

## **AAM VIDEO PODCAST TUTORIAL HANDOUT**

TUESDAY, APRIL 29<sup>TH</sup> 2008, 2:00 – 3:15

WEDNESDAY, APRIL 30<sup>TH</sup> 2008, 2:00 – 3:15

INSTRUCTOR:

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## **AAM VIDEO PODCAST TUTORIAL**

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### What is a video podcast?

It's a video program formatted for distribution on the web, using RSS, which stands for Really Simple Syndication.

### Why do you want to make them?

We asked some of you that very question the other day and taped your answers using these little Flipcams. Your PCs have been loaded with the video files and we're going to edit them today and prepare them for podcasting.

### Tutorial Software & Applications

- Flipcam
- QuickTime Pro
- iTunes
- MS Paint

Here's what we're going to learn about today:

- 1) importing video into QuickTime
- 2) editing footage
- 3) adding a text title and a log
- 4) adding music
- 5) uploading finished video to the web to publish it

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## FOUR STEP OUTLINE TO PRODUCE A VIDEO PODCAST

Please note our tutorial will focus on steps 3 – Post Production and 4 – Upload and Publish Your Podcast.

### 1 - PRE-PRODUCTION

- Chose your subject:
  - o interview with curator or artist or visitors or staff member
  - o exhibition teaser
  - o how to video or something you want to teach
  
- Identify your audience: web visitors, exhibit visitors, both
- Figure out your location: take care to find a place to shoot that is
  - o Is quiet
  - o Provides a single color backdrop or something attractive but not so busy as to be distracting from the object or person you are filming
  - o Has enough light to show details of face or object but not so bright that it washes out; also stay away from back lighting which will make the subject appear too dark
  
- Write script:
  - o For interviews and conversation – develop questions
  - o For objects – interview curator; interview visitors
  
- Prepare Storyboard: Sketch pictures of what you want to see with script:
  - o the object – up close, from different viewpoints, in wide shot or close up
  - o close up of talking head, wide shot to show person in environment

### 2 - PRODUCTION

- Shoot your video!

### 3 - POST-PRODUCTION

- Import footage from camera to computer – the Flipcam downloads software for importing video automatically
  
- Log footage: take notes so you know what you have and what you want to keep and eliminate
  
- Edit footage:
  - o Cut & Paste shots
  - o add logo
  - o add title
  - o add music

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- upload video to the web

### **Cut & Paste Shots**

- a) Open QuickTime Pro > Flip Video Library > Tuesday Folder > video files
- b) Using the Play arrow play each video through
- c) Using the little white feet beneath the arrow in the timeline, set the section of each video you want to use
- d) Under Edit > Copy
- e) Under File > New Player
- f) In the New Player window, under Edit > Paste!
- g) Save your new video & Name it: Final.mov
- h) Repeat the process, make sure the arrow in the timeline is where you want to insert the video – the new video will be inserted in front of the arrow.

### **Add Logo**

I recommend adding the logo at the end of the podcast because if you're posting your video on YouTube or another public video server, people will watch it because of it's content, not necessarily because it came from your museum. If anything the Museum logo may turn people off! If you're serving your video from your own website, people already know that it comes from you.

- a) Open Logo.mov
- b) Under Edit > Copy
- c) Go back to Final.mov
- d) Under Edit > Paste. Make sure the arrow is at the end of your video so the logo will appear at the end of the video.

### **Add Title**

- a) Open MS Paint > select Image > Attributes > set width & height to size of move window. For our purposes 640 x 480.
- b) double click on Text tool

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- c) Doubleclick in the window to create text box & see Text Tool bar > chose font style and size
- d) Type your title – make sure it fits in the 640 x 480 window
- e) Choose Selection Tool to position text
- f) Save & name title as .jpg
- g) Under Edit > Select all > Copy
- h) IN QUICKTIME > under File > New Player
- i) In the New Player window under Edit > Paste!
- j) Your title appears in this new player. Save and name "title.mov."
- k) Under Edit > Copy then > Paste. Do this 30 times to create a title that lasts 1 second; 60 times to last 2 seconds; 90 times to make a 3 second title.
- l) Under Edit > Copy
- m) In Final.mov window, under Edit > Paste, making sure the arrow in the timeline is at the beginning of the video. Your title will appear.

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### **Add Music**

How do you get music for your video?

- You can commission music or
- get permission to use pre-existing music
- or download music from websites such as [podsafeaudio.com](http://podsafeaudio.com) (see below), which is available free under the Creative Commons license. This means that you need to create a credit screen to credit the artist. For example: "Music excerpt from Devin Anderson "Uniforms motion picture score – Stamp Collection"

We are going to add music only to the opening title.

- a) Time the length of the sequence you want music for; our title is 2 seconds
- b) In QuickTime under File > Open File. If your music is in iTunes: Music > iTunes > iTunes Music > name of artist folder > song. Song opens in QT window. If you've downloaded music directly from the web as an MP3 file, you can open it directly in QuickTime.
- c) Select 2 seconds of music, as in process above; under Edit > copy
- d) In QuickTime, under File > New Player
- e) New Player, under Edit > Paste!
- f) Save file & name it: music.mov
- g) In Final.mov, select the title section, under Edit > Add to Selection and Scale". This drops the music over the section you have selected, and adjusts for any differences in time length.

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### **4 - UPLOAD & PUBLISH YOUR PODCAST ON THE WEB**

- Use a service like YouTube or BlipTV
  - o Advantages: video is hosted on their servers not yours
  - o They create web ready formats for your video
  - o Some will create the RSS feed
- use your own web host to serve the video
  - o Decide what to name your video and where to place it on your website. You may want to build a special page to house your videos. This decision creates the url (web address) for your video.
  - o use FTP (file transfer protocol) software to upload video to your site
  - o submit the url of your podcast to the iTunes podcast directory
  - o add keywords (search terms people would use to find your video)
  - o after iTunes approves it they will publish the link in their directory
  - o create an RSS feed if you plan to publish a frequent, regularly appearing series of video podcasts

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### USEFUL WEBSITES

<http://www.afaweb.org/movies/>

- Larry Poons podcast at AFA

<http://blip.tv>

- free hosting and serving of your videos

<http://www.podsafeaudio.com/>

- free music that is available to use under the Creative Commons license. This means you don't pay to use it; you don't need a license, you just need to credit the artist.

### USEFUL WEB SITES:

<http://www.apple.com/itunes/store/podcastingfaq.html>

- answers to frequently asked questions for podcast makers
- links to podcast tutorials for Mac and PC users

<http://www.feedforall.com/podcasting-tutorial.htm>

- one stop program for PC and Mac users for audio podcasts

<http://www.feedburner.com/fb/a/home>

- a service for creating an RSS feed, promoting your feed, tracking views, for video and audio podcasts
- you have to have uploaded your video to a web server already for this service.

<http://www.coreftp.com>

- free file transfer protocol software for Windows/PC users