


Use Digital Video Clips To
Enrich *Any* Course




Russ Walker
Associate Professor
DeVry University-Long Beach

TechEd Ontario 2004



Dead Poet's Society
© 1989 Silver Screen Partners IV / Touchstone Pictures



Renaissance Man
© 1994 Cinergi Pictures Entertainment Inc. / Parkway / Touchstone Pictures

Objective

Learn to use short digital video clips excerpted from popular movies, television or the Internet to capture attention, reinforce key points, stimulate discussion and keep students awake and involved – even (indeed, especially!) for "dry" technical and business subjects that may not seem video-friendly.



Agenda

- ✦ Why Use Digital Video Clips?
- ✦ Teaching Effectiveness
- ✦ Applications and Examples
- ✦ Video Sources
- ✦ Legal Aspects
- ✦ Exercise
- ✦ Next Steps
- ✦ Q&A



Why Use Digital Video Clips? (1)

- ✦ The Media-Saturated Student
 - ✦ The average American teenager spends 20 hours per week watching TV and has seen 350,000 commercials by age 18
 - Source: Washington State Dept. of Health, Teen health and the media: Fast facts, <http://depts.washington.edu/ihmedia/view.cgi?docId=6060411&type=0&docId=6060411>
 - ✦ Average shot length in movies has declined from 8-11 seconds (1930s-50s) to 2-3 seconds today
 - Source: David Bordwell, Technology and technique: Hollywood, Hong Kong, and the emergence of contemporary film style, Sir Edward Youde Memorial Fund Lecture, Hong Kong Academy for the Performing Arts, 24 November 2001
 - ✦ Average sentence length in novels has decreased from 20 words (1980) to 12-14 words today
 - Source: Stephanie Nolen, *The Globe and Mail* August 28, 2000



Huntley-Brinkley election coverage, 11/08/1966
 (source: David Sarnoff Library, Princeton NJ, http://www.davidsarnoff.org/gallery-tv-co/Huntley-Brinkley_11-08-66.htm, retrieved 3/17/2004)

CNN Headline News coverage of Iraq war, 3/23/2003
 (source: AirChecksDX, <http://www.airchecksdx.com/cnnhn-iraqwar.htm>, retrieved 3/17/2004)

Why Use Digital Video Clips? (2)

- Current Trends In Education
 - More evening, weekend and distance-learning classes
 - Compressed delivery formats with longer class sessions
 - The quest for alternatives to the traditional lecture
 - The need to engage students with diverse learning styles

Why Use Digital Video Clips? (3)

- Converging Trends in Technology
 - Hardware
 - Larger memory and hard disk capacities
 - More powerful processors
 - Faster interfaces: USB 2.0, IEEE-1394 (FireWire)
 - Digital video capture devices
 - CD and DVD burners
 - Software
 - Video capture and editing
 - Video playback
 - Built-in support in presentation tools (e.g. PowerPoint)
 - Digital Media
 - DVDs
 - Personal Video Recorders (PVRs) (e.g. TiVo)
 - On-line video sources

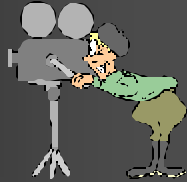
Teaching Effectiveness



- Multiple sensory and multiple format instruction
 - Glenda C. Thorne, The difference between understanding and remembering, Center for Development and Learning, http://www.cdl.org/resources/teaching_room/understanding.htm
- Use of 2 to 3 minute educational video clips in Virginia schools boosted student achievement by nearly 13%
 - Cara Branigan, Virginia schools boost student achievement with video on demand, eSchool News, November 12, 2002, <http://www.mtr.net/article-4654.htm>
- Metale project at Canberra Institute of Technology concluded that "The use of desktop video improves and enhances the Metale concept by incorporating multi-sensory learning."
 - Peter Allen, Full-Metale-Jacket: Metaphoric teaching and learning improved by desktop video, NET-Working 99 Conference, <http://www.net8.net.au/papers/index.htm>

Applications and Examples

- Introduce a Topic
- Illustrate a Key Concept
- Stimulate Discussion
- Inspire Student Writing
- Keep Students Awake, Involved and Motivated

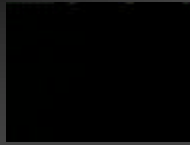


Applications and Examples: Introduce a Topic



Star Trek IV: The Voyage Home
© 1986 Paramount Pictures

Applications and Examples:
Illustrate a Key Concept



Progressive Casualty Insurance Commercial
December 2002

Applications and Examples:
Illustrate a Key Concept



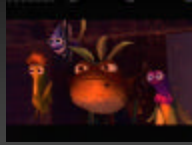
She Spies, "Ice Man"
© 2002 She Spies / MGM Television / National Broadcasting Company

Applications and Examples:
Stimulate Discussion



Jurassic Park
© 1993 Universal Pictures / Amblin Entertainment

Applications and Examples:
Stimulate Discussion



Finding Nemo

© 2003 Pixar Animation Studios / Walt Disney Pictures

Applications and Examples:
Inspire Student Writing



Liftoff of Ariane 5 Rocket, June 4, 1996

CNN Interactive, <http://www.cnn.com/TECH/9710/30/ariane.launch/>

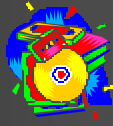
Applications and Examples:
Keep Students Awake, Involved
and Motivated



Jerry Maguire (1996)

© 1996 Gracie Films / Tristar Pictures

Video Sources (1)



- Online sources
 - News sites (CNN.com, MSNBC.com, CSPAN.org, etc.)
 - WebCorp Multimedia www.webcorp.com/sounds/
 - Clips of historical and political figures
 - STVP Educator's Corner edcorner.stanford.edu/index.shtml
 - Video clips from entrepreneurial leaders
 - PBS American Field Guide www.pbs.org/americanfieldguide/
 - Over 1400 video clips of American wilderness areas
 - Internet Movie Archive www.archive.org/movies/movies.php
 - Online library including advertising, industrial, and educational films from 1927 to the present
 - AltaVista video search www.altavista.com/Video/
 - Search engine for Internet video

Video Sources (2)

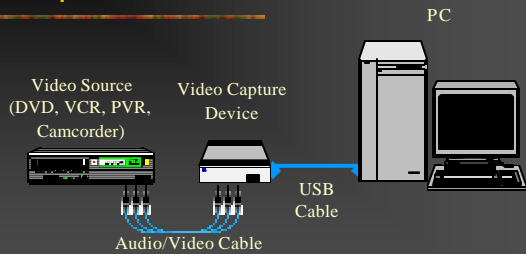
- CIY (Capture It Yourself)
 - Movies (DVD, VHS)
 - TV shows and commercials
 - Your own camcorder recordings



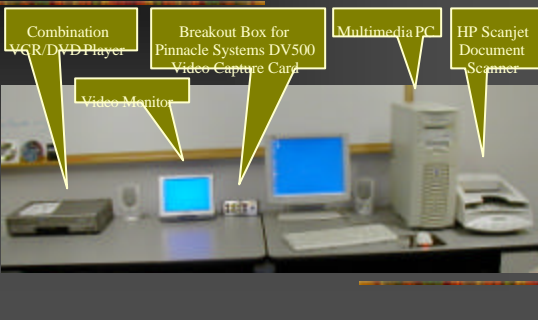
Requirements for Video Capture

- Reasonably modern, fast Windows PC or Apple Mac
 - 500-800 MHz or faster processor
 - 128MB RAM (more is better)
 - As much hard disk as possible (video can consume 10MB per minute or more depending on format and settings)
 - USB port
 - CD-R/W and/or DVD burner to store clips
- Video capture device (street prices \$60-200)
 - Dazzle Digital Video Creator 80 www.pinnacle.com (PC only)
 - ADS USB Instant DVD, DVD Xpress www.adstech.com (PC or Mac)
- Video capture and editing software
 - Included with the video capture device

Hardware Setup for Video Capture



DeVry-Long Beach Faculty Lab Digital Media Workstation



Video File Formats



Format	Extension	Platform
MPEG (Moving Picture Experts Group)	.mpg	PC , Mac
AVI (Video for Windows)	.avi	PC , Mac
QuickTime	.mov, .qt	PC , Mac
RealNetworks RealMedia	.rm	PC ,Mac
Windows Media Format	.wmf	PC

Video Player Software



Windows Media Player 9
Windows PC Only

www.microsoft.com/windows/windowsmedia/9series/player.aspx



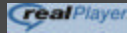
QuickTime Player 6.5
Windows PC and Mac

www.apple.com/quicktime/download/



RealPlayer 10
Windows PC and Mac

www.real.com/



Logos, images and trademarks are property of the respective companies

Embedding Video Clips in PowerPoint



- ✦ Video files and PowerPoint (.ppt) file should be in same folder
- ✦ Two methods to insert a video
 - ✦ Insert ? Movies and Sounds ? Movie from File
 - ✦ Links the external video file to the presentation
 - ✦ Insert ? Object ? Create from File
 - ✦ Can link the external file to the presentation, or embed the video data inside the PowerPoint file
- ✦ If moving to another computer, linked video files must be moved along with the PowerPoint file
- ✦ Appropriate player software must be installed on both the computer that created the presentation and the one that will be used to play it.



Jurassic Park

© 1993 Universal Pictures / Amblin Entertainment

Legal Aspects



- Governing Legal Principles
 - "Fair Use"
 - Digital Millennium Copyright Act (DMCA)
 - Technology, Education and Copyright Harmonization (TEACH) Act
- Guidelines for permitted use
 - Nonprofit educational use in instructor-mediated classroom setting
 - Additional restrictions may apply to distance learning!
 - "Transformative" - mixed into larger presentation
 - Small portion of complete work; reduced size and resolution
 - No negative effect on the market

Sources: Indiana University Copyright Management Center, <http://www.copyright.iu.edu/>
Lee S. Strickland, Copyright's Digital Dilemma Today, *Bulletin of the American Society for Information Science and Technology* 30(2), 2004.

Exercise: Ideas for Teaching with Digital Video Clips

- Think of courses you are currently teaching (or will be teaching soon)
- List three topics that could be enhanced by using digital video clips
- Suggest at least one potential video source for each topic
- Select your best idea and prepare to share it with the rest of the group

Next Steps



- Watch for opportunities to use video in your teaching
- Watch for potentially useful video clips in your media viewing
- Set up the hardware and software to capture and play back digital video
 - Or learn to use what you already have
- Add *one* clip to *one* lecture sometime in the next month
 - Gauge student response, build your comfort level and go from there

Use Digital Video Clips to Enrich *Any* Course

TechEd 2004, Ontario California

Russ Walker ? DeVry University-Long Beach ? Phone 562-997-5331 ? Email rwalker@socal.devry.edu

Resources

On-line Video Sources

WebCorp Multimedia www.webcorp.com/sounds/	Clips of historical and political figures
STVP Educator's Corner edcorner.stanford.edu/index.shtml	Video clips from entrepreneurial leaders
PBS American Field Guide www.pbs.org/americanfieldguide/	Over 1400 video clips of American wilderness areas
Internet Movie Archive www.archive.org/movies/movies.php	Online library including advertising, industrial, and educational films from 1927 to the present
AltaVista video search www.altavista.com/video/	Search engine for Internet video

Video Capture Products

Pinnacle Systems www.pinnaclesys.com	Dazzle Digital Video Creator 80
ADS Technology www.adstech.com	USB Instant DVD, DVD Xpress

Copyright Information

Indiana University Copyright Management Center http://www.copyright.iupui.edu/	Good resource on copyright, fair use and the TEACH Act
---	--

Video Player Software

Microsoft www.microsoft.com/windows/windowsmedia/9series/player.aspx	Windows Media Player 9
Apple www.apple.com/quicktime/download/	QuickTime Player 6.5
RealNetworks www.real.com/	RealPlayer 10

Technical Information

David Pendery, "How to Embed Video in Classroom Presentations," techLearning, 3/1/2004 www.techlearning.com/story/showArticle.jhtml?articleID=17701372	Step-by-guide for adding video clips to PowerPoint presentations or AppleWorks documents
National Institute of Standards and Technology http://www.itl.nist.gov/div895/isis/filetypes.html	Digital Media File Types: Survey of Common Formats. Good objective comparison of multimedia file types for audio, images, text and video
University of Georgia Office of Instructional Support and Development Digital Video Decoded www.isd.uga.edu/digitalvideo/	Excellent site covering all aspects of digital video production and use, including a conceptual overview, practical considerations, terminology, software, and links to other web resources.

Use Digital Video Clips to Enrich *Any* Course

Russ Walker ? TechEd 2004, Ontario California

Exercise Worksheet

Instructions

1. Think of courses you are currently teaching (or will be teaching soon)
2. List three topics that could be enhanced by using digital video clips
3. Suggest at least one potential video source for each topic
4. Select your best idea and prepare to share it with the rest of the group

Topic that could be enhanced using video	Video Source (check)				Description of video clip	How will you use this clip?
	On-line	Movie	TV	Cam-corder		
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		