creating short and effective outreach videos

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goal

entertain and educate

target undergraduates

regular one minute episodes

minimal staff time & equipment

What are YOUR goals?
Minute 33: Exhibits
View on YouTube
Other Library Minutes and shorts...

LWTC Learning Commons
View on YouTube

USC Libraries
View on YouTube

University of Waterloo
View on YouTube

Texas Tech University Library
View on YouTube
ideas

plan and schedule

meet goals

talking points
“I hate when things are hard to understand or complicated. It needs to say what it is.”

keep it simple
Try it!

Take an idea and workshop it.

Nailing down the 3 - 5 points you can tackle in a minute

Snippets (not brochure length dialogue) forming a brief narrative (talking points)

\textit{hardest part in planning}

Introduce, highlight and wrap up

NO Script
NOT a Tutorial

Suggestions....
1. Securing your stuff
2. Library Spaces
3. author readings
4. children's books
5. How to signup for a library workstation
6. Printing
7. Borrow eBooks Read on your kindle or nook

You have 20 minutes!
Record in less than one hour. Avoid scripts, tape unrehearsed and formulate jokes and asides during recording.

- **studio lighting**
- **wireless microphone**
  - Audio is half the program. Find a location with low background noise and few distractions.
- **HD video camera**
- **green screen backdrop**
- **host** (Anali Perry)

Green screen to composite (or key) but increases post production time.
Try it!

- Pick talent (1 – 2 people)
- Crew (rotate): 1 camera, 1 Sound, 1 director, assistants
- Record opening, points, and closing

HAVE FUN

You have 20 minutes!
refine till it’s right

edit
Transform the raw footage to a finished video. Take one to two weeks. Sections may be deleted or reordered. Additional footage (B-Roll) is added along with graphics,

Final Cut Pro editing interface

assemble/cut

graphics/effects

sound design
Try it!

Import and organize footage
Add in and out to clips
Drag to timeline
Adjust edit and repeat
Add Graphics
Add Music and effects
Remember to Save your Project

You have 40 minutes!

What you should learn...
Identify Preview and Program monitors
Timeline basics
Keyboard Shortcuts
Adjusting Edits in Timeline
Difference between video and audio tracks
Keeping Sync

Basic Tip: “Scrub” Final Cut Timeline View quickly, easily!
You can use the J-K-L keys to play a clip or a sequence backward or forward. Multiple taps increase speed.
J -> Play backward
K -> Stop playing
L -> Play forward

"I" sets in Point
"O" sets Out-Point
Convert the project file to multiple transport formats and add metadata.

Closed captioning meets our mandate for accessible content, enhances discovery and opens the door to a wider audience of non-English speakers.
Try it!

Save Project
Export Using Quick Time
Open Compressor
Import Source
Add Metadata
Select Formats
Select Destination
Review

You have 20 minutes!

What you should learn…
Formats and Compression
Metadata Basics
finally...

distribute
and promote
bring content to the users

web site / blog
digital signage
mobile devices
social networks
yes, even facebook

discover share use
Try it!

- Load content to web
- Discuss distribution option
- Metadata: How would you describe?
- Talk Marketing Strategies
integration
Shelter and the Storm: Agnes Smedley at Yaddo (Podcast)

February 13, 2009: Hayden Library, Tempe campus

Curator Karrie Porter Brace talks with Fred about the new exhibit Shelter and the Storm: Agnes Smedley at Yaddo located on the 4th floor of Hayden Library. The exhibit, drawn from University Archives material, reviews the life and the controversy of ASU Alumna Agnes Smedley, advocate for the oppressed, radical, war correspondent, and spy. Agnes Smedley had the longest residency at the artists' colony Yaddo in Saratoga springs, NY.

Highlights of the program include information on Yaddo, Agnes's travels to China and South Asia, her failed attempt at Chinese citizenship, accusations of espionage by General Charles A. Willoughby, and her burial in Beijing.

Download Podcast (MP3 Audio)

The exhibit is on display through the end of the Spring 2009 semester and concurrent exhibits about Yaddo and its artists-in-residence can be found at the New York Public Library, Harvard University's Houghton Library, University of Pennsylvania Library, and Stanford University Library.

For more information please see:

Daughter of Earth: Agnes Smedley Online Exhibit
The Lives of Agnes Smedley by Ruth Price
Agnes Smedley, the life and times of an American radical by Janice R. MacKinnon and Stephen R. MacKinnon
Agnes Smedley manuscript collection
Daughter of earth: a novel by Agnes Smedley

Host:
Fred Molvain
Guest:
Karrie Porter Brace

Episode 90
Running Time: 24:38
lessons

budget
keep it real
keep it simple
questions

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https://sites.google.com/a/asu.edu/shortlibraryvideos/