

Outline for Educational Video Project for Student TV Station

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Goal

The student TV station for Eleanor Roosevelt College (ERC) at University of California, San Diego has recently purchased new editing software and production equipment for its student organization, ERC TV. A lot of students express interest in joining ERC TV early in the year, but many of them lack experience with the new equipment and much of it has gone unused since being purchased. The goal of the instructional video will be to show step-by-step how to shoot and edit footage using the equipment in the ERC TV station. The hope is that if students are able to develop the skills needed to create and edit videos, more students will make use of the studio's several resources.

Audience

The video will be produced for college students who are interested in learning basic video editing and production, but lack experience with new production hardware and software and/or have never created a video before.

Outline for Video

The video will detail in chronological order how to use the equipment and software in the ERC TV studio to create and edit video footage. The video will include live footage demonstrations as well as video screen captures of each of the software programs being used. Students will be able to view how a small video project is created from the first step to the final one.

Specifically, the video will show students how to:

1. Use the station cameras to capture footage.
2. Import/capture footage to the station computers.
3. Make basic edits using video editing software.
4. Adjust/edit audio using audio editing software.
5. Add titles and credits to video footage.
6. Export footage to a video format.
7. Create a simple DVD menu and burn project to a DVD.

Solution

By providing a straightforward tutorial of how to use the studio equipment and software, students will gain the basic skills needed to begin shooting and editing video footage. As a result, the new equipment will be used more frequently and more projects will be created for the TV station.

Treatment

Video will open with a student sitting a computer. The student will act as the narrator for the entire video. The student will welcome the viewer and explain the purpose of the video.

The video will then cut to a screen capture of the computer desktop. Screen captures will be created using Snapz Pro and audio narration will be added later in Final Cut Pro. A student will record voice over narration for the screen captures. The first screen capture will show students how to set up a project folder. Once the folder is created and named, a live shot will show the student connecting a video camera to the computer using fire wire.

The video will then transition to a screen capture of Final Cut Pro opening. The student will narrate how to create a project file, sequence and logging bin. Next, a screen capture will show how to set a scratch disk for logging clips. Then the video will show how to log and capture video clips into a logging bin.

Once a clip has been captured, the video will transition back to a live shot of the student narrator. The student will state that the project is ready to be edited. The narrator will state that this concludes video tutorial.