Content Creation Module

Week 3

Advance Organizer
(webcam of Helen speaking)
Content Creation Module

Week 3

Choosing Tools
Considerations for software/service selection

Content Types
- Audio
- Video
- Graphics
- Animations
- Captions and Transcripts

Factors to Consider
- Usability
  - Easy to record and edit
  - Easy to view
- Flexibility – more options
- Duration
- Institutional support
- Budget
Browsers

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Devices

Operating Systems

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Storage
Access to the Content
Reflection:

- (evaluating tools)
Synchronous Meeting Tools
Examples of Student Screencasts
Summing Up
Additional Resources

- References
  - (citations referenced in lesson)
- Additional Reading
- Videos
  - (link to YouTube playlist for this module)
(book with annotated lists of options for tools / services)
Selecting your software/options – free options

- Jing - [http://www.techsmith.com/jing.html](http://www.techsmith.com/jing.html)
- Prezi - [http://prezi.com/v3/](http://prezi.com/v3/)
Pay options

- **Jing Pro** – removes Jing branding from video, upload videos straight to YouTube and Facebook (going away)
- **SnagIt** – Capture images from computer, enhance with effects, then share.
- [http://www.techsmith.com/snagit.html](http://www.techsmith.com/snagit.html)
- **Camtasia Studio** – Captures full screen, part of screen, add music, your audio, computer’s audio, zoom ins, transitions and other media (30 days for free)
- [http://www.techsmith.com/camtasia.html](http://www.techsmith.com/camtasia.html)
- **Adobe Captivate** – Create videos, add demos, interaction, quizzes, etc. (Camtasia is one video, Captivate is individual slides)
Pay options cont.

- **Hypercam2**

- **Screenflow**
  - [http://www.telestream.net/screenflow/overview.htm](http://www.telestream.net/screenflow/overview.htm)

- **Library Journal review** -
Where do I store the tutorial?

- Your ISP – load it on the library’s website.
- Social networks like Facebook
- Video-sharing sites
  - **YouTube** – [http://www.youtube.com](http://www.youtube.com) – Videos must be smaller than 2 GB and 10 minutes or shorter in length for free-basic account – no limit on number of videos
  - **Blip.tv** – [http://blip.tv](http://blip.tv)
Tutorial storage cont.

- **Vimeo** - [http://vimeo.com/](http://vimeo.com/) - with free basic account, you get 500 MB per week and one HD video per week; Plus account is $60/year, gives you additional privileges and space

- **Viddler** - [http://www.viddler.com/](http://www.viddler.com/) - No limit on length as long as file is 500 MB or less/Restricted to 2 GB storage per month. Personal and partnership accounts.
Captions
Assignment 3

EXERCISE

• Determine how multimedia resources fit into your instructional design plan

• revisit step 5 of your ID plan and consider:
  • chunking into smaller sections
  • choosing formats appropriate to your learning objectives (and any changes made in diversity and community modules)
  • providing additional formats for accessibility
Assignment 3

EXERCISE

- Determine which tools and services will help you follow your instructional design plan
- Revisit step 6 of your ID plan and consider:
  - Choosing tools for content creation
  - Choosing formats for output from each tool
  - Choosing services for storage and sharing
Project Partners

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