Multimedia Project Tips and Notes

Tips for capturing a good video
• Plan your shots.
  • Make sure your videographer has a copy of the lesson plan and that you’ve discussed it together.
• Don’t just use the mic on the camera.
  • At minimum, make sure you have a lavaliere mic on the instructor.
• Use more than one camera to capture multiple angles.
• Capture some b-roll.
  • B-roll can add a lot of interest, and it’s also really useful when you have to hide an edit.
• Don’t rely on the camera to capture the PowerPoint.
  • The PowerPoint will almost always be washed out.
  • If you’re also trying to shoot a person standing in front of the screen, the camera will probably adjust the exposure for screen.
  • Have your video editor edit in the graphics during post-production.
• Find or create an interesting background.
  • Look for texture and contrast.
  • Draped fabric can be really effective.
  • Use lights to add texture to flat walls.

Legal issues to be aware of
• Get releases for everyone.
  • We have IRB approved forms available for minors and adults.
• Remove all licensed items from the room.
  • Be aware of T-shirts, coffee cups, posters, etc.
• If you use any music, make sure it’s royalty free, composed for you, or purchased.
  • One inexpensive source is http://www.freeplaymusic.com.
• Make sure you have rights for all images and stock video.
  • Two good sources are http://www.istockphoto.com and http://commons.wikimedia.com.

Preferred delivery format for video
• DVD (MPEG2)
• FLV for web delivery (VP6, 1000k bps)
• MOV for further editing and processing (photo JPG)
• MP3 for audio

Preferred hosting technologies
• forum - phpBB3
• wiki - MediaWiki
• CMS - Drupal
• Web server - Apache
• database - mySQL

Section 508 information
• http://www.w3.org/TR/WCAG/