

DESKTOP VIDEOCASTING FOR EVERYONE

Francis Rabuck, CCP, PCLP, CWNA, RFID+
Mobile and Wireless Media Consultant, Philadelphia, PA, USA

Pre-workshop objectives:

Learn how to design, build, publish and manage a series of Video Clips with that TV-special effects look. Repurpose and reuse PowerPoint and other video clips into a new educational production. All of this is possible with a computer, a simple desktop camera, a microphone and some special software. This workshop is for educators, instructional designers, media specialists, web masters and librarians interested in developing desktop video skills.

Pre-workshop pre-requisites:

It is not required, but strongly recommended that participants attend the morning class on Podcasting or have created a podcast to understand the basics of RSS and Media. Participants will work in teams to install some of the tools and record, edit and mix a video clip. **Bring old video, PowerPoint, audio clips, word files, lecture notes that you might want to use for your production.** The system, software and all work will be done on Windows machines, but the end results can be experienced from the Mac. The number of participants will be limited to 20 (10 teams)

Summary:

This session is an extension of the concepts taught in the morning podcast session. This session will start, where the morning session left off. We'll show you how to use video, audio, powerpoint and graphic clips to produce a voice annotated video show for a new type of podcast - or a Videocast. The end result can be transferred and viewed not just as a video-podcast, but also on the PC, Web or CD/DVD.

Participants in this session will become Hollywood TV stars in creating there own tutorial with seamless switching between newscaster headshots and their training material. Participants will experience a hands-on (and camera on and microphone on) experience in creating their first videocast. We'll cover the following topics in the session:

- Videocasting - extending the podcast idea and beyond. How is video different than audio and why should you care?
- The best way to setup your video equipment to get the best quality output
- How to jumpstart your work with a Show Wizard
- Use of the teleprompter to produce and prepare any presenter for great results
- Using video styles and templates to learn the techniques of creating eye-catching video
- Proper placement and importing of PowerPoint presentations to coordinate with the teleprompter
- How to use the green screen effect and produce good video using any type of camera

- Effective use of transition effects and when to use them in video shots
- How to build Web page trigger-links and use them to build dynamic online presentations.
- How to post video presentations to a Web page, blog site or podcast sites - and ensure the best possible streaming for your viewers.
- Learn a collection of various tools available to build your own “studio”

Our hands-on activity will include:

- Installing and downloading the software tools
- Finding video content online and watching it
- Video recording, re-recording and editing.
- Creating a video show end-to-end
- Practice using templates, the teleprompter, action trays and green screen effects
- Putting it online – and spreading the word on your Videocast

Pre-workshop benefits:

Participants will learn the step-by-step process of creating dynamic video material at the desktop. No need to learn complex video editing, use expensive video cameras or be concerned with video formats. We'll make it simple, but very effective for you to produce dynamic presentation video material. We'll finish with the final steps to “publishing” your content to the web and downsizing the content for video on iPod, Zunes - even cell phones.

Pre-workshop instructor:

Fran Rabuck is a consultant, thought leader and internationally recognized expert in emerging technologies in the wireless, media and collaboration space. He is a frequent speaker/writer, advisor and judge at major technology industry events. Mr. Rabuck has provided strategic consulting and training on a variety of topics for many organizations - large and small. This includes hands-on training on RFID, Wireless, Mobile, Media Publishing and Sensors for Government Agencies, Engineering, Pharmaceutical, Healthcare, Education and other industries worldwide. Currently, Fran is responsible for the emerging technology research in the Real Time Asset Lab for Bentley Systems (<http://www.bentley.com>). He is the co-chair of the Wireless and Sensors Committee for the RFID Business Association (<http://www.rfidba.org>) - an international, vendor neutral, non-profit trade association dedicated to the advancement of knowledge in the Wireless, RFID and Sensor space. He works with FIATECH (<http://www.fiatech.org>) - a consortium whose vision is to create an automated and integrated environment for the life cycle of capital projects - and is the Team co-champion for the Smartchips research projects. Fran works with a variety of start-up companies including his most recent work with the online and mobile group collaboration toolset from Airset (<http://www.Airset.com>). Recently, he earned the latest certification from CompTIA for RFID+, becoming one of the first wave of practitioners to earn this certification. Fran's experience with training, eLearning, multimedia and interactive computer technologies extends back to the days of crude 4-color CGA screens and the first IBM PCs - to the tools of today, where Broadband, Wireless, On-demand Video, Smartphones, and collaboration technologies are defining the educational environments of tomorrow.