A VIDEO PRODUCTION PROCESS USING KALTURA

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OVERVIEW

- How do we use videos at the McIntire School of Commerce?
- What is the process from 'Start to Finish' for educational videos?
 - Teams/Departments
 - Collaboration with Faculty
 - Studio & Filming
 - Editing
 - Kaltura Tool
 - Learning Management Software (LMS)
- Example: 'Out of the Classroom' Three Notch'd Videos



HOW DO WE USE VIDEOS AT MCINTIRE?

• Types of Programs

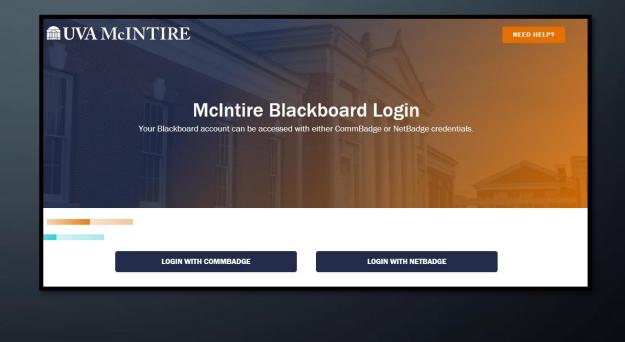
- Undergraduate courses
- Graduate courses
- Non-Credit Certificates
- Asynchronous content







- This process involves the following McIntire Departments:
 - Media & Design
 - Instructional Design
 - Multimedia producers
 - Instructional Technology
 - LMS Administration
 - Desire2Learn
 - Blackboard
 - Faculty
 - Marketing & Communications







- Goals and strategies for content
 - What areas do we want to grow or improve?
 - Consider Engagement? Participation? Assessments?
- Create video scripts and storyboards
 - Collaborate with faculty
- Review content and materials
 - Segmenting
 - Developing instructional resources/tools





- Studio & Filming
 - Academic Meet with Instructional Design
 - Studio Space offers the following resources:
 - Wacom
 - Green screen
 - Lightboard
 - Off-site filming





- Editing
 - Can use various editing software
 - Premiere
 - Final Cut Pro
 - Graphics and animation



• Equipment

- Camera
 - Canon C300
 - URSA 4.6K Pro
 - Canon R5
 - Canon C100
 - Black Magic Pocket Cam 6K
- Audio
- Teleprompters
- Arri Lights & LED Lights

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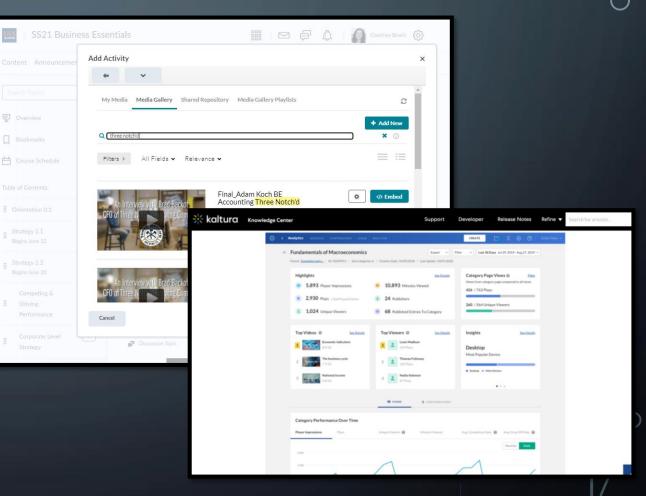
- What is it?
 - Video cloud platform
- How do we use it at McIntire?
 - Storage
 - Customization
 - Sharing
- Pros and Cons

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• LMS

- Kaltura Video Extension Tool
- Media Gallery Feature
 - Tagged videos available to add into content
- Category Analytics Dashboard
 - View student interactions within video content





EXAMPLE: "THREE NOTCH'D BREWING CO." VIDEOS

- Created a new set of 'out-of-the-classroom' style video content for McIntire School of Commerce's Business Essentials non-credit program
 - Strategy: http://www.kaltura.com/tiny/kqitu
 - Marketing: http://www.kaltura.com/tiny/kz60q
 - Accounting: http://www.kaltura.com/tiny/johmg
 - Finance: http://www.kaltura.com/tiny/ovndy





RESOURCES

- Kaltura Website: https://corp.kaltura.com/
- Kaltura Knowledge Center: <u>https://knowledge.kaltura.com/help</u>
- UVA Learning Tech Website: <u>https://learningtech.virginia.edu/purposes</u>



QUESTIONS?

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