

Engaging Students in Video Production and Movie Making in the classroom

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Introductions



Moderator:
Gwen Solomon, Web Editor
Tech & Learning Custom Projects



Shari Sentlowitz
National Education Marketing Manager
Sony, Broadcast and Professional

Agenda

- Introduction
- What is a Video Project? Who?
- Why Use Video in the Classroom?
- Where to Use Video in the Classroom.
- Tools and Steps To Using Video in the Classroom
- Tips
- Resources
- Programs

Polling Question #1

What is your biggest challenge with integrating technology such as video production into your classroom, school, or district?

A. Inadequate technology infrastructure. B. Knowing what product to buy and getting the right training C. Lack of Funds D. Lack of support from curriculum decision makers

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National Education Marketing Manager
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Video Production and Movie Making In the Classroom

INTRO

Video Production and Movie Making In the Classroom

WHAT?

What Does Creating a Video Mean?

- Creating a video is telling a story.
- It is a classroom project .
- It can combine different media (video, audio, still images)
- There are many steps in creating a video.
 - The opportunity to involve each and every student.
- A video doesn't just start with picking up a camera.
 - It is a process that is thought out and planned far before the camera is turned on.

Who Makes The Video?

- FULL CLASS INVOLVEMENT
 - That means Teachers and Students
- Teacher acts as a facilitator and guide.
- Students do the work.



Video Production and Movie Making In the Classroom

WHY?

I hear and I forget.
I see and I remember.
I do and I understand.

-Confucius

**Tell me and I forget.
Teach me and remember.
Involve me and I learn.**

-Benjamin Franklin

Reasons to have your students create videos:

1. Students will retain what they learn.
2. Helps students better express their deepest understanding of core classroom content.
3. Promotes creativity.
4. Students will be engaged in their learning.
 - Use the appeal of technology and media to engage students and help them learn

Reasons to have your students create videos:

5. Students will practice “real-life” skills:
 - Planning & Organization
 - Time management
 - Cooperative learning
 - Communication
 - Technology skills
 - Problem solving
 - Information synthesizing
 - Leadership & “followership”
6. Speaking, writing, reading, listening and math skills are all utilized.

Reasons to have your students create videos:

7. Forces students to think at a higher level. —
 - Students sew the information together in an organized way that forces students to think about the entire body of information
8. Students will improve their technology skills.
9. Helps to develop problem-solving skills.
10. Video is the Professional Language of the Future
11. Its fun!

Video Production and Movie Making In the Classroom

WHERE TO USE VIDEO

Where to Use Video

Social Studies

- Civic Documentaries.
- Focus on a past event and ask the children to produce a short documentary.
- Current Events/Social Questions.
- Video reenactment of historical events, time periods.
- Video speeches or law interpretations, etc.
- Video debates.
- Biographies of historical figures.
- Create a TV election ad
- Travel Channel
- Game Show



Where to Use Video

English/Language Arts

- Visual interpretation of a poem or other literary work
- Students write their own story and then produce it.
- Reenactment of a classic literary work.
- “How” to Video.
- Improve speaking and performance skills, help with learning English.
- Book Commercial – Students create a video persuading the class to buy and read a specific book the student has read.



Where to Use Video Science

- Video science processes in nature such as the growth of a plant, birth of small animals, hatching of chicks.
- Video science data to show the evidence of change over time.
- Create a video about a specific lesson such as air and weather.
- Video a Lab. Record events under the microscope.
- Students design, carry-out experiments on camera to solve a problem or demonstrate a known phenomenon such as gravity



Where to Use Video

Math

- Have students create videos that teach a concept or how to solve a problem.
- Collect data from sports and other real world activities to learn mathematics.
- Explain a formula.



Where to Use Video

Foreign Language

- Create an ad or commercial in another language.
- Create a newscast in another language.



Where to Use Video

ART

- Biography of a famous Artist .
- Reenactment of the artist.
- Report on an artistic style
- Portfolio of work.
- Art Sale Video



Where to Use Video

Physical Education/Health

- Students create “how to” videos to demonstrate a technique.
- Explain rules of sport.
- Video Biography on favorite sport team or sports star.
- Sports Cast
- Video to show importance of eating well and exercising.

Where to Use Video Music

- Streaming performance videos and original music compositions for publication on the school's Web site.
- Classical music video
- Proper fingering techniques
- Performance critique



Where to Use Video

Miscellaneous

- Public service announcements and life skills.
- Daily announcements and news casts.
- School TV Programs
- Advertisements
- Virtual Tour of School
- **Video Yearbooks on DVD**
- **Enhance the School Website**
- **Highlight Reels**
- Record School plays and events.



Video Production and Movie Making In the Classroom

TOOLS AND THE BASICS STEPS

Tools to Get Started

- Hardware

- Digital Video Camera
- Microphones
- Computers with internal or external video/audio

- Software

- Video editing software
- Word processing software
- Image editing software
- Internet access

Sony HDV Video Cameras



HVR-HD1000U

Affordably priced and professionally styled, this camcorder takes in school events with HD video and still images using a Carl Zeiss Vario-Sonnar® T* lens with 10x optical zoom, similar to that found on higher-end professional HDV™ camcorders, and a pro-style shoulder mount for comfort. The optical image stabilizer helps keep the image in focus and the stereo shotgun extension microphone accurately records sound so no cheer is lost.



HVR-V1U

A great choice as a second camera to complement larger productions or independently on smaller projects. With 24P scanning capability, professional-grade Carl Zeiss Vario-Sonnar® T* Lens with extra-low dispersion, fluorite glass and 20X Optical Zoom, this camcorder delivers a professional film look, perfect for broadcasting stories from the field.



HVR-Z7U

This handheld camcorder with 1/3-inch bayonet mount interchangeable lenses offers versatility and expert results. With native 24P capability, a high quality Carl Zeiss 12x optical zoom lens, and exceptional low-light sensitivity, this is the professional choice for filmmaking or broadcasting special events, including sports. The Z7U is equipped with HDMI output and can record simultaneously on tape and the widely available Compact Flash® memory card for adaptable playback and editing.

HVR-HD1000U - Digital High Definition HDV Shoulder Mount Camcorder

Applications:

- Videos Integrated in school curriculum
- Capturing school events
 - Plays, talent shows, award ceremonies
- Special Guests
- Multi media projects
- Yearbook photos



Format: HDV 1080i and DV SP/LP recording and playback.

Key Features:

- Captures HD Video AND still images
 - 6.1 M still image capture
- 10X Optical / 20X Digital Zoom
- Pro Style Shoulder Mount
- Optical Image Stabilizer
- Stereo Shotgun ext. Mic.



VIDEO RECORDING BASICS

- To make a video recording to use in the classroom, you need:
 - Video Camera
 - BEST: Video Camera with ability to take digital stills.
 - “Plug and Play”
 - Record your video on the camera, plug in to the computer, transfer your completed video file
 - Cable to connect camera to display (TV, or Monitor)
 - Computer
 - Video Editing Software or web editing

Video Editing Software Packages

- Sony Vegas
- iMovie (MAC)
- Pinnacle Systems Studio DV
- Pinnacle Systems Avid Liquid
- Pinnacle Systems Dazzle
- Windows Movie Maker
- Adobe Premiere
- Avid FreeDV
- Cyberlink's PowerDirector
- Unlead VideoStudio
- Roxio VideoWave
- Unlead DVDMovie
- FactoryCyberlink's
- Power Producer
- Sonic MyDVD
- WinDVD Creator

Web Based Editing

- Web-based editing
 - www.jaycut.com
 - *www.pixorial.com*
- Web-based movies, auto-editing
 - www.animoto.com

Steps to Create a Video

PRE-PRODUCTION

1. Come up with a topic/idea

- Brainstorm

2. Planning and Rubric

- What will happen? – Know what you want for the end project.
- Who will do what - Accountability

3. Storyboarding-/Scripting

- Sketch out scenes that the video project will have.

Steps to Create a Video

PRE-PRODUCTION

3. Writing and Scripting

4. Storyboard

- Sketch out scenes that the video project will have indicate visuals and audio.

Steps to Create a Video

5. Sets/Props and Costumes

- Planning the place/ backgrounds the video will be shot at.
- Making sure there is enough light and free of background noise.
- Creating Costumes

6. Practicing lines

- Actors /students need to know their lines.
- Create Cue Cards if needed

7. Production- SHOOT SHOOT SHOOT

Steps to Create a Video

8. Editing and Post Production-

- Use editing software to:
 - Putting the scenes together
 - Add Music, edit sound,
 - Add special effects
 - Add credits

9. Sharing

- Uploading to a website
- Create a DVD
- Show at an assembly
- Add to class website.

Video Production and Movie Making In the Classroom

TIPS

Filming/Shooting Tips

- Use a tripod
- Various angles
 - Be creative
- 5 + clip + 5
 - Film 5 seconds before and after what you actually want to film
- Rehearse before filming
- Do not read lines
 - Use Cue Cards



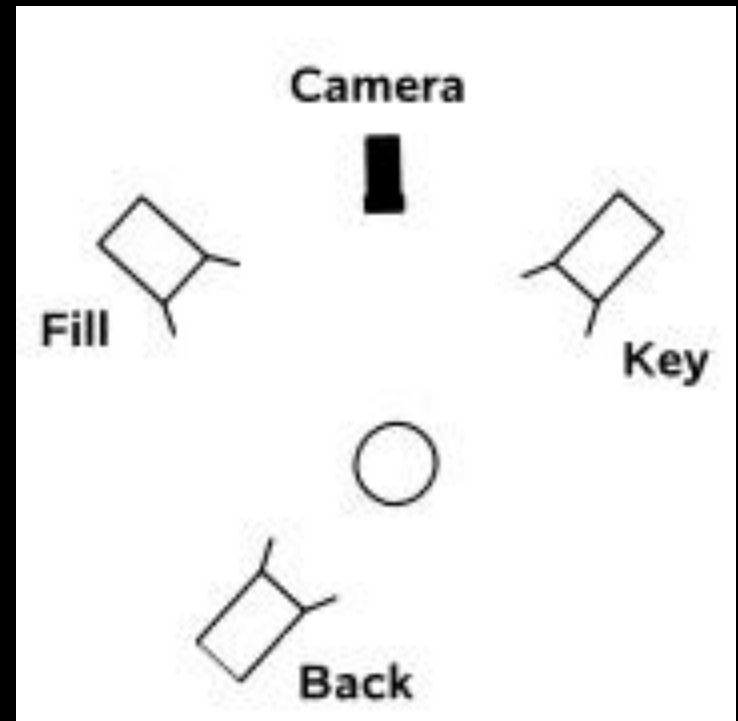
Tips for Getting the Best Sound

- Use an external microphone if your camera does not have a strong built in mic.
- Use the wind screen when filming outside
- Avoid background noise



Lighting Tips

- Avoid filming in the shade or partial light
- Light in front of subject
 - Lighting behind will cause faces to be dark
- To achieve the best lighting also film a test shot.



Editing: Tips on Adding Text

- Display credit, titles, subtitles long enough to be read
- Keep away from edges of the video/screen
- Always use a font that is easy to read

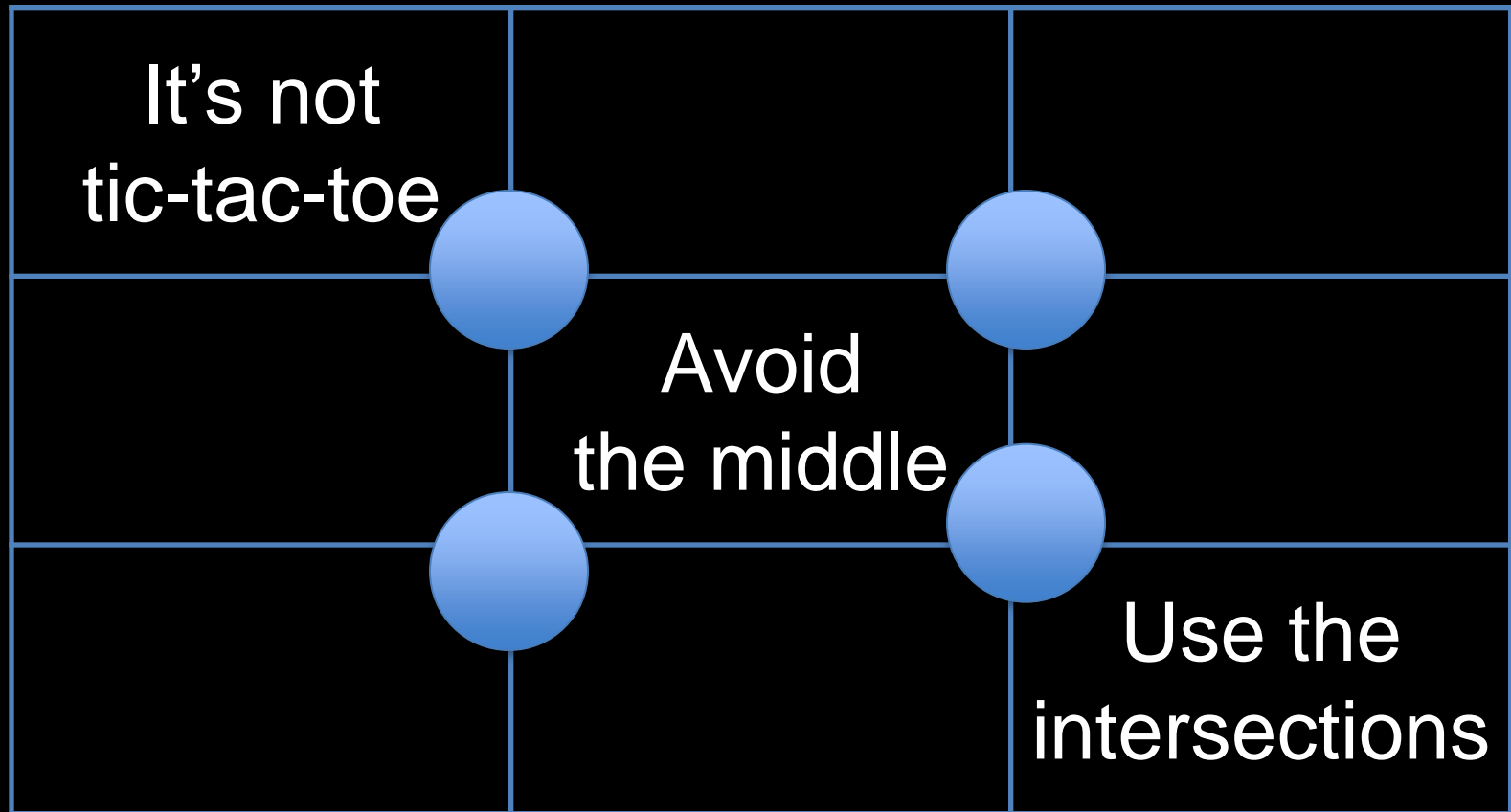


Editing : Sound Tips

- Keep sound at same volume through out the video.
- Make sure voice-overs are not too loud.
- Avoid harsh sounds.
- Add music under voice.



Rule of Thirds



Rule of Thirds



Video Production and Movie Making In the Classroom

RESOURCES

Examples of a Good Video Project

- CONTACT: Shari.Sentlowitz@am.sony.com
- FOR A COMPLETE LIST OF EXAMPLES

Sound Resources

- <http://www.partnersinrhyme.com/pir/PIRsfx.html>
- <http://www.garageband.com/charts>
- <http://music.podshow.com/>
- <http://www.podsafeaudio.com/>
- <http://www.archive.org/details/audio>
- <http://naturesongs.com/>
- <http://www.americanrhetoric.com/>
- <http://www.hpol.org/>
- <http://www.freeplaymusic.com/>
- <http://findsounds.com/>
- <http://music.podshow.com/>
- <http://www.podsafeaudio.com/>

USING THE INTERNET AS A RESOURCE

- YouTube
 - www.youtube.com
- Teacher Tube
 - <http://www.teachertube.com/>
- Zamzar
 - www.zamzar.com

Education Programs

What Education Programs
Does Sony Have?

Sony's Extra Credit™ Program

A rewarding program for schools who purchase Sony professional video and audio equipment.



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Earn **Points**

By purchasing Sony Products



Redeem **Points**

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Sony's Extra Credit™ Program

Today's Homework:
Enroll in Extra Credit™ Now!

www.sony.com/extracredit



Sony's Extra Credit™ Program

Start Earning Points For Your School Today

www.sony.com/extracredit



Honor Roll

Earn 1 point for every dollar spent up to \$200,000!



Salutatorian

Earn 1.25 points for every dollar spent \$200,001 to \$400,000



Valedictorian

Earn 1.50 points for every dollar spent over \$400,001



Sony's Extra Credit™ Program

Redeem Your Points for Sony Products

www.sony.com/extracredit



Hundreds of Eligible Sony Products

www.sony.com/extracredit

Sony's Extra Credit™ Program

Examples of What Your School Can Earn

\$50,000 in purchases = \$50,000 points

Can earn you:



OR



FWD-S42H1 42-inch* flat panel monitor
for 50,000 points
Valued list price: \$2,350

*Viewable area, measured diagonally.

Or four VPL-ES7 Projectors
for 47,600 points
Valued list price: \$3,200

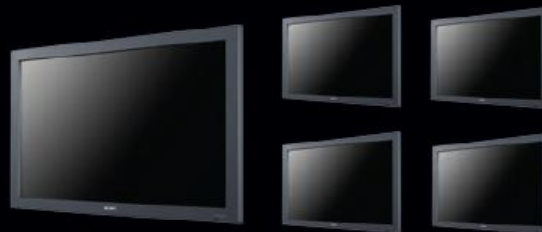
\$200,000 in purchases = 200,000 points

Can earn you:



5 HVR-HD100U camcorders plus
8 MDR-7502 headphones
for 199,450 points
Valued list price: \$10,270

OR



Or Five FWD-40LX2F/B 40-inch* flat panel display
for 174,875 points
Valued list price: \$9,150

*Viewable area, measured diagonally.

Sony's Extra Credit™ Program

Examples of What Your School Can Earn

\$300,000 in purchases = 325,000 points

Can earn you:



OR



PMW-EX3 camcorder plus PMW-EX30 Deck
for 313,000 points
Valued list price: \$14,940

Or 19 VPL-TX7 Projectors
for 320,150 points
Valued list price: \$20,710



1 BRS-200 Switcher plus 3 LUMA 1420 Monitor
plus 3 MDR-7509HD headphones
for 322,650 points
List Price Value \$15,125



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Trade-in programs

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www.sony.com/rmeasiteach

Maximize your technology investment.



Engage your students with Sony projectors and RM Easiteach Software.



Every **VPL-TX7** and **VPL-TX70** Projector
Comes With RM EasiTeach 3.5
A \$499 Value, absolutely Free!
www.sony.com/rmeasiteach



RM Easiteach Key Features and Benefits

- Award-winning content
- Easily adapt existing lessons, including those using Excel®, Word®, PowerPoint® and video
- Lessons and activities can be shared, adapted and reused throughout a school or district
- The many tools and multimedia resources can be used across the curriculum with the subject-specific tools available to teach Language Arts, Math, Science and Geography
- Compatible with Interactive whiteboards, wireless slates, student response systems.

Create engaging, interactive lessons that help students master and retain concepts more easily and effectively

Create interactive lessons throughout the curriculum with the ability to draw, edit text, change color, enlarge, rotate, cut, copy, paste, animate, and more! RM Easiteach now includes over 2,500 images, sound and Flash files, database and spreadsheet tools, RM Easiteach Sample Starter Curriculum tools and Starter Content pack.

Through this versatile lesson platform, you can create resources that incorporate text, clipart, animations, videos, Flash files, sound, hyperlinks, databases and spreadsheets. It includes all the tools you need to create interactive lessons that engage and inspire students.

Includes RM Easiteach Subject-Specific Toolbars
 Inspired by teachers, these Math, Language Arts, Science and Geography tools are easy to use, flexible software equivalents of familiar teaching tools like place value cards for math, sentence builder cards for Literacy, stopwatch tools for Science, and map building tools for Geography.



Today's Webinar



Shari Sentlowitz
National Education Marketing Manager
Sony, Broadcast and Professional

Polling Question #2

When do you intend to integrate video production into your K-12 curriculum?

- A. We currently use video production.
- B. We will purchase a solution in the next month.
- C. We will purchase a solution this school year.
- D. We don't know.

Q&A and Resources

www.sony.com/professional

www.sony.com/hdv

www.sony.com/education

www.sony.com/extracredit

www.videointheclassroom.com

Thank You!



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