



# 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

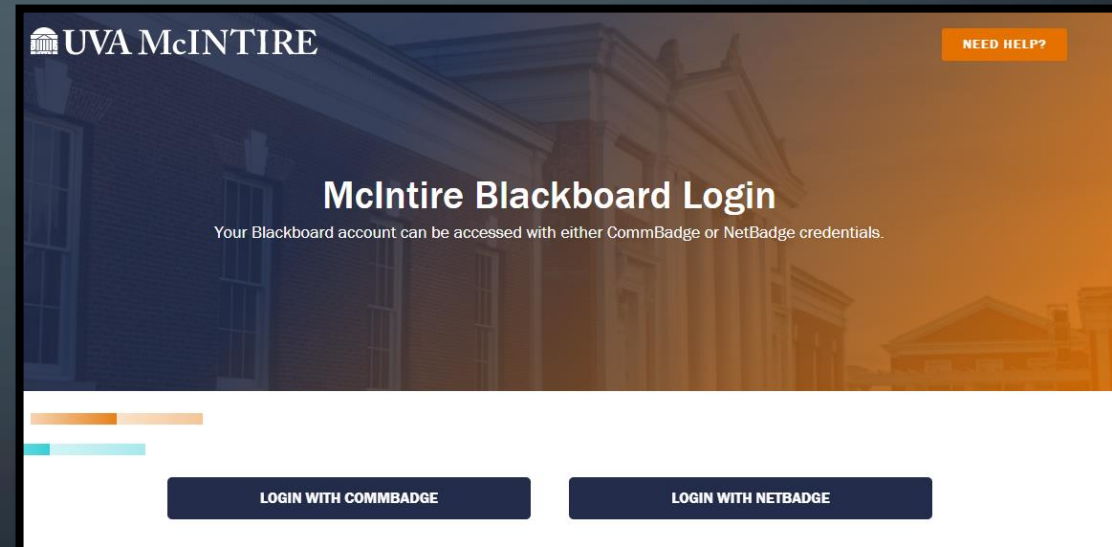
# HOW DO WE USE VIDEOS AT MCINTIRE?

- 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





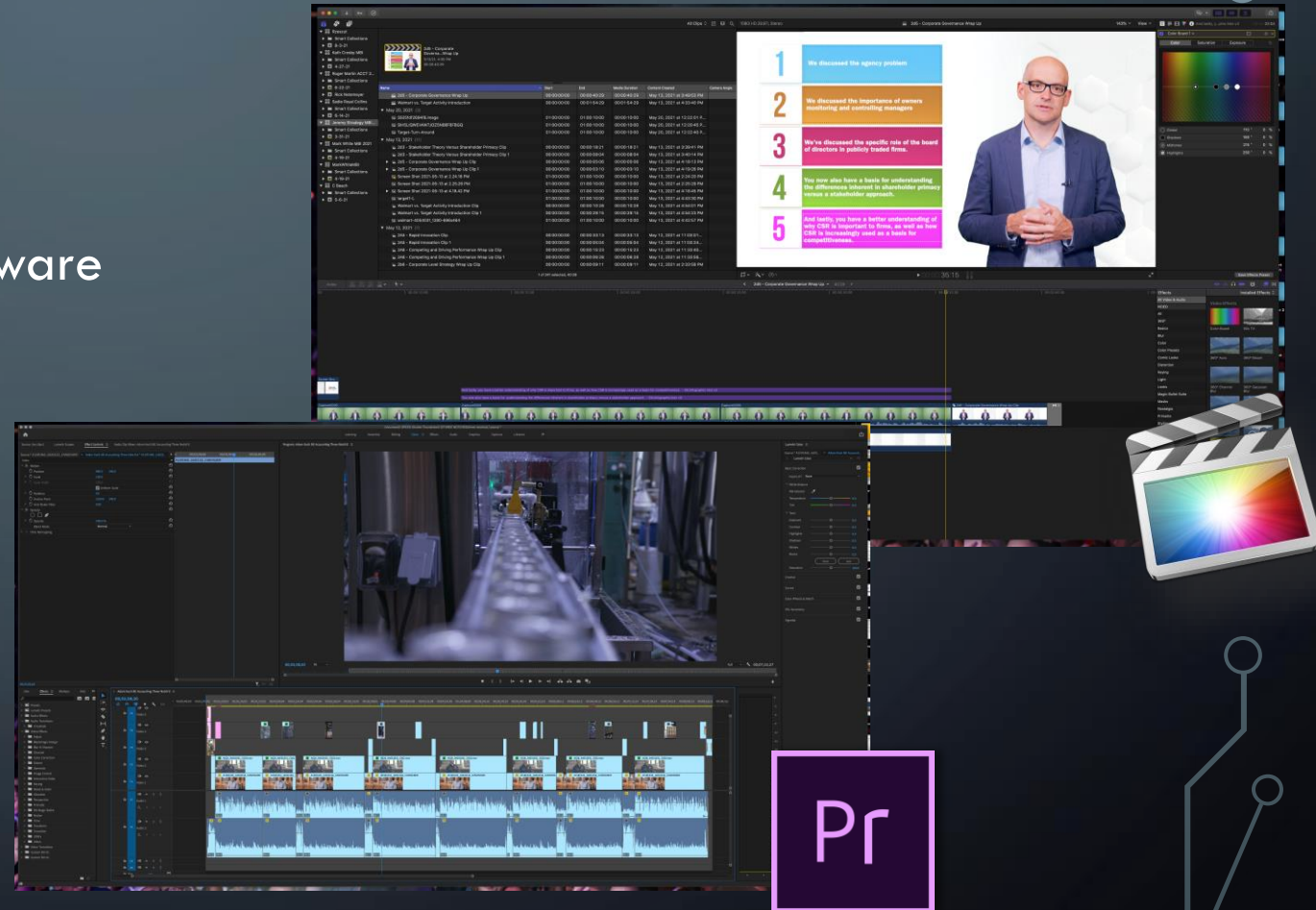
# WHAT IS THE 'START TO FINISH' VIDEO PROCESS?

- 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



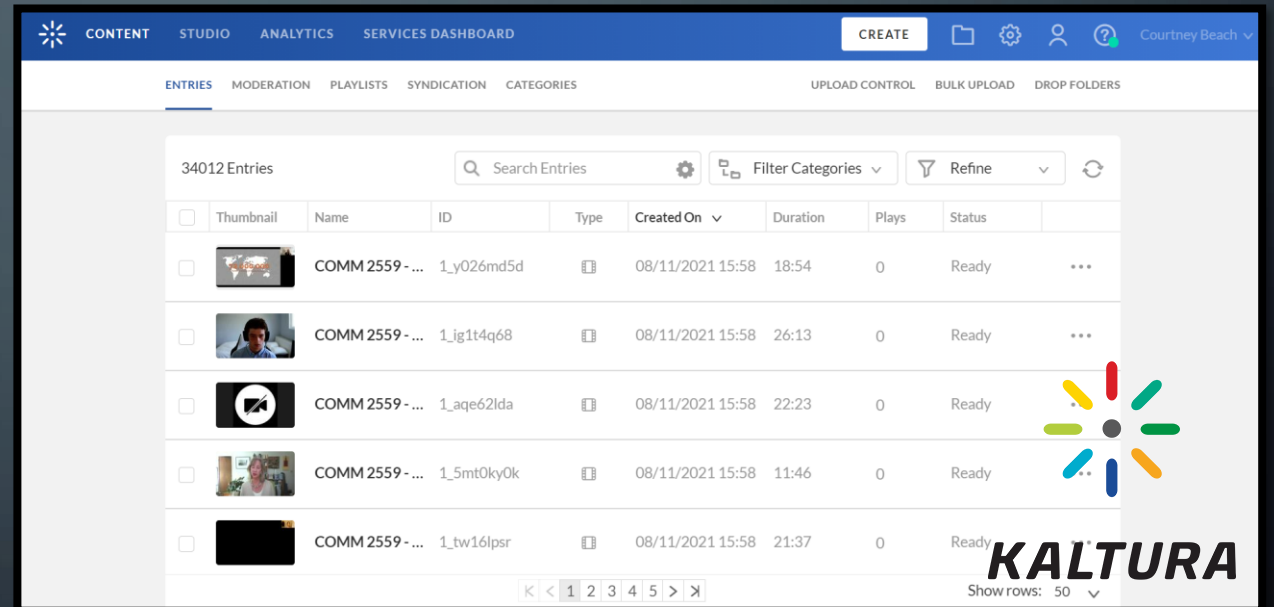
- Equipment
  - Camera
    - Canon C300
    - URSA 4.6K Pro
    - Canon R5
    - Canon C100
    - Black Magic Pocket Cam 6K
  - Audio
  - Teleprompters
  - Arri Lights & LED Lights

A wooden display cabinet with three shelves, filled with various photographic equipment. The top shelf holds several camera bodies and lenses. The middle shelf is filled with numerous lenses of different sizes. The bottom shelf contains more camera bodies and lenses, including a large telephoto lens and a camera with a white lens cap.



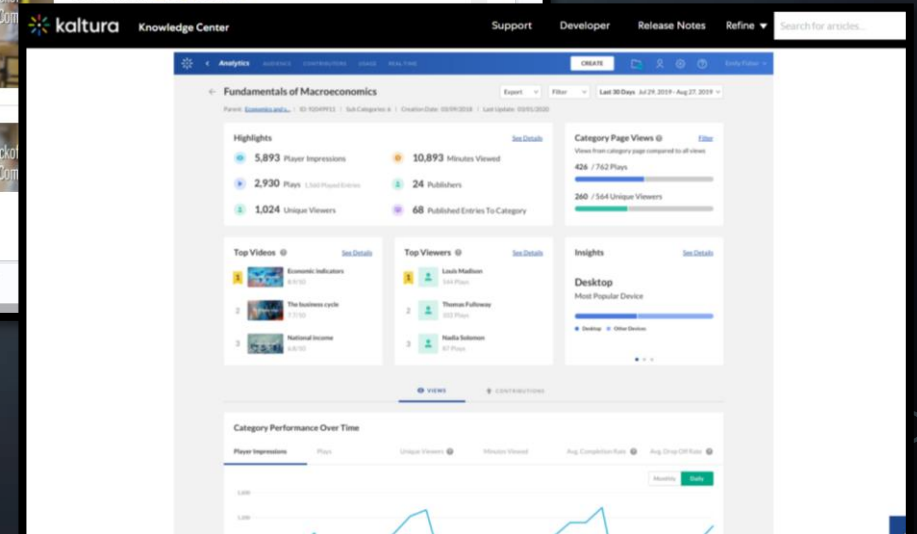
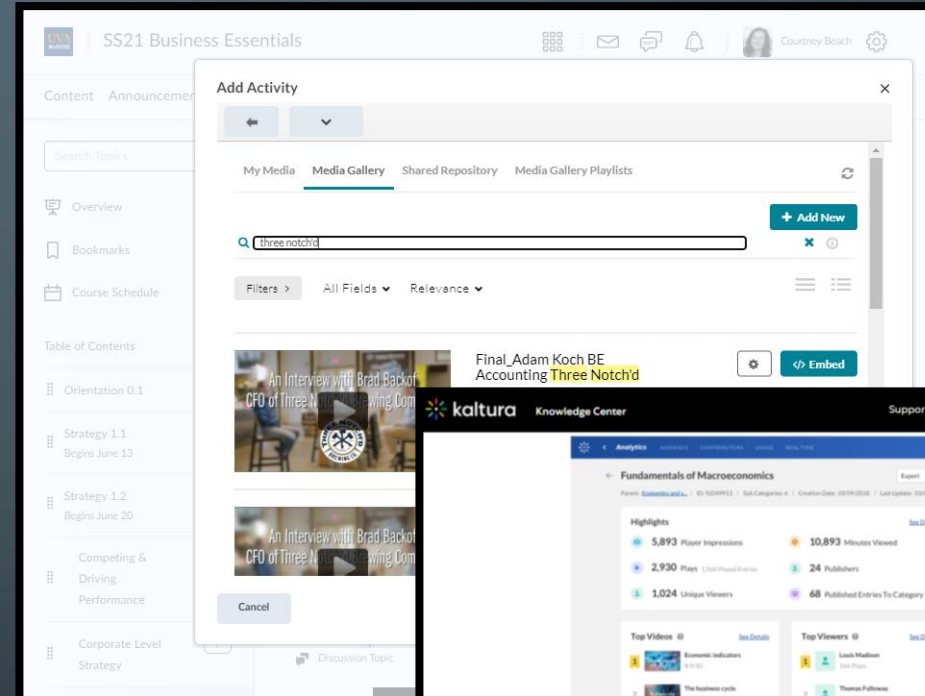
# WHAT IS THE 'START TO FINISH' VIDEO PROCESS?

- 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?