Lights, Camera, Change
Leading Academic Innovation through Storytelling

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Matt Frank

PBS

the matthews group

USC Annenberg

Penn State Media Commons
Introductions

- Name and where you're from
- Your role at your institution
- What uses of video have you seen on your own campus?
I. Video as a Change Agent
Video on Campus

**Educational Video**
- Talking Head
- Screen Capture
- Lecture Capture

**Student Projects**
- Digital Storytelling
- Interviews
- Role plays

**Campus Video**
- Marketing/promotion
- Guest speakers
- Special events
Chapter 4  Metabolic Responses to Exercise: Influence of Duration and Intensity

Upward Drift in Oxygen Uptake During Prolonged Exercise

High work rate (>75% \(VO_2\) max)

\[
\begin{align*}
\text{Time (min)} & \quad \text{\(VO_2\) (L \cdot min^{-1})} \\
10 & \quad 1.6 \\
20 & \quad 2.0 \\
30 & \quad 2.4 \\
40 & \quad 2.8 \\
50 & \quad 3.2
\end{align*}
\]

Hot and humid environment

\[
\begin{align*}
\text{Time (min)} & \quad \text{\(VO_2\) (L \cdot min^{-1})} \\
0 & \quad 2.4 \\
5 & \quad 2.8 \\
10 & \quad 3.2 \\
15 & \quad 3.6 \\
20 & \quad 4.0
\end{align*}
\]

Due to?
Video on Campus

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Business as Usual

Super Interesting Thing
IDEO Human-Centered Design growth framework

- **Evolutionary**
  - Inventing new experiences for current user base

- **Revolutionary**
  - Inventing a new experience and tailoring it to the needs of a new audience

- **Core**
  - Better delivery of current experiences for current users

- **Evolutionary**
  - Evolving a current experience for a new set of users

**Axes:**
- **Existing Experiences**
- **New Experiences**

**User Segments:**
- **Existing Users**
- **New Users**
IDEO Human-Centered Design growth framework

New Story Types

- **EVOLUTIONARY**
  - Inventing new experiences for current user base

- **REVOLUTIONARY**
  - Inventing a new experience and tailoring it to the needs of a new audience

Existing Story Types

- **CORE**
  - Better delivery of current experiences for current users

- **EVOLUTIONARY**
  - Evolving a current experience for a new set of users

Existing Audience    New Audiences
**Video on Campus**

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**Academic Storytelling**
- Strategic programs
- Faculty research
- Visioncasting
Storytelling Use Cases

• How could I use X in my class?
• Driving Home Strategic Initiatives
• Convincing Stakeholders
• Inspiring Faculty
LMU Faculty Spotlight: Film & Science course
New Audiences: Key Decision Makers
Building on a Legacy

ACU Strategic Program: Science Building opening
ACU Strategic Program: Science Building opening
The Stories They Tell: Silence in German Holocaust Memorials

New Audiences: Faculty Research
New Story Types: We Are Makers
II. Building It
Hiring

- One Full Time Leader Is Enough
- Trust Student Workers
- Leverage University Film & Art Classes
- Hire For Talent, Not Specific Gear/Software
Gear

- The Story Is What Matters
- Good Audio Is Most Important
- Leverage University Film & Art Equipment
- Limitations Lead To Creativity
Camcorder

Pros

- Easy to use
- Don’t need too much other gear
- Servo zoom
- Versatile use cases
Camcorder

Cons

- Cannot change lenses
- Cannot control depth of field
- Video look
Pros

- Great image quality
- Range of lens options
- Control depth of field
- Best $ to quality ratio
Cons

- Software menus vs physical controls
- Limited record time
- Limited audio inputs
- No Auto
- Need extra gear
Cinema Camera

Pros

• Best image quality
• All the benefits of DSLR & Camcorders
Cinema Camera

Cons

• Very, very expensive
• Takes practice for best results
• Intimidating
Audio

Wireless Lav Kit

- Wide frequency range
- Can be used for events or interviews
- Easier than using a handheld boom
Audio

Shotgun Mic

- Puts mic close to subject
- No visible microphone in the shot
- More to haul since also needs a C-stand support
- Needs external recorder
Audio

Digital Recorder

- Flexible recording options
- Ability to monitor sound and set levels
- Sync sound later with multiple cameras
Lights

LEDs

- Full range of color Temperature (bi-color)
- Easy to carry
- Low power and low heat fixtures
Extras

Sliders

Gimbals
Extras

Teleprompter
Budget Priorities

1. Mid-Range DSLR with high quality zoom lens(es)

2. High quality lav mic (and recorder if possible)

3. LED bi-color lights (2 or 3)
No, Seriously

Good audio is the most important thing!
Campus Context

- What are your campus resources or opportunities currently? (people, facilities, budget)
- Do any institutional obstacles or constraints exist?
III. Pre-Production
Finding Stories to Tell

- Academic Leadership
- Faculty Publishing/Presentations
- Student Final Presentations
- Tech Showcases
Types of Stories to Tell

- Single faculty or student subject
- Broader program/project
- Visual storytelling w/o talking heads
Single Subject Story: French Revolution Simulation
Program Stories: Earlier Examples
B-roll Story: Marshmallow Challenge
Location Scouting
IV. Production
1 Camera
2 Camera
Janine Morgan
Bible, Missions & Ministry
Depth of Field

- Camera/Lens choice is extremely important
- Depth of Field affects story
- Low f-stop lenses can be very expensive
Three ways to affect depth of field

How aperture, focus distance and focal length affect what will appear sharp

**Changing the aperture**
The wider the aperture you use, the less depth of field that you capture. This isn't always a disadvantage, as it allows you to throw distracting elements out of focus.

- **Aperture: f/8**
  - Focused at 10m with a zoom setting of 70mm
  - Red areas show how much of the scene would be in focus for each of the three setups

- **Aperture: f/22**
  - Focused at 10m with a zoom setting of 70mm

- **Aperture: f/2.8**
  - Focused at 10m with a zoom setting of 70mm

**Changing the focus distance**
The closer you are to the subject you’re focusing on, the less depth of field you will capture on camera.

- **Lens focused on subject at 1m**
  - Camera set to an aperture of f/8 with a lens setting of 70mm

- **Lens focused on subject at 5m**
  - Camera set to an aperture of f/8 with a lens setting of 70mm

- **Lens focused on subject at 20m**
  - Camera set to an aperture of f/8 with a lens setting of 70mm
Interview Tips

• Setting up for the interview
• Preparing subject for the interview
• Running the interview
• Capturing the interview
V. Post-Production
Know Nothing
Going Through It
Build the Spine
Build the Spine
Build B-roll Libraries
Build B-roll Libraries
## Totals

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Editing

- Look at every soundbite fresh
- Keep it short
- Keep it focused
- Don’t feel like you have to use everything
Strategic Project: Collaboration through 3D Printing
Strategic Project: Study Abroad film