, I am known as Dr. Ham by my patients. Show Title: Lower: 3rd George Ham Ph.D.
2		
3		
4		

See Appendix  
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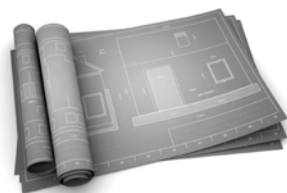


## How do I create a storyboard?

Also, do I really need one?




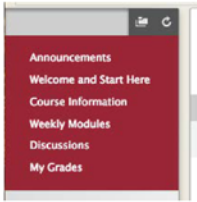
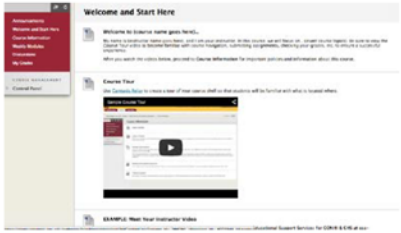
## Purpose of a storyboard






- Brings your words to life
- Organizes the production process
- Helps share your vision

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**Screencast Project Title: Blackboard Course Shell Template Tour**

Step	Narration	On Screen
1	<p>Welcome to this tour of the Blackboard Course Shell Template that has been developed by Academic Innovation</p> <p>We have designed this course shell in order to provide a consistent environment that will allow your students to focus on learning the course content as opposed to searching for the content.</p>	<p style="text-align: center;">Blackboard Course Shell Template Tour</p> 
2	<p>Our design is based on the Laws of Simplicity so that your students can quickly find the items that are important to them. When your students first sees your course, they will see the most recent announcements you have posted ...</p>	<p>[Camtasia Screen Capture Walk Through]</p> <p>[Start full screen with Announcement Area]</p>
3	<p>... and this menu bar.</p>	<p>[zoom to menu and talk over as zooming]</p> 
4	<p>The Welcome and Start Here area is designed to provide your students key information when beginning the course. This includes a welcome statement where you can highlight what you expect your students to do in the course and to introduce yourself.</p> <p>You may want to schedule some time with the AI Team to professionally record a video introduction to both yourself and the course so that you can include that here.</p>	<p>[Start full screen with Welcome &amp; Start Here Area – scroll as needed]</p> 

**Screencast Project Title: Blackboard Course Shell Template Tour**

Step	Narration	On Screen
5	<p>The Course Information area is where you would put key information that your students may need to revisit from time to time during the course.</p> <p>These items include not only your Course Syllabus and Course Schedule, but also resources that your students may need such as Technical Support information and important student, academic, and accessibility resources.</p>	<p>[Start full screen with Course Information Area – scroll as needed (do not go into the areas)]</p> 
6	<p>On the Weekly Modules page, we have provided an opportunity for you to administer a “Syllabus Quiz”. You may choose to do this in order to ensure that your students understand important course policies and procedures. If this is not something you want to do, then you can delete this item.</p> <p>We suggest using the “Learning Module Tool” to organize your content by week, chapter, module, or whichever model is appropriate for your course.</p>	<p>[Start full screen with Weekly Modules Area – scroll as needed (do not go into the areas)]</p> 
7	<p>When a student enters your module, they should be presented everything they need for that week in one place. The “Learning Module Tool” will present one item to your students at a time so that they understand the order you want them to proceed through the module,</p>	<p>[Start full screen with Week 1 Module – scroll as needed]</p> 
8	<p>...but the table of contents will still allow them to navigate to other items so that they can easily revisit them.</p> <p>As you see here, you can have a number of items here such as your reading assignments, Adobe Presenter presentations, website links, embedded videos, discussion boards, assignment submission tools, and quizzes.</p>	<p>[zoom to Table of Contents]</p>

Screencast Project Title: Blackboard Course Shell Template Tour

Step	Narration	On Screen
9	When you use this course shell and our course syllabus template, you will be meeting all of the requirements of ACD 304-10. In addition, you will be setting the stage to meet up to 23 of the 43 standards established by Quality Matters.	[Static Slide] 
10	To get a copy of this course shell to use for your course, please contact Jinnette or Celia.  To have a personal and course introduction video produced, please schedule a time with Ricardo or Torsten via the web link on the screen.	[Static Slide on screen for 10ish seconds?]  To request a copy of the CONHI/CHS Course Shell Template, please contact:  To request a personal or course introductory video be produced, please visit: <a href="http://links.asu.edu/course_video_request">http://links.asu.edu/course_video_request</a>
11		[Static Slide on screen for 2 second]  Created & Produced by 
12		[Static Slide on screen for 2 seconds]  



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Develop a script/storyboard  
for your presentation

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Where should I record my  
presentation?

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Avoid background noise



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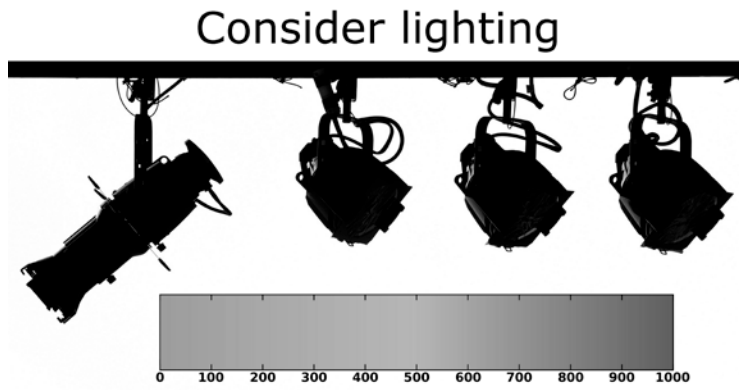
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See Appendix  
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### Consider the background



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Selecting a location for recording your presentation

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Rehearsing your presentation

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**BREAK**  
15 minutes





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### Multimedia Production

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### How do I hold the mobile device?

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### Vertical video



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### Horizontal video



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Does it matter which camera I use and its settings?

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### Video resolution options

Standard definition 4:3 aspect ratio 768x576 resolution	HD 720 16:9 1280x720	HD 1080 16:9 aspect ratio 1920x1080 resolution
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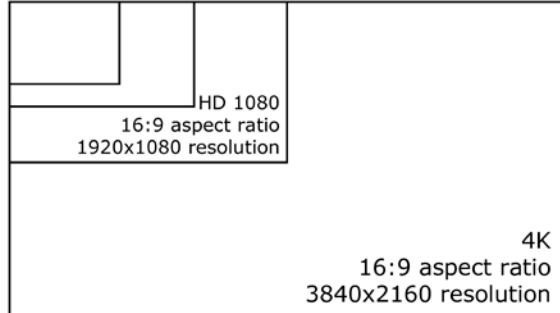
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### Video resolution options



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### What do I do in front of the camera?

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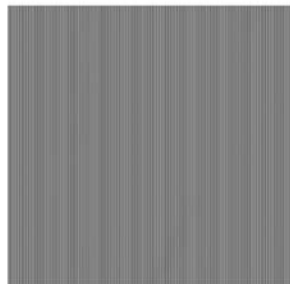
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### What *not* to wear

- Stark white or bright colors
- Black
- Thin stripes
- Complicated patterns
- Green (when using a green screen)
- Blue (when using a blue screen)
- Be careful with shiny jewelry and tie tacks



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See Appendix  
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## What to wear to on camera



- Solid colors
- Collared and/or button down shirts (especially if you will be lavalier microphone)



Image: <https://wistia.com/blog/wearing-color-camera>

See Appendix  
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## Consider framing



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## Tools on Parade



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### Mobile device accessories



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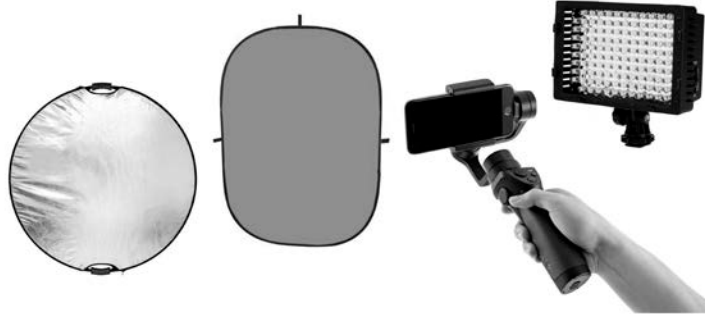
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See Appendix  
Page 43



### More accessories



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See Appendix  
Page 43



### Dream setup



Padcaster Ultimate Studio  
<https://www.padcaster.com>

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See Appendix  
Page 43



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Record your presentation

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# Editing and Posting Your Presentation (a.k.a. Post-Production)



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## Editing and Posting Your Multimedia Presentation

a.k.a Post-Production

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## Tools on Parade



See Appendix  
Pages 42 & 44

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# Desktop Tools

				
<p><b>Adobe Presenter</b>  <a href="http://www.adobe.com/products/presenter.html">http://www.adobe.com/products/presenter.html</a></p> 	✓	✓	✓	✓
<p><b>Apple Garageband</b>  <a href="https://www.apple.com/mac/garageband/">https://www.apple.com/mac/garageband/</a></p> 	✓	✓	✓	✓
<p><b>Apple iMovie</b>  <a href="https://www.apple.com/imovie/">https://www.apple.com/imovie/</a></p> 	✓	✓	✓	✓
<p><b>Audacity</b>  <a href="http://audacity.sourceforge.net/">http://audacity.sourceforge.net/</a></p> 	✓	✓	✓	✓
<p><b>Screenflow</b>  <a href="http://www.telestream.net/screenflow/">http://www.telestream.net/screenflow/</a></p> 	✓	✓	✓	✓
<p><b>TechSmith Camtasia</b>  <a href="http://www.techsmith.com/camtasia.html">http://www.techsmith.com/camtasia.html</a></p> 	✓	✓	✓	✓
<p><b>TechSmith Snagit</b>  <a href="http://www.techsmith.com/jing.html">http://www.techsmith.com/jing.html</a></p> 	✓	✓	✓	✓



# Mobile Tools

					
<p><b>Adobe Premier Clip</b>  <a href="http://www.adobe.com/products/premiere-clip.html">http://www.adobe.com/products/premiere-clip.html</a></p>					
<p><b>Adobe Spark Video</b>  <a href="https://spark.adobe.com/">https://spark.adobe.com/</a></p>					
<p><b>Apple iMovie</b>  <a href="https://www.apple.com/imovie/">https://www.apple.com/imovie/</a></p>					
<p><b>Doodlecast Pro</b>  <a href="http://doodlecastpro.com/">http://doodlecastpro.com/</a></p>					
<p><b>Explain Everything</b>  <a href="https://explaineverything.com/app/">https://explaineverything.com/app/</a></p>					
<p><b>FilmoraGo</b>  <a href="https://filmora.wondershare.com/filmorago-video-editing-app/">https://filmora.wondershare.com/filmorago-video-editing-app/</a></p>					
<p><b>TouchCast Studio</b>  <a href="https://www.touchcast.com/studio">https://www.touchcast.com/studio</a></p>					



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## Editing video

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## Trimming, splitting, and cutting



See Appendix  
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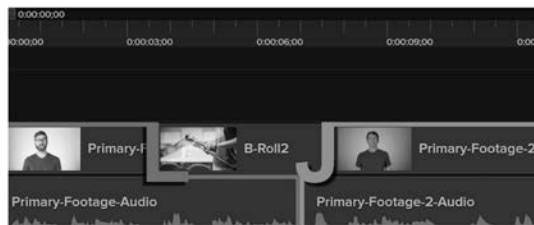
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## L-cuts and J-cuts



See Appendix  
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Source: <https://blogs.techsmith.com/tips-how-tos/how-to-edit-videos-l-cuts-and-j-cuts/>

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## Using transitions

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## Types of transitions



- **None (cutaway)** - Video does not overlap, jumps from one clip to the next
- **Dissolve** - Video overlaps and transitions from one clip to the next so that the second clip appears
- **Wipe** - Video overlaps and transitions from one clip to the next with a bar sliding from one side of the screen to the other
- **Fade** - Used at the beginning and end of a scene as you are fading into/out of black

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See Appendix  
Page 49



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## Using images

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## Understanding Creative Commons

CREATIVE COMMONS LICENSES	COPY & PUBLISH	ATTRIBUTION REQUIRED	COMMERCIAL USE	MODIFY & ADAPT	CHANGE LICENSE
PUBLIC DOMAIN	✓	✓	✓	✓	✓
CC BY	✓	✓	✓	✓	✓
CC BY-SA	✓	✓	✓	✓	✓
CC BY-ND	✓	✓	✗	✓	✓
CC BY-NC	✓	✓	✗	✓	✓
CC BY-NC-SA	✓	✓	✗	✓	✓
CC BY-NC-ND	✓	✓	✗	✗	✓

You can redistribute (copy, publish, share, communicate, etc.)  
 You have to attribute the original work  
 You can use the work commercially  
 You can modify and adapt the original work  
 You can choose license type for your adaptations of the work

How To Attribute Creative Commons Photos by Foter - <http://foter.com/blog/how-to-attribute-creative-commons-photos/>

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See Appendix Page 45



## Finding usable images



Safe sites to use

- <http://freeimages.com/>
- <https://pixabay.com/>
- <https://search.creativecommons.org/>
- <https://commons.wikimedia.org/>
- <https://www.google.com/imghp> (under tools check usage rights)

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See Appendix Page 42



## Using music and sound effects

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## Finding usable sounds



Safe sites to use

- <http://freemusicarchive.org/>
- <https://search.creativecommons.org/>
- <https://commons.wikimedia.org/>
- <https://www.soundeffectsplus.com/>
- <https://www.youtube.com/audiolibRARY/music>

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See Appendix  
Pages 44 & 45



## Editing your video

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## Posting a video to YouTube

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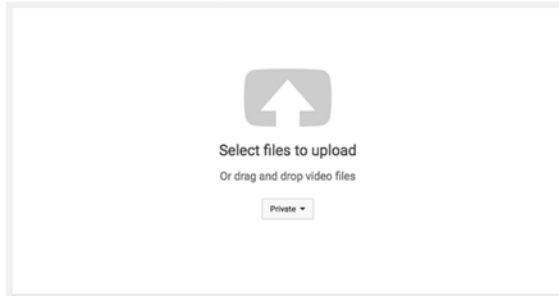
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## Uploading to YouTube



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## Privacy Levels

- **Public** videos and playlists can be seen by and shared with anyone.
- **Private** videos and playlists can only be seen by you and the users you choose.
- **Unlisted** videos and playlists can be seen and shared by anyone with the link.

Source: <https://support.google.com/youtube/answer/157177>

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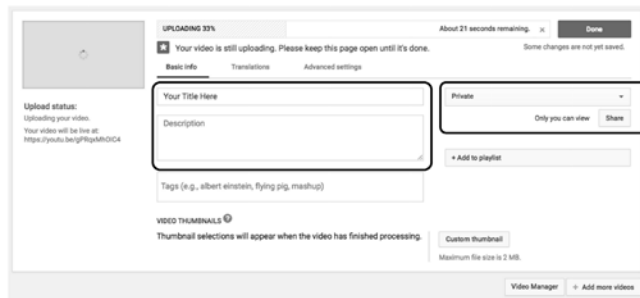
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Page 46



## Basic settings



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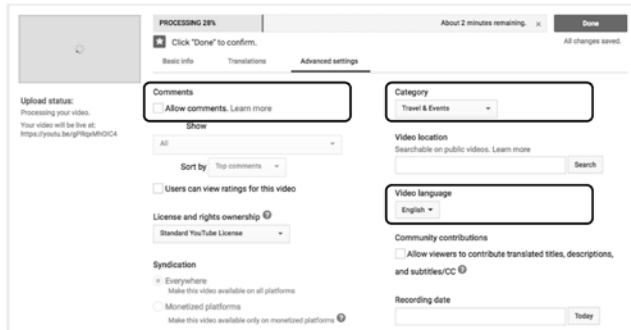
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## Advanced settings



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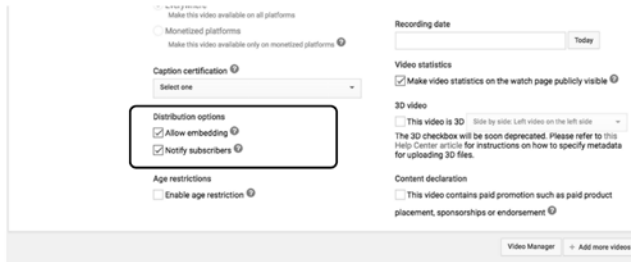
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## Advanced settings



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## Posting your presentation

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## Creating a thumbnail

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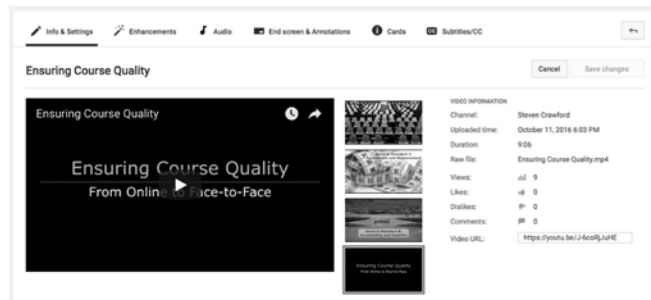
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## Selecting a thumbnail



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See Appendix  
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## Creating a custom thumbnail

Your custom thumbnail image should be as large as possible, as the image will also be used as the preview image in the embedded player. We recommend your custom thumbnails:

- Have a resolution of 1280x720 (with minimum width of 640 pixels).
- Be uploaded in image formats such as .JPG, .GIF, .BMP, or .PNG.
- Remain under the 2MB limit.
- Try to use a 16:9 aspect ratio as it's the most used in YouTube players and previews.

Source: <https://support.google.com/youtube/answer/72431>



See Appendix  
Page 46

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## Fixing captions in YouTube

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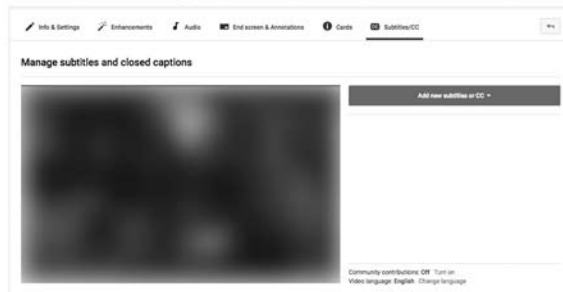
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## Add captions from a file



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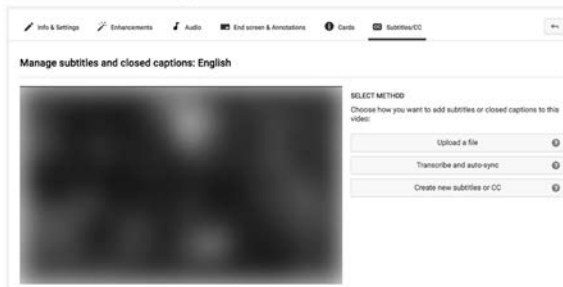
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See Appendix  
Page 46



## Add captions from a file



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See Appendix  
Page 46



## Editing captions



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See Appendix  
Page 46



## Fixing your captions

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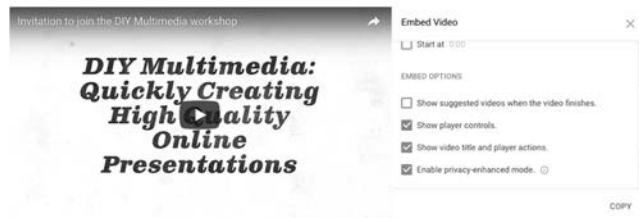
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## Posting your video



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# Show and Tell



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Show and Tell

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Show us what you got

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# Workshop Wrap-Up

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Wrap-up

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We value your feedback



Please use the conference app to review this session

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### DIY Multimedia

Quickly Creating High Quality Online Presentations

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Associate Director  
Academic Innovation

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@jinnettesenecal

2017 QM Connect

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# Appendix

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## Tools, Templates, and Glossaries Included in This Appendix:



- Additional Resources
  - Checklist for Presentation/Event Capture
  - Glossary of Terms
  - Screencasting Script Template
  - Tips for Audio Recording
  - Tips for Presenting on Camera
  - Types of Online Video Presentations
  - Video Script Template
-

## Additional Online Resources

### Books

- The Flipped College Classroom Conceptualized and Re-Conceptualized (Ch 3: Tools of the Trade: What Do You Need to Flip?)  
<http://www.springer.com/us/book/9783319418537>
- GarageBand for iPad Starter Guide iOS 10 (free)  
<https://itunes.apple.com/us/book/garageband-for-ipad-starter-guide-ios-10/id1180813245>
- GarageBand for Mac Starter Guide macOS Sierra (free)  
<https://itunes.apple.com/us/book/garageband-for-mac-starter-guide-macos-sierra/id1186897452>
- iMovie for iPad Starter Guide iOS 10 (free)  
<https://itunes.apple.com/us/book/imovie-for-ipad-starter-guide-ios-10/id1181135875>
- iMovie for Mac Starter Guide macOS Sierra (free)  
<https://itunes.apple.com/us/book/imovie-for-mac-starter-guide-macos-sierra/id1186932579>
- Made to Stick  
<http://heathbrothers.com/books/made-to-stick/>
- Presentation Zen  
<http://www.presentationzen.com/>

### Blogs

- Presentation Zen  
<http://www.presentationzen.com/>
- TechSmith Blog  
<https://blogs.techsmith.com/>
- Wistia  
<https://wistia.com/blog/>

# Additional Online Resources

## Desktop Tools

- Adobe Presenter  
<http://www.adobe.com/products/presenter.html>
- Apple Garageband  
<https://www.apple.com/mac/garageband/>
- Apple iMovie  
<https://www.apple.com/imovie/>
- Audacity  
<http://audacity.sourceforge.net/>
- Screenflow  
<http://www.telestream.net/screenflow/>
- TechSmith Camtasia  
<http://www.techsmith.com/camtasia.html>
- TechSmith Snagit  
<http://www.techsmith.com/jing.html>

## Image Sites

- Creative Commons Search  
<https://search.creativecommons.org/>
- Freeimages  
<http://freeimages.com/>
- Google Image Search  
<https://www.google.com/imghp> (under tools check usage rights)
- Pixabay  
<https://pixabay.com/>
- Wikimedia Commons  
<https://commons.wikimedia.org/>



# Additional Online Resources

## Mobile Accessories

- DJI Osmo Mobile  
<https://www.dji.com/osmo-mobile>
- iKlip Expand  
<http://www.ikmultimedia.com/products/iklipxpan/>
- impact 4-Section Air-Cushioned Light Stand (8 ft., Black)  
<http://www.impactstudiolighting.com/studio-equipment/light-stands-booms/10333-3204>
- impact Collapsible Background - 5 x 7' (Chroma Green)  
[https://www.bhphotovideo.com/c/product/541119-REG/Impact\\_BGC\\_CG\\_57\\_Collapsible\\_Background\\_5.html](https://www.bhphotovideo.com/c/product/541119-REG/Impact_BGC_CG_57_Collapsible_Background_5.html)
- Joby phone and tablet tripods  
<http://joby.com/mobile>
- Olloclip iPhone lenses  
<https://www.olloclip.com/>
- Neewer® 160 LED CN-160 Dimmable Ultra High Power Panel Digital Camera  
<http://www.neewer.com/40004082.html>
- Neewer 5 x 6.5FT / 1.5 x 2M Photo Collapsible Reversible Two Sides Chromakey Green Blue Background Panel  
<http://www.neewer.com/imaging-products/flash-lighting-accessories/10039506.html>
- Padcaster  
<https://www.padcaster.com/>
- Røde smartLav+  
<http://www.rote.com/microphones/smartlav-plus>
- Røde VideoMic Me  
<http://www.rote.com/microphones/videomicme>
- Westcott Collapsible 5-in-1 Reflector with Gold Surface (40")  
<https://www.fjwestcott.com/40-basics-5-in-1-reflector>

# Additional Online Resources

## Mobile Apps

- Adobe Premier Clip  
<http://www.adobe.com/products/premiere-clip.html>
- Adobe Spark Video  
<https://spark.adobe.com/>
- Apple iMovie  
<https://www.apple.com/imovie/>
- Doodlecast Pro  
<http://doodlecastpro.com/>
- Explain Everything  
<https://explaineverything.com/app/>
- FilmoraGo  
<https://filmora.wondershare.com/filmorago-video-editing-app/>
- Teleprompter Lite  
<http://teleprompterpremium.com/>
- TouchCast Studio  
<https://www.touchcast.com/studio>
- Video Teleprompter Lite  
<https://itunes.apple.com/us/app/video-teleprompter-lite-better-scripted-videos/id1031079244>
- VideoShow  
<https://videoshowapp.com/>

## Music/Sound Sites

- Creative Commons Search Tool  
<https://search.creativecommons.org/>
- Free Music Archive  
<http://freemusicarchive.org/>
- Soundeffects+  
<https://www.soundeffectsplus.com/>

# Additional Online Resources

## Music/Sound Sites (continued)

- Wikimedia Commons  
<https://commons.wikimedia.org/>
- YouTube Audio Library  
<https://www.youtube.com/audiolibrary/music>

## Other Resources

- Aspect Ratio Calculator  
<https://calculateaspectratio.com/>
- Auto-Captions Vs. Editing Auto-Captions Vs. Re-Captioning In Post-Production  
<http://www.3playmedia.com/2017/08/25/recaptioning-vs-editing-live-captions-and-autocaptions/>
- Dressing for the camera  
<https://wistia.com/blog/wearing-color-camera>
- How to Edit Videos: L-Cuts and J-Cuts  
<https://blogs.techsmith.com/tips-how-tos/how-to-edit-videos-l-cuts-and-j-cuts/>
- Rev (Closed captioning service)  
<https://www.rev.com/>
- How To Attribute Creative Commons Photos  
<http://foter.com/blog/how-to-attribute-creative-commons-photos/>
- Using Apple Clips  
<https://support.apple.com/en-us/HT207848>
- What To Wear On Camera  
[http://www.nacubo.org/Distance\\_Learning/Speakers\\_Corner/What\\_To\\_Wear\\_On\\_Camera.html](http://www.nacubo.org/Distance_Learning/Speakers_Corner/What_To_Wear_On_Camera.html)

## Additional Online Resources

### YouTube Support

- Change video privacy settings  
<https://support.google.com/youtube/answer/157177>
- Add video thumbnails  
<https://support.google.com/youtube/answer/72431>
- Add your own subtitles & closed captions  
<https://support.google.com/youtube/answer/2734796>

# Checklist for Presentation/Event Capture

## Basic Information

1. Title of Presentation/Event:
2. Date:
3. Start Time:
4. End Time:
5. Location:
6. Point of Contact:
7. Type of Event (if more than one, please indicate which type will be the most prevalent):
  - a. Single speaker
  - b. Multiple speakers
  - c. Panel discussion (number of speakers, including facilitator)
  - d. Debate (number of speakers, including moderator)
  - e. Q&A with audience
8. Will there be a slide presentation? Yes/no
9. Will the production team be able to setup the equipment at least an hour prior to the event? Yes/no
10. How will this recording be used:

## Things to do prior to event:

- Pre-production meeting to review event plan
  - o Includes site visit to determine appropriate setup
  - o Determination of equipment that will be used (number of cameras, microphones, types of microphones, etc.)
- Obtain written permission to record primary speakers
- Obtain written permission from audience to be recorded (can be done as they enter the event)
- Set "delivery date" of produced recording

## Important things to remember:

- If you are planning to have audience Q&A, we will need to setup a microphone on a stand for members of the audience to use to ask their questions. Otherwise the question will not be recorded.
- If your speakers/panelists will be sitting behind a table, it is strongly recommended that you place draping across the front of the table.
- The production team will need to have at least one hour to setup to capture the event/presentation. During the pre-production meeting, it may be determined we will need more time.
- You will need to keep the original permission forms, but will need to forward a copy to AI.
- You should request our services at least four weeks prior to the event.
- When you are ready to start the event, please ensure the production team is ready and has started recording prior to beginning.



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### Preferred attribution:

Crawford, S.R., & Senecal, J. (2017, September). *Checklist for Presentation/Event Capture*. [Workshop handout]. DIY Multimedia: Quickly Creating High Quality Online Presentations: QM Connect Conference. Forth Worth, TX.

# Glossary of Terms

**Ad-Lib:** Unrehearsed, spontaneous act of speaking, performing, or otherwise improvising of camera activity without preparation.

**Ambient Sound:** (ambience) Natural background audio representative of a given recording environment. On-camera dialog might be primary sound; traffic noise and refrigerator hum would be ambient.

**Artificial Light:** Man-made illumination not limited to "indoor" variety: fluorescent bulbs, jack-o'-lanterns, a car's headlights. Has lower color temperature than natural light, and thus more reddish qualities. [See color temperature, natural light.]

**Audio Dub:** Result of recording over prerecorded videotape soundtrack, or a portion, without affecting prerecorded images.

**B-Roll:** Cutaway shots which are used to cover the visual part of an interview or narration.

**Back Light:** Illumination from behind, creates sense of depth by separating foreground subject from background area. Applied erroneously, causes severe silhouetting.

**Color Temperature:** Relative amount of "white" light's reddish or bluish qualities, measured in "degrees Kelvin." Desirable readings for quality videomaking are 3200 -- K indoors, 5600 -- K outdoors. [See artificial, natural light.]

**Composition:** Visual makeup of a video picture, including such variables as balance, framing, field of view, texture -- all aesthetic considerations. Combined qualities form image that's pleasing to view, and effectively communicates.

**Continuity:** [1:visual] Logical succession of recorded or edited events, necessitating consistent placement of props, positioning of characters, and progression of time. [2:directional] Consistency in camera-subject relationships, to avoid confusing a viewer's perspective.

# Glossary of Terms

**Cut:** Instantaneous change from one shot to another.

**Dissolve:** Image transition effect of one picture gradually disappearing as another appears.

**Edit:** Process or result of selectively recording video and/or audio on finished videotape. Typically involves reviewing raw footage and transferring desired segments from master tape(s) onto new tape in a predetermined sequence.

**Fade:** Gradual diminishing or heightening of visual and/or audio intensity. "Fade out" or "fade to black," "fade in" or "up from black" are common terms.

**Field of view:** Extent of a shot that's visible through a particular lens

**J cut:** A J cut is a variant of a split edit film editing technique in which the audio from a following scene overlaps the picture from the preceding scene, so that the audio portion of the later scene starts playing before its picture as a lead-in to the visual cut.

**Jump cut:** Unnatural, abrupt switch from and to shots identical in subject but slightly different in screen location. Awkward progression makes subject appear to jump from one screen location to another.

**L cut:** An L cut is a variant of a split edit film editing technique in which the audio from preceding scene overlaps the picture from the following scene, so that the audio cuts after the picture, and continues playing over the beginning of the next scene.

**Longform:** Videos that have a linear content arc with a beginning, middle and end. Typically a longform video is over 10 minutes in length. Longform videos contain in-depth content designed to give audiences larger amounts of detail and information, usually by means of storytelling.

**Lower third:** The lower portion of the video where an informational graphic is placed. Commonly used for communicating the name of the speaker on the screen.

# Glossary of Terms

**Mic:** "Mike," short for "microphone."

**Model Release:** Agreement to be signed by anyone appearing in a video work, protecting videomaker from right of privacy lawsuit. Specifies event, date, compensation provisions, and rights being waived.

**Natural Light:** Planetary illumination -- from sun, moon, stars -- be it indoors or out. Has higher color temperature than artificial light, and thus more bluish qualities. [See artificial light, color temperature.]

**Noise:** Undesirable video or audio signal interference; typically seen as snow, heard as hiss.

**Post production:** (post) Any video production activity following initial recording. Typically involves editing, addition of background music, voiceover, sound effects, titles, and/or various electronic visual effects. Results in completed production.

**Preproduction:** The vital phase of production in which the script, budget, locations, actors and props are planned.

**Production:** The actual filming and creation of the raw elements as required by the script.

**Raw footage:** Pre-edited recordings, usually direct from camera.

**Remote:** Videomaking performed "on location," outside controlled studio environment.

**Rough cut:** Raw, tentative edit of footage in the approximate sequence, length, and content of finished program. Gives preliminary indication of eventual actual work.



# Glossary of Terms

**Rule of thirds:** Composition consideration suggesting that a picture appeals most with its primary point of interest appearing off-center. With screen divided into thirds vertically and horizontally, important elements should be targeted wherever imaginary lines cross.

**Scene:** In the language of moving images, a sequence of related shots usually constituting action in one particular location. [See shot.]

**Script:** Text specifying content of a production or performance, used as a guide. May include character and setting profiles, production directives (audio, lighting, scenery, camera moves), as well as dialogue to be recited by talent. [See storyboard.]

**Shortform:** Video content that provides bite-sized information intended to be consumed quickly.

**Shot:** All pictorial material recorded by a camera. More strictly speaking, shots are intentional, isolated camera views which collectively comprise a scene. [See scene.]

**Soundtrack:** The audio portion of a video recording, often multifaceted with voiceover, background music, sound effects, etc. In film industry, refers more strictly to musical score.

**Storyboard:** Series of cartoon-like sketches illustrating key visual stages (shots, scenes) of planned production, accompanied by corresponding audio information.

**Talent:** Generic term for the people or creatures assuming primary on-screen roles in a videotaping.

**Take:** An individual shot. When time and budgets permit, many takes may be filmed of the same shot.



# Screencasting Script Template

Screencast Project Title: \_\_\_\_\_

Step	Narration	On Screen
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		



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**Preferred attribution:**

Crawford, S.R., & Senecal, J. (2017, September). *Screencasting Script Template*. [Workshop handout]. DIY Multimedia: Quickly Creating High Quality Online Presentations: QM Connect Conference. Forth Worth, TX.

# Tips for Audio Recording

The following are some important tips to consider when recording audio. Following these tips will help you create audio presentations that are **clear** and **understandable**.

1. Make sure you are well rehearsed, physically comfortable, and in an upright or standing position.
2. Plan for the appropriate amount of time so you do not feel rushed. When scheduling your time, you will want to allow at least 2.5 times the length your presentation. As an example, if your presentation will last 10 minutes when done, you will want to allow for 10 minutes to record the initial audio, 10 minutes to listen to it, and at least 5 minutes to re-record to correct any mistakes.
3. Minimize the room's influence on your recording. Ambient noises (e.g. dogs, kids, fans, vents, office chairs, etc.) can distract from an otherwise clear recording of your presentation.
4. Try to stay consistent. Use the same room; maintain the same settings on your equipment; and present at the same distance from the mic with a steady speaking level.
5. Place your microphone away from your computer. You might not realize this, but your computer makes a lot of noise (especially your keyboard and computer fan).
6. Use a good quality microphone. It doesn't have to be expensive to sound better than what is built into your laptop.
7. Choose an appropriate microphone - preferably those that connect to your computer through the USB port or mobile device.
8. Place the microphone at the proper distance and speak slightly off center instead of directly into it. This will help to minimize popping sounds on hard consonants. Keeping the microphone approximately 3"- 6" away from your face is a rule of thumb, but it also depends on the type of microphone you are using.
9. Every microphone is different so you will want to perform a test recording and if necessary adjust the position of the microphone to ensure the best results.
10. Speak clearly and enunciate. Certain verbal sounds are more difficult than others for microphones to pick up clearly.
11. You are not in a classroom! Relax, and keep in mind that you do not need to strain your voice so the students in the back can hear you. Speak at a conversational level.



**Preferred attribution:**

# Tips for Presenting on Camera

## Environmental

- Find a location that is relatively quiet, well and evenly lit for your presentation recording. If possible, indirect light (diffused) is better since Web cameras have a very low contrast ratio.
- Keep the camera at eye level. This will help to avoid your head looking down, or up at your students. This makes you appear more welcoming.
- Use a background that contrasts your skin tone; this will pull the viewer's eyes to you. (see below)



## On-Camera Talent

- Please wear clothing with a neutral or soft color, or with a soft pattern. Earth tones work well with video. For more advice on clothing, please see: [http://www.nacubo.org/Distance Learning/Speakers Corner/What To Wear On Camera.html](http://www.nacubo.org/Distance_Learning/Speakers_Corner/What_To_Wear_On_Camera.html)
- A shirt or a tie with thin vertical stripes will give off a distracting wavy pattern with even the slightest movement.
- During the recording, try to stay as still as possible. The camera will not be moving with you which runs the risk of your head moving out of view as you extend past the framing of the camera.
- Keep an outline or bullet points next to the camera (at eye level) to help you move through your presentation.
- Try to avoid referencing specific dates. For example, "**Next Friday** we will present..." Instead, use the present tense as much as possible. This will help make your video reusable for future use.
- Rehearse/practice your presentations before your record.
- **Most importantly** be creative and have fun!



**Preferred attribution:**

# Types of Online Video Presentations

**Monologue:** one person talking to their audience through the camera. This video type tends to be scripted and often utilizes only one camera.

Common examples

- Personal introduction
- Course introduction
- Video abstract
- Course module introduction
- Video feedback to student(s)
- Course announcement
- Lecture

**Dialogue:** one or more people talking with someone else. This video type tends to be less scripted and often utilizes more than one camera. The production process for this type of video can be longer, especially if more than one camera is used.

Common examples

- Interviews
- Lecture to “students”
- Presentation/event capture

**Long Form:** a broad category that includes one person demonstrating a process or equipment, but also includes multiple people acting out a scene. This video type tends to be very scripted and planned out because it requires a step to be performed multiple times using multiple cameras from different angles. The production process for this type of video can take quite a while to complete.

Common examples

- Demonstration of equipment or process
- Role play
- Case study
- Scenario
- Vignette

# Video Script Template

## Notes:

- **For monologue video**, avoid placing your entire presentation in one scene. Instead, only place a couple of sentences per scene as this will allow you to control the flow of the presentation and create a natural spot to restart in the middle of the presentation.
- **For dialogue video**, place one interview question or topic point in each scene and indicate who is speaking in the "On Screen & Notes" column
- **For demonstration** or holding something up to the camera, place those directions in the "On Screen & Notes" column.
- **For producing your own video**, the "On Screen & Notes" column is where you will plan transitions (fade in, fade out, etc.) and graphics that you will insert during post-production. Also include, who will be speaking both on screen and off screen as appropriate.

## Common Script Formatting Tips

- Use ALL CAPS for names and scene changes.
- Use *italics* for scene directions.

<b>Writer:</b> George Ham	<b>Presenter:</b> George Ham
<b>Estimated time:</b> 3min	<b>Status:</b>
<b>Version:</b> 1	<b>Revised:</b>

Scene	Video	Audio
1	Show Title: Bacon  <i>WS: Establishing shot</i> <i>MS: George</i>  Show Title: Lower 3rd George Ham Ph.D.	George: Hello name is George Ham, I am known as Dr. Ham by my patients.  Show Title: Lower 3rd George Ham Ph.D.
2		
3		
4		



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Crawford, S.R., & Senecal, J. (2017, September). *Video Script Template*. [Workshop handout]. DIY Multimedia: Quickly Creating High Quality Online Presentations: QM Connect Conference. Forth Worth, TX.

Scene	Video	Audio
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