

NEW 2010: Educational Videos

Ex: EAA AirVenture 2006

Craig arriving in AVID N337BC



Craig Johnson, Ph.D., Professional Eng.
Raised Minnesotan, talks 'kinda funny'...
A pilot who flew 25 hrs from WA to WI...
...and then made a movie of it.
Aw heck, only aviation nuts would like it.
- play excerpt-



CENTRAL WASHINGTON UNIVERSITY

Your future is Central.

It's 'trailerable'

Does this get the point across?

I've never found a 'movie' of how to 'load' or unload an AVID.

Why would I make a video?
Where would I store the file?
Who would I expect view it?



CENTRAL WASHINGTON UNIVERSITY

Your future is Central.

Similar thoughts occurred when I reflected upon some casting issues.

C: Casting has safety issues.

Q: How can I improve safety?

Can I have videos available?

A: Videos available 24/7

Q: What about our 'own' videos

A: Go ahead, make them!

Q: What about other casting skills?

Q: Heck: what about video skills?

A: Ask a friend: Mike Meier

-play Mike's greeting- www.kstreetstudio.com/files/cwu

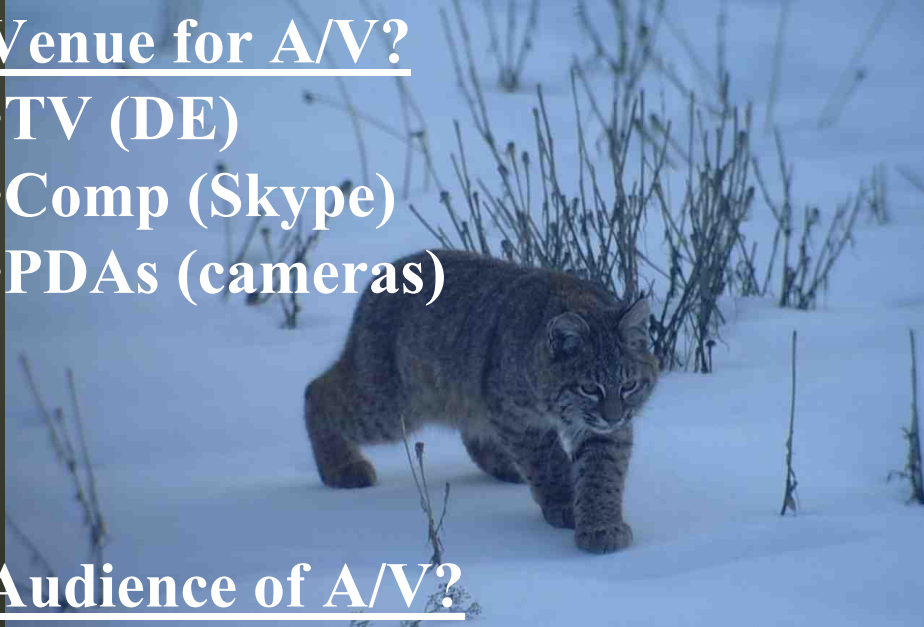


CENTRAL WASHINGTON UNIVERSITY

Your future is Central.

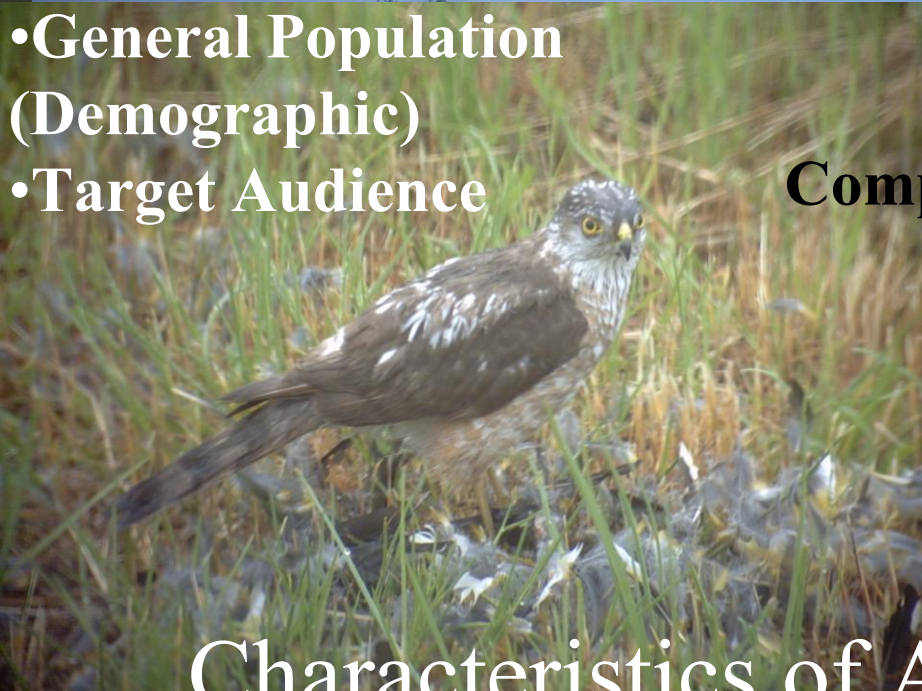
Venue for A/V?

- TV (DE)
- Comp (Skype)
- PDAs (cameras)



Audience of A/V?

- General Population (Demographic)
- Target Audience



Compare!

Purpose of A/V?

- Entertainment
- Education
- History/events

Modes of A/V?

- Passive
- Interactive

QuickTime™ and a Motion JPEG OpenDML decompressor are needed to see this picture.

Media for A/V

- TV (sequential)
- Web (matrix/link)
- Multiplex (PIP)

Characteristics of A/V



CENTRAL WASHINGTON UNIVERSITY

Your future is Central.

Video Resources: An unfortunate mess

Cameras:

- Pocket
- Camcorders
- Professional

Software:

- Apple: iMovie
- PC: Movie Maker
- 3rd party
- Professional

Compatibility:

- Not obvious
- Changes yearly
- Check twice, then buy

Files and formats:

- They are huge
- It's 'dot mania'
- Pocket Cams: .avi
- (play left)
- It's file mania!
- 228 on fileinfo.com

QuickTime™ and a
Motion JPEG OpenDML decompressor
are needed to see this picture.



Plots:

Archplot: Hero/struggle/success

*Rambo, Star Wars

Miniplot: vague good guy, loose plot, unresolved ending

*Tender Mercies, Paris

Antiplot: No plot, no logic, crazy

*Monty Python and the Holy G.

Sections vs. Acts

Organize and plan a video,

like a technical paper!..... A movie might have:

Section: Intro/background..... Act 1: Pose a problem or challenge

Section: Methods/Results..... Act 2: 'Just the facts', adventure

Section: Discussion/Conc..... Act 3: Saves the day, solves it



Broad vs. Academic Audiences

'Broad' Viewers:

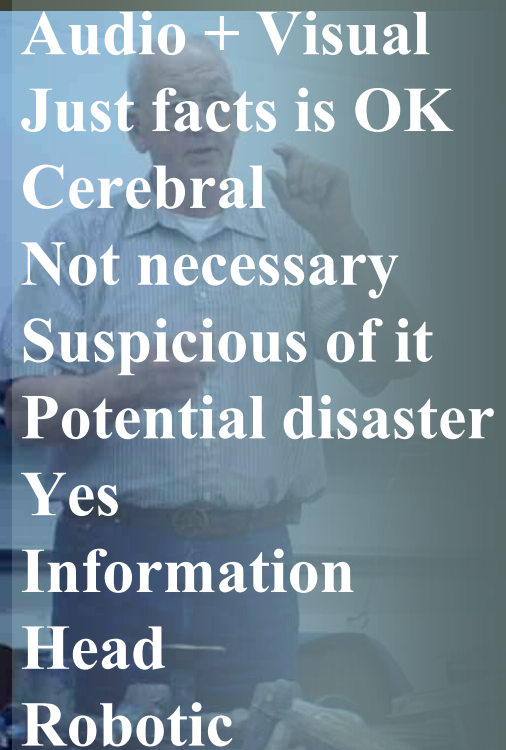


Visual.....
Needs a story
Visceral
Pretty much.....
Always
The 'ultimate'
No.....
Humor, sex, sincerity
Heart, gut, gonads
Human.....

Chara. Communicate:

A/V Mode.....
Structure?
Mode of response?
Need humor?.....
Likes sincerity?
Sex appeal?
Prearoused?.....
Effective elements?
Effective 'organs'?
Preferred voice.....

Academic:



Audio + Visual
Just facts is OK
Cerebral
Not necessary
Suspicious of it
Potential disaster
Yes
Information
Head
Robotic



Video ‘Style’

Style is important!

Why do(n’t) you trust Jon Stewart?

“All the thinking people of America were with him” (sic Adlai Stevenson). His reply, “That’s not going to be enough, Madam. I need a majority of the public”.

‘Disinformation’ Reigns!

Ex: Groopman reported that just 15% of ER resuscitations succeed. But, the general public believes that 2/3 succeed. Why? => TV!



CENTRAL WASHINGTON UNIVERSITY

Your future is Central.

New Yorker, 2006, Groopman

Short Video Example

Concept: Drop Velocity?
(gravitational acceleration)

C: Also, invite folk to NEW

C: A minute or so, limit

C: chose wine bottle crash
(humor, surprise)

C: chose to drop camera
(surprise, fear)

C: chose outdoors
(unexpected, inviting)

Storyboard creation:

- 1) draw each scene**
- 2) add narration**
- 3) review flow (acts)**
- 4) details review**



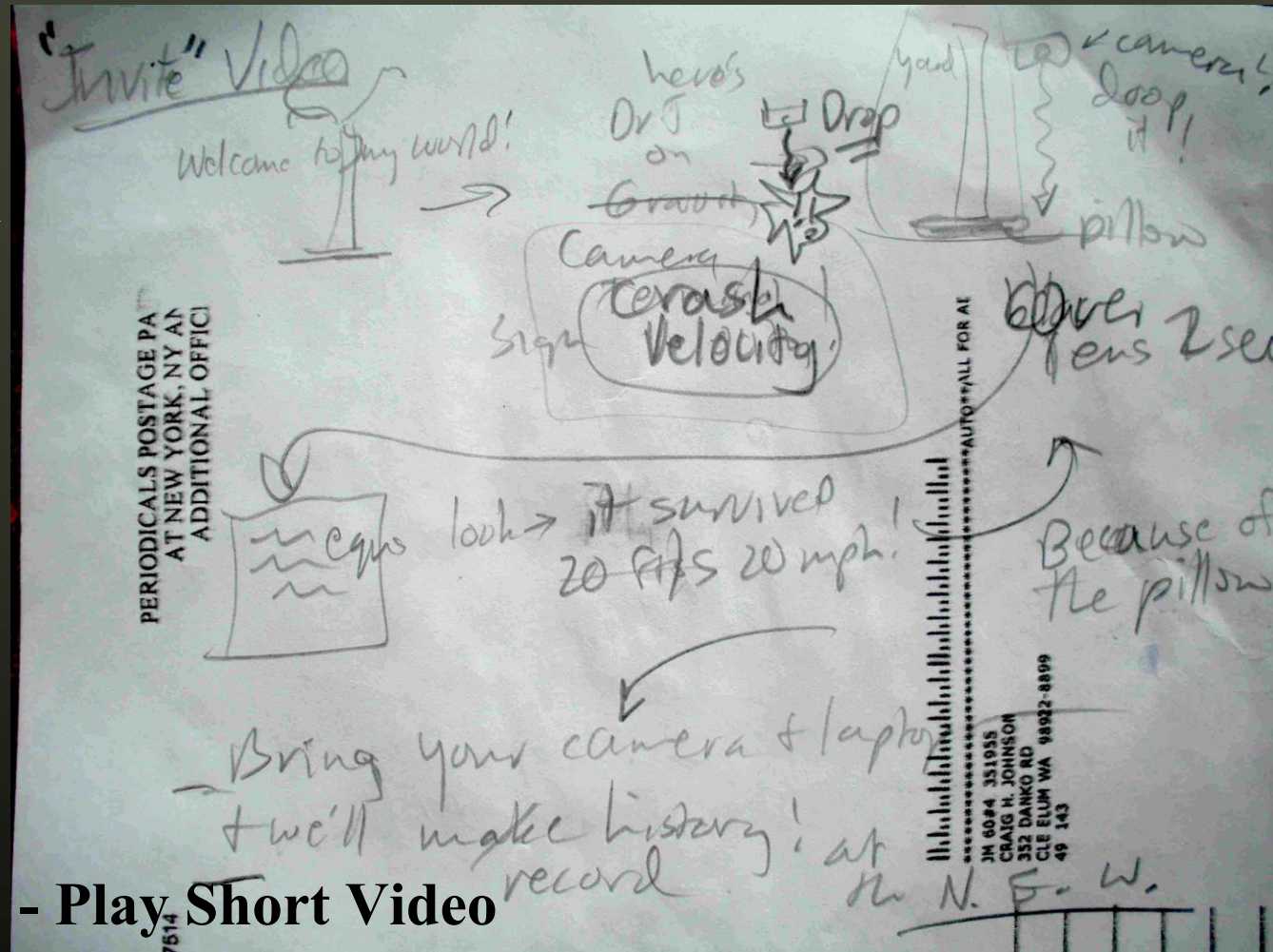
Criteria for a good video?

Production Effort:

- Resource citation
- Copyrights
- **Storyboard** →
- Organization

Video Quality:

- Video editing
- Audio editing
- Lighting
- Images
- Graphics
- Moving Images
- Timing



- Play Short Video

<http://www.uwstout.edu/soe/profdev/videorubric.html>



CENTRAL WASHINGTON UNIVERSITY

Your future is Central.

**Grasshopper glacier,
Gannet Peak 13,885'**

Questions?

(yes, that's him...)

Q: Why don't we shoot more video?



CENTRAL WASHINGTON UNIVERSITY

Your future is Central.