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
WHAT IS THE ‘START TO FINISH’ VIDEO PROCESS?

• This process involves the following McIntire Departments:
  • Media & Design
    • Instructional Design
    • Multimedia producers
  • Instructional Technology
    • LMS Administration
      • Desire2Learn
      • Blackboard
  • Faculty
  • Marketing & Communications
WHAT IS THE ‘START TO FINISH’ VIDEO PROCESS?

• 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
WHAT IS THE ‘START TO FINISH’ VIDEO PROCESS?

• Studio & Filming
  • Academic - Meet with Instructional Design
  • Studio Space offers the following resources:
    • Wacom
    • Green screen
    • Lightboard
  • Off-site filming
WHAT IS THE ‘START TO FINISH’ VIDEO PROCESS?

• Editing
  • Can use various editing software
    • Premiere
    • Final Cut Pro
  • Graphics and animation
WHAT IS THE ‘START TO FINISH’ VIDEO PROCESS?

- Equipment
  - Camera
    - Canon C300
    - URSA 4.6K Pro
    - Canon R5
    - Canon C100
    - Black Magic Pocket Cam 6K
  - Audio
  - Teleprompters
  - Arri Lights & LED Lights
WHAT IS THE ‘START TO FINISH’ VIDEO PROCESS?

• Kaltura
  • What is it?
    • Video cloud platform
  • How do we use it at McIntire?
    • Storage
    • Customization
    • Sharing
  • Pros and Cons
WHAT IS THE ‘START TO FINISH’ VIDEO PROCESS?

• 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/kqjtu
  • 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: https://knowledge.kaltura.com/help

• UVA Learning Tech Website: https://learningtech.virginia.edu/purposes
QUESTIONS?