Overview

- General editing options
- Areas to add engagement
  - Interesting elements and visuals
  - "In-the-field" shots and interviews
  - Creating interaction and sourcing content from students
- Hodge-podge of craziness
- Advanced Tips

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✓ Practical Application Tips – The theory of it

✓ Technology Side – The nuts and bolts of it

✓ Examples

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General Points and Disclaimers

- Everything should show YOUR personality
- Bring your extravert side
- All videos should be landscape orientation (widescreen)
- SHORT clips
  - 5-10 minutes
  - If longer, change of pace or add creative element(s) every 5 minutes → see upcoming ideas

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General Editing Options and Resources

Canvas (LMS) Studio Editing Features

imovie
- Free for Mac or any ios device

Adobe Spark
- Free version with Adobe Spark logo, $10/month with custom logo

Adobe Premiere
- Students and teachers $20/month for ALL Adobe – Your university may have free downloads

Final Cut Pro
- For Mac devices, $299 or free 30-day trial - Your university may have free downloads

LinkedIn Learning (formerly Lynda.com)
- Tutorials for all things technology, $25/month

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Adding Creative Elements

Bring concepts to life!

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- Practical Application Tips - Brainstorming

    ○ Make a topic outline
    ○ Think of visual examples
        ■ What stories do you think of
        ■ What words come to mind
    ○ What questions might students ask
    ○ Find what you can around the house
    ○ Show graphs for statistics or animated typography
    ○ Website examples on screencapture
    ○ What audio could you use
    ○ What tv clip relates to this

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Adding Creative Elements

- Tech – Sources for Free and Cheap Elements
  - Unsplash – free images

  - Canva – free and premium version. Design images and purchase cheap stock photos

  - Youtube audio library

  - Fiverr.com – hire out work done. Examples: song, animation, newscast, voiceovers

  - Screencast-o-matic – good for showing website examples.

  - Envato Elements - https://elements.envato.com/ everything from pictures to music to templates for a monthly price ($16.50 or $11.50 for students)
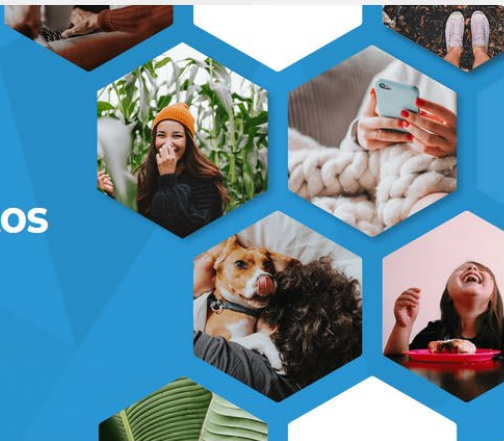
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Adding Creative Elements

○ Sites for free animated stories

■ https://www.powtoon.com –The free version has their branded logos….but it's free. (Note that there's also a student plan.)

■ https://www.rawshorts.com/ is one that is popular and has free templates

■ https://goanimate.com – is more complex, takes a little more time, and costs

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In the Field

(Interviews and Live Shots)

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- Practical Application Tips

  ○ Always horizontal orientation (widescreen)

  ○ Not backlit, quiet area

  ○ Watch out for background (phones can't film with different depths of field...yet)

  ○ Introduce the live clip, overlay a title

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In the Field

(Interviews and Live Shots)

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- Technology
  - Mic
    - Smartphone condenser mic $20
  - Tripod
  - Tripod Mount $5-$10
  - Lighting
    - Cowboys studio setup $52
    - Ring light
  - Separate audio (you can even use a second smartphone with mic!)

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Creating Interaction and Sourcing Content from Students

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- Practical Application Tips

  - Give opportunities for interaction within the video

  - If you want them to do it – attach points to it ☺

  - Assignment

    - Topic, how-to, top tips

    - Turn in and/or post

    - Watch and comment

    - Re-use or shout-out

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Adding in the Unexpected

- AKA a "Hodge-Podge of Craziness"

    - Shout outs

    - Secret hidden bonuses

    - Bloopers

    - Randomness

- (I'll let the video speak for itself)

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Advanced Tips

- Animation templates
  - Titles
  - Animated typography
  - Always brand with your colors and logo
  - Most developers on Envato will customize a bit for your project

- Music 20% of full / speaking volume

- File Size Issues
  - Export Quicktime with alpha channel for animated titles and overlay them.
  - Exporting completed videos as h.264 for small file size

- iphone/Premiere Compatibility – iPhone variable frame rate

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Thank you!

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