VIDEO
Video Postcard
Overview

GOAL: Create a video postcard to be sent via e-mail to your instructor.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Access and capture video clips from a variety of sources (e.g., laser disk, CD-ROM, video camera). E1	1.4, 1.8	Students will videotape each other in front of a solid background (blue or green) then capture video and open in video editing software (5-10 seconds). Students will choose a background scene (either image or video) and import it into video editing software. Students will layer the two clips onto the timeline and key-out the solid color so the new background shows through. Students will export the final video clip as a compressed file (MPEG or MPG). This file should be small enough (no larger than 1 megabyte) to attach to an e-mail and send to the instructor.	Use the *Video Postcard* assessment to evaluate the postcard for video taping, importing and exporting video, using background with an overlay, adjustments to overlay of tracks, and file management. Any text in the video and the e-mail will also be evaluated for accuracy.
Edit a video. E2	1.4, 1.8, 2.2		
Proofread and correct multimedia errors. A 14	CA1, 2.2		
Manage files. A7	1.4, 2.7		

Activity originally developed by Jeff Cochran, Columbia Career Center; adapted and used with his permission.

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Teaching Points

Overview

The entertainment world often uses color backgrounds for the chroma-keying effect. Actors will be filmed in rooms with blue walls, floor, and ceiling; the weather man stands in front of a green-screen; sometimes actors even wear special blue or green suits for effect. This is all done to create a relatively simple, but really neat, technique of being able to move in areas the body could not naturally travel, e.g., superman flying across the sky.

Content Review

Review and/or demonstrate the following as needed:

1. Video camera basics: record with camera, capture with Firewire (IEEE 1394) cable
2. Video editing software basics: capturing files, importing files, layering files (putting files on different tracks/layers), exporting files
3. File management
4. Advanced video editing: adjusting the transparency of a video clip
5. Terms to know/review: NLE (non-linear editing) vs. analog, MOV, AVI, JPG, FireWire, keying

Activity Preparation

Prepare a wall with solid green or blue color. (Explain that green and blue are the furthest hue from flesh/skin-tones and the reason for using them. Construction paper, poster board, or bed sheets work fine if you haven't purchased a professional screen/matte.)

Show examples of former students' work (or something you've created) to give ideas of how the product should look like.

Demonstrate use of video camera and capture process.

Demonstrate importing, layering, and transparency settings in video editing software.

Demonstrate exporting.

Review the process of drafting an e-mail and Web etiquette.

Resources

Supplies needed for the activity:

Digital video camcorder

Fire Wire (IEEE 1394 Cable)
Computer with FireWire card (place to plug cable in)
Computer with video editing software
Solid colored wall (Green or blue construction paper will work great in good lighting with no shadows or wrinkles on background.)
Internet connection

Websites (and/or key words to use for search):

http://165.248.2.40/idl2000/savesound.html
Saving audio and video clips; includes information on citations

http://pd.l2l.org/linktuts/multint.htm
Saving audio and video files

http://www.library.georgetown.edu/dept/gelardin/guides/Premiere/
Using Adobe Premiere

http://hotwired.lycos.com/webmonkey/multimedia/video/index.html
Site with various video tutorials based on equipment

http://search.hotwired.com/webmonkey/default.asp?query=video
Make a selection from this site on video and other multimedia tutorials

Key words: *digital video primer, video FAQ, chroma-keying*

Books, articles, and other resources:

Brown, T. (2004). *Cubase SX for Macintosh and Windows: Visual quickstart guide.* Berkeley, CA: Peachpit Press (Pearson Education).

Counts, E. L. (2004). *Multimedia design and production for students and teachers.* Boston, MA: Allyn and Bacon (Pearson Education).

Lich, B. (2003). *DVD burning solutions.* Boston, MA: Thomson Publishing.

Middleton, C. (2003). *Complete guide to digital audio*. Boston, MA: Thomson Publishing.

Roback, S. (2004). *Pro Tools 6 for Macintosh and Windows: Visual quickstart guide*. Berkeley, CA: Peachpit Press (Pearson Education).

Solomon, A. W. (2004). *Introduction to multimedia.* Columbus, OH: Glencoe (McGraw-Hill).

VIDEO
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Assignment

Activity Preparation and Assignment

With the advances in e-mail and the Internet, persons can send and receive video postcards and messages. In this project you will create a video postcard. You will decide on a place to visit, then using a video camcorder and editing software, make the place appear as if you were there. Using the background, create a video postcard to be e-mailed to your instructor. Create a *video postcard* project folder to hold all files created for the project. Follow the steps/directions below to develop your video postcard:

1.   Choose a place to visit. Find an image, picture, or frame from a video clip of that place. Save/copy the image or video to your project folder.

2.   Select a partner and have your partner video tape you for at least 5, but not more than 10 seconds in front of the solid background (blue or green). Pose appropriately, wave and say hi and/or something relevant. Record your partner doing the same.

     NOTE: Be sure to wear colors other than blue or green.

3.   Capture the video and/or image.

4.   Import the image/video of your destination. Import the video of yourself (if necessary).

5.   Drag the destination clip to Track-1. Drag the movie of yourself to Track-2.

6.   Adjust the durations so that Track-1 and Track-2 are the same length.

7.   Apply effect to remove green/blue background (chroma key/transparency) and adjust accordingly. Background from track-1 should start to appear.

8.   Export your file as a MOV or MPG.

9.   Key an appropriate e-mail to the instructor and attach your video postcard or submit it in appropriate media as indicated by instructor (burn to CD/DVD). Proofread and correct any errors in the e-mail before it is sent.

10.   Submit a screen shot/print screen of project folder in Details view.

Resources

Web sites (and/or keywords to use for search):

http://pd.l2l.org/linktuts/multint.htm
Saving audio and video files

http://www.library.georgetown.edu/dept/gelardin/guides/Premiere/
Using Adobe Premiere

http://hotwired.lycos.com/webmonkey/multimedia/video/index.html
Site with various video tutorials based on equipment

http://search.hotwired.com/webmonkey/default.asp?query=video
Make a selection from this site on video and other multimedia tutorials

Key words: *digital video primer, video FAQ, chroma-keying*

Student _____   Due Date _____   Date Submitted _____

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Assessment

Directions: Assign points on a scale from 5 (high/good) to 0 (low/poor or not present) in each category below.

Criteria	5	4	3	2	1	0
Video Editing (5) Track adjustments (movie over image/picture)						
Timing (5) At least 5, but not over 10 seconds						
Importing and Exporting Files (5) Capture of video and background; transfer to output						
File Management (5) All files present with all extensions showing						
Subtotal						
Deduct 1 point for each uncorrected error =						
Total Points =						