Making Videos with eOrganic

the basics of planning
and capturing high-quality
educational videos

Introduction

Lane Selman and Jeff Hino, Oregon State University

- <u>Goal</u>: to train eOrganic collaborators to efficiently plan a low-cost, yet professional quality video

- Basics of video planning, storyboarding, filming, production (and a bit on equipment, apps & gadgets)

- Three sessions followed by individual / group planning

- Course designed to
  - support you in designing and capturing video
  - edited by & published to eOrganic (website & YouTube)
- YOU can then embed video anywhere
- Course Content & Session Recordings
  - http://eorganic.info/video

Why Make a Video?

- Experiences involving the learner physically with concrete examples = longer retention than abstract experiences

- Instructional media help add elements of reality
  - pictures
  - video
  - computer simulations

- Bring the world into the classroom
- SHOW your audience
- Pitfalls of filming workshops
- PLANNING and ORGANIZATION

EXAMPLES
http://eorganic.info/node/7607

Video 1: *uses voiceover audio with video and stills*

"Weed Control in Organic Cereals"

(University of Maine: Weed Ecology Group)

Video 2: *video w/audio overlaying additional video*

"Reigi Weeder" (Weed Em and Reap)

Video 3: *needs improvement*

"Lettuce Seed Harvest"

When Should You Use Video?

- When Describing a Process
- When Experience Outweighs Details
  - Example: Reigi Weeder video
- When Space Efficiency is Necessary
- Need a REASON and a PLAN

When Shouldn't You Use Video?

- in a field talking about something conceptual
- do not tape workshops (aside from B roll)
- when speaker is unprepared and unscripted

Learning Objectives, Audience, and Length

Define your Learning Objectives

be clear what to shoot and how to tell your story

Define your Audience

describe 'personas' for your audience

Determine Video Length

short and to the point

first video should be 3 - 5 minutes

avoid the trap of too much information

What Type of Video Will You Make?

Informative
Sharing knowledge of a subject matter e.g. introduction to a research project

Instructional (or "How To")
show how to do something step by step

Testimonial or Story-Telling
shares a story... feel good, or share an opinion or experience a person has had

Examples of each type:
http://eorganic.info/node/8785

Whichever type ...
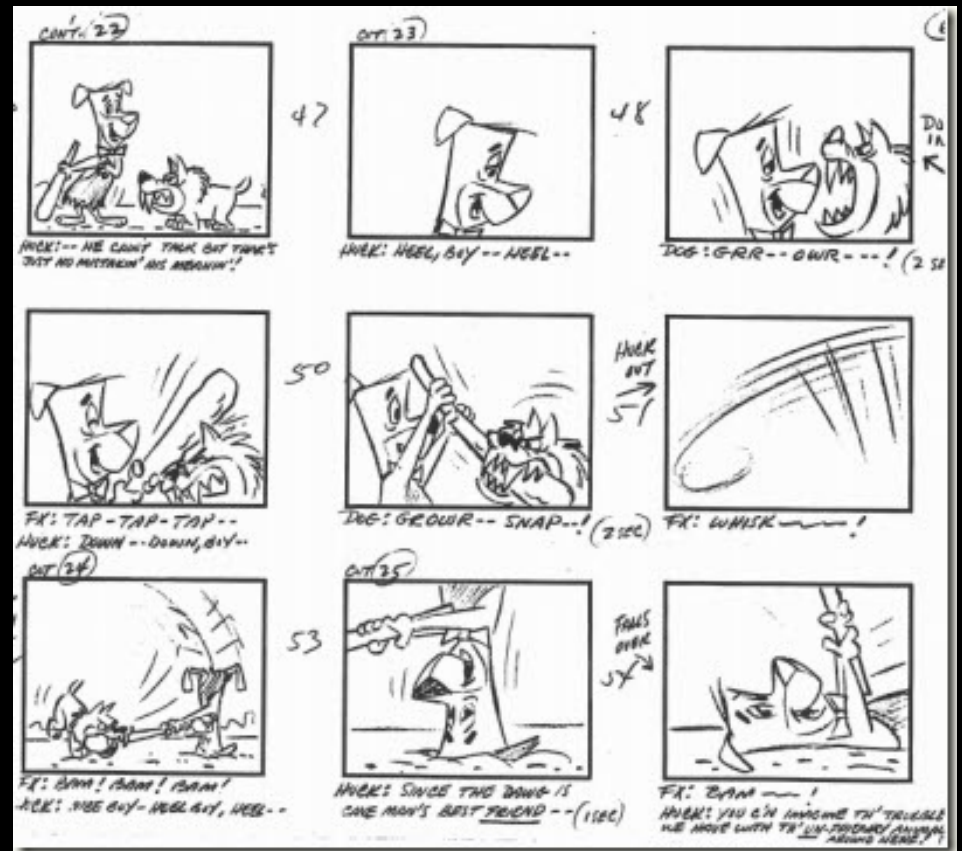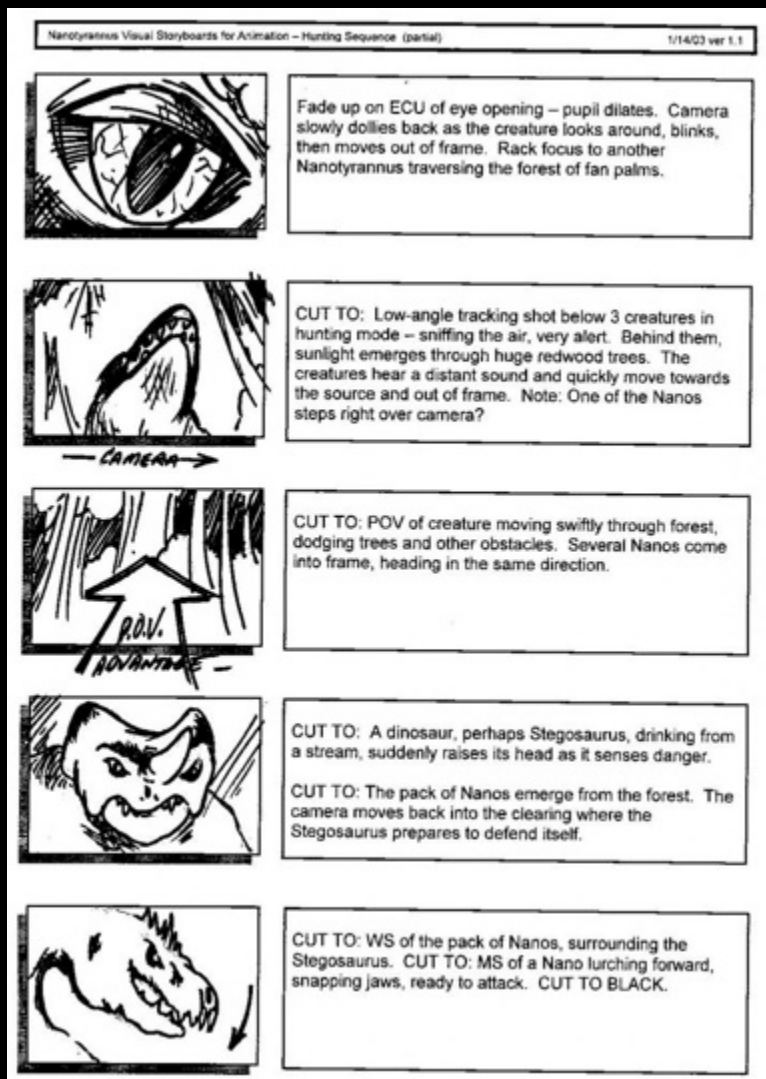Keep it SIMPLE + STRAIGHTFORWARD!

Steps to Making Videos with eOrganic

- YOU provide the eOrganic video team with your storyboard, video clips and photos

- Your video transcript will undergo peer and NOP compliance review

- eOrganic will edit materials into a video

- Video will be published to the eOrganic sites

Storyboards

A visual script or a plan of the camera shots that will tell the story.

One storyboard sketch for each camera shot planned.

Storyboard Essentials

A storyboard is a detailed description of EVERYTHING that needs to be done to make your video.

The essential elements are:

- script (what the people talking in the video will say)
- video clips to be captured
- still photos to be captured
- text, titles or graphics needed to explain the scene
- credits

Why Make A Storyboard?

- brainstorming ideas

- visualize the finished product

- help use the time and resources

- cut down on editing time

- simplify the production process

- avoid missed opportunities

- it is your PLAN

Other Storyboard Details

- the approximate time for each scene
- movement/transition from one scene to next
- special camera angles and any special effects