Session 809
Effective Video for Learning on a Shoestring Budget

Thomas Spiglanin, The Aerospace Corporation

Austin, TX • June 8 – 10, 2016
In this session you will learn:

How to effectively plan your video production
How to focus videos for maximum effectiveness
How and why to write scripts rather than “wing it”
Why voiceover can make your videos more effective
How to use tools you already have to create visual assets
About inexpensive solutions related to the three key issues of stability, lighting, and sound
Why video for learning?
&
Why now?
Why Video for Workplace Learning?
Why now?

+ Supply

+ Demand

Courtesy Vancouver Film School
My video philosophy

Make Effective Use of Time

Tightly Focused on the Objective

Easily Replayed

Inherently mobile, plays on a wide range of devices and platforms

Image courtesy Flikr User Matt Neale
How to plan and how to focus
3 Phases of Production

**Pre-Production**
- describe assets

**Production**
- acquire assets

**Post-Production**
- sequence assets

**Fade In:**
INT. ORDINARY OFFICE CUBICLE - DAY

JACK and STACY review video on a computer screen. We hear and see car chase clips.

STACY

"how do you think he could have avoided that?"

JACK

"Well for starters, he could have not stolen that car."

STACY

"Jack, you know what I mean. What if he'd come to a complete stop? None of that would have happened."

JACK

"And he's never gotten away with grand theft."
Focus Effort Starting with the End in Mind
FADE IN:

INT. ORDINARY OFFICE CUBICLE - DAY

JACK and STACY review video on a computer screen. We HEAR and see car chase clips.

Stacy clicks pause.

STACY

How do you think he could have avoided that?

JACK

Well for starters, he could have not stolen that car.

STACY

Jack, you know what I mean. What if he’d come to a complete stop? None of that would have happened.

JACK

And he’d have gotten away with grand theft.
Design document
Shares the vision
Visual

Estimate the duration
of your video
PACING

Keeps focus on the objective
Can be reviewed
Avoids rambling
FADE IN:

EXT. TIMES SQUARE - NIGHT

Hundreds of people mill about the bustling square. We pick up on DAVE, a lanky punk in his early twenties wearing a thick winter coat, as he pushes his way through the crowd.

Out of nowhere, Dave lands hard on his back. A bulky figure in shadows rushes away, disappearing into the masses.

ANGLE DAVE

Dave pats his jacket pockets, nervous.

DAVE
It’s...gone. (beat) Nooooo!

In a flash, two HOODED FIGURES lift Dave by his arms and drag him the opposite direction through the crowd.

HOODED FIGURE 1
Go! Go! Go!

HOODED FIGURE 2
John, to your right! Now! (beat) (shouting) Now!
FADE IN:

1 EXT. SAN MATEO CENTER - DAY

Signs indicate this is the California Bar exam test center. Dozens of casually dressed young men and women stream out the doors. Emotions range from relief to total despair.

DREW CEFFEN, in late twenties and handsome in casual designer clothes, walks with confidence, his laptop case over his shoulder.

KEVIN BELL, Drew’s contemporary, is in worn Levi jeans as he angles through the crowd to join his buddy Drew.

KEVIN

Drew!

Drew pauses briefly until Kevin catches up to him.

KEVIN (CONT’D)

Honest to Christ, that was way harder than I thought.

All Drew does is flash a knowing smile.

DREW

Come on, Rev. Confidence, guy! How ‘bout I buy us a drink?

KEVIN

Shit... You can buy us a whole lot more than one!

2 EXT. PARKING GARAGE - DAY

The top of the Porsche 911 Carrera GT3 Cabriolet lowers to reveal Drew at the wheel and Kevin riding shotgun. The top safely down, the Porsche roars off and we see the California license plate: LAWY 2 S.

3 INT. LOCAL PUB - NIGHT

Drew and Kevin empty foamy beer mugs as a waitress delivers replacements to their table in this comfortable bar. The crowd is young; every woman who looks gives Drew a good once-over.

KEVIN

Well, whatever. I guess it’ll be months before we get the results anyway.

Kevin pulls his mug close as Drew lifts and sips from his, smiling at an attractive young woman who passes by.
Why use voiceover?
Use tools you already have.
Easier to edit / splice
Enhances maintenance
Faster to market
Follow the script

Time animations and photos
to meet needs of narration
Never the other way around!

Do it yourself
(or a team member)
Good mics start
around $50
Some video types with voiceover

Screencasts

Live Action

20 seconds

Photo Slideshows

watch, courtesy Flickr User Cardinal  iPad courtesy Flickr user jamimus
What can you do with photos?

"Ken Burns"  
watch, courtesy Flickr User Cardinal  iPad courtesy Flickr user jemimus

Sequence of Shots

Stop Motion

Time Lapse
Stop Motion & Time Lapse

there's an app for that!

The Android robot is reproduced or modified from work created and shared by Google and used according to terms described in the Creative Commons 3.0 Attribution License.
Use a Video Editor to Fix What You Have

Quickly make changes
Add titles
Repurpose assets

iMovie (included with Macintosh computers)
Camtasia includes a very competent video editor
Adobe Premiere Elements is inexpensive

Back up often
Portable hard drives
Edit video - specifically animations - to match voiceover
Inexpensive solutions related to the three key issues of stability, lighting, and sound
Three common challenges for video:

- Lighting
- Video Stability
- Sound Quality

Image courtesy Wikimedia user Patmooney
Lighting

Image courtesy Wikimedia user Mbz1

Courtesy Vancouver Film School
Video Stability

Courtesy Vancouver Film School
How well can software stabilize handheld video?
Sound on the Go

Courtesy Vancouver Film School
More on Sound

Recording on the Go

Recording in the Studio
We covered:

How to effectively plan your video production

How to focus videos for maximum effectiveness

How and why to write scripts rather than “wing it”

Why voiceover can make your videos more effective

How to use tools you already have to create visual assets

Inexpensive solutions related to the three key issues of stability, lighting, and sound
Thank you for attending!

Effective Video for Learning on a Shoestring Budget

Presented by Dr. Tom Spiglanin
The Aerospace Corporation
thomas.a.spiglanin@aero.org
http://www.aerospace.org
(310) 336-6501

Twitter: @tomspiglanin
tom@spiglanin.com
http://tom.spiglanin.com
What you need to know - licensed image, 123rf.com copyright zagandesign


Printing press licensed image 123rf.com copyright nebari


Photos in lower right movie slide 17, upper left 18 - watch, CC BY Flickr User Cardinal

Video shoot photo - Wikimedia user Patmooney CC BY SA


Shotgun mic - CC BY SA http://commons.m.wikimedia.org/wiki/File:AKG_C451B.jpg

All other images in the public domain or copyright 2016 Tom Spiglanin, all rights reserved.