Creating a Responsive Mobile Performance Support Module

Josh Cavalier, Lodestone
Kirsten Rourke, Rourke Training

Austin, TX • June 8 – 10, 2016
Presenters

Josh Cavalier
Founder and CEO of Lodestone (1999)
Founder and CEO of BrightStream Media (2015)
eLearning industry speaker since 1998
Creating eLearning content since 1995
ACI and CTT+

Kirsten Rourke
Founder of Rourke Training (2000)
Speaker, Training Consultant, and Instructional Designer
eLearning ISD/Developer, CTT+ Certified Technical Trainer
What’s the plan?

About Video
What changed in 2015
The future of on-demand learning
Demo of sample project
Animate facts, tips, and demos
Video tips
Let’s talk about video
It used to be simple

Video was shot for, and displayed in, landscape.
It’s all Max’s fault
Mobile Video Chat
Popular opinion was clear...
Some tried to help ...

Your TV sits this way
Not this way

So hold your phone this way when filming
Not this way

How To Record Video On A Cellphone Camera
Step 1. Turn your phone sideways
Step 2. You’re done.

Introducing horizn
Why Go Vertical?

1%
1995

74%
2014

Mary Meeker/KPCB Internet Trends - Mobile Phone Use Worldwide
Why Go Vertical?

2010: 5%
2015: 29%

Mary Meeker/KPCB Internet Trends – Percent of Vertical Viewing
"...vertical video ads have up to 9x more completed views than horizontal video ads."

- Snapchat CEO
What does this mean for us?

• Landscape
  Content primarily meant for TV, monitor, or projection delivery.
  Or mobile content that benefits horizontal focus

• Portrait
  Content meant for mobile-only delivery.
  - On-Demand performance support.
  - Conversations and interviews.
  - Content that benefits from vertical focus
Critically Important Staff Support
Coffee as a Life Saving Tool
You said the “F” word!
**Edge Animate**

- HTML5 Creation Tool
- Just HTML, CSS, & Javascript
- Clean & Simple
- Media Queries
  - .oam responsive

**Adobe Animate**

- Platform/Device Independent
- Conversion
- ActionScript and JavaScript
- `<canvas>`
  - .oam **not** responsive
Updating to CC 2015
Edge Animate/Adobe Animate
.oam package from Edge Animate or Adobe Animate (Flash) to Captivate
WHAT'S YOUR NEXT STEP?
It is possible...
Demo, Demo, Demo...
Bean Facts

KENYA

GUATEMALA

ETHIOPIA

COLOMBIA
Bean Facts

Use buttons above to learn more
BUT WAIT,
THERE'S MORE!
Hi there! In this presentation I talked about how Adobe Edge Animate would make an OAM file that was responsive and how the new Adobe Animate (Flash) OAM is not.

Phil Cowcill (a fantastic speaker and teacher) was in my session in Austin and mentioned that there was a way to jury rig it. I connected with him after Austin and it CAN be made to work with the right code!

The next 4 slides show his twitter page, a sample of the example he made, and the code he used to do it. Follow him on twitter. He’ll be making a video soon.

If you don’t want to add custom code, you’ll need to make more than one file like I showed. If you can deal with the code, you can get a responsive OAM from Animate into Captivate.
Phil Cowcill
@CanadianPacMan  FOLLOW YOU

Training Development Specialist (Contract) with the Canadian Department of National Defence. Also I’m an independent mobile developer.

📍 North Bay, ON
🔗 pjrules.com/canadianpacman/
Joined November 2009

Tweets
FOLLOWERS
LIKES
3,529
344
765
38

Who to follow
Refresh
View all

-jimmy fallon @jimmyfallon
Follow

-Jimmy Kimmel @jimmykimm... Follow

-Mike @jamie MCSloy Follow

Find friends

Trends
Change

#Istanbul
@WBUR and @LeeVaris are Tweeting about this

#GrowingUpWithMyName
@HanSoloFA is Tweeting about this

ISIS
var dx = 10; // Delta X
var dy = 10; // Delta Y
var dr = 0; // Delta Rotation

var theCanvas = document.getElementsByTagName("canvas")[0];
var half = 36; // half the width of the star

var sw = window.innerWidth;
var sh = window.innerHeight;

var mw = 36 / sw; // calculating the % of the movie clip's width
var mh = 36 / sh; // calculating the % of the movie clip's height
var maxWidth = 800;
var maxHeight = 600;

var fl_TF = new createjs.Text();
fl_TF.x = 50;
fl_TF.y = 100;
fl_TF.color = "#ff7700";
fl_TF.font = "20px Arial";
this.addChild(fl_TF);

function onResize() {
    var theWidth = window.innerWidth;
    var theHeight = window.innerHeight;
    var fl_TextToDisplay = "The Width = " + theWidth + "\nThe Height = " + theHeight;
    fl_TF.text = fl_TextToDisplay;
    //sw = window.innerWidth;
    //sh = window.innerHeight;
    theCanvas.width = window.innerWidth;
    theCanvas.height = window.innerHeight;
    var test = (window.innerHeight/800)*1;
    exportRoot.scaleX = exportRoot.scaleY = test;
window.onresize = function () {
  onResize();
}

onResize();

this.addEventListener("tick", moveStar.bind(this));

function moveStar()
{
  this.mcStar.x += dx;
  this.mcStar.y += dy;

  if(sw > maxWidth) sw = maxWidth;
  if(sh > maxHeight) sh = maxHeight;

  if(this.mcStar.x > sw - half || this.mcStar.x < half) {
    dx *= -1;
    if (dx > 0) {
      dr = -6;
    } else {
      dr = 6;
    }
  }

  if(this.mcStar.y > sh - half || this.mcStar.y < half) {
    dy *= -1;
    if (dy > 0) {
      dr = -6;
    } else {
      dr = 6;
    }
  }

  this.mcStar.rotation += dr;
}
What is AME?

Accounting Made Easy?
Academy of Management Executives?
Aviation Medical Examiner?
Adobe Media Encoder
Captivate 9 – Vertical Orientation

Edit > Preferences
Project > Publish Settings
Check box for “Disallow phone landscape orientation”

Message to Learner:
“This course is best viewed in portrait”
Video Tips
Which way is up?

Make sure you understand your orientation options before shooting video.
Black is always in style

Use a black background on your video slides
Respect the dead zone

Resize the video so the subject is framed in the shot with 10-20% “dead zone” around the subject matter to accommodate scaling of video
Throw out the trash

Remove additional responsive layouts. The tabs should be a (+). This will not show during testing. Don’t click on these tabs!
You cannot remove the Desktop responsive layout, but you can change the height.
Don’t forget to check...

Determine the minimum bandwidth
4G: 5-12 Mbps
3G: .2 - .5 Mbps

Make sure that your video if progressive is rendered and the appropriate data rate
The basic parts of a plan

Clean everything!
Script
Practice
Get Good Lighting
Practice Again
Take your time
Move Less
It doesn’t have to cost a fortune
Questions?
Thank You!

Josh Cavalier
@JoshCav
josh@lodetone.com
www.Lodestone.com
www.BrightStream Media

Kirsten Rourke
@kirstenrourke
Rourke.training@gmail.com
www.kirstenrourke.com