Building the MiniStudio

Efficient & Effective Online Video

James Moore
condor.depaul.edu/jmoore/depd31/
Updated Handouts

condor.depaul.edu/jmoore/depd31/

(I will repeat this slide at the end of the presentation)
Hello
my name is

JAMES MOORE

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Easiest Way To Remember

James Bond - Roger Moore
By Day...
By Night...

MKT595: Internet & Interactive Marketing
11-Week MBA Course
Taught entirely online
condor.depaul.edu/jmoore/mkt595/

Practical Internet Marketing
6-Week Certificate Course
Taught both online and flipped/hybrid
condor.depaul.edu/jmoore/pim/
Scenario
Avoid Classroom Recording
Reasons

- Time to setup
- Things go wrong
  - Imperfect sound
  - Interruptions
- Awful lighting
- Broken equipment
Same Day Delivery
Limited Resources
Limited Space
Software

Open-Sankoré

ScreenFlow
Basic Equipment

- MiniStudio
- Mac Pro / Wacom Cintiq
- Webcam
- Backdrop
- Lighting
Conceptual Model

Content Recorded

Monitor

Cam

Mic

Content Annotated

Cintiq 22HD Creative Pen Display

Keyboard & Mouse
Two Screens

Content Recorded
Abstracted view (controls hidden)

Content Annotated
Full access to controls & tools
Backdrop
Backdrop

Hung on wall

Weighted down
Microphone
Professional Lighting
Three-Point Lighting

- Key Light
- Fill Light
- Back Light

Camera

Object
Recording With ScreenFlow
Open-Sankoré Tools

• Pen
• Eraser
• Highlighter
• Laser Pointer

• Undo/Redo
• Pages
• Previous/Next
• Erase
Editing
Edge Cases
What We Learned
The importance of backups
Redundancy
Human Intervention
Scheduling
Quick, rather than perfect
What We Wanted
Richard E. Mayer
12 Principles

1. Coherence
2. Signalling
3. Redundancy
4. Spatial Contiguity
5. Temporal Contiguity
6. Segmenting
7. Pre-training
8. Modality
9. Personalization
10. Voice
11. Embodiment
12. Image
Improvements
Inventory

• Mac Pro (Quad-Core and Dual GPU) Computer - Cost: $2,799.00
• Cintiq 22HD Creative Pen Display - Cost: $1,999.00
• Blue Microphones Snowball USB Microphone - Cost: $59.00
• Blue Microphones The Pop Universal Pop Filter - Cost: $28.99
• PylePro PMKS15 Universal Compact Base Microphone Stand - Cost $35.05
Inventory

• Logitech Webcam C930e - Cost: $89.86

• On Stage MS7201B Round Base Microphone Stand - Cost: $21.95

• CraftMaster Tubular Steel Adjustable Drawing Table - Cost: $149.97

• Adjustable Height Cabinet - Cost: $156.90

• Balt Trax Stool, Model 34430 (Black) - Cost: $182.00

• G-Technology G-DOCK ev with Thunderbolt 2TB External Dual-Hard Drive Storage - Cost: $654.95
Inventory

- Belkin Pivot Wall Mount Surge Protector with 6 Outlets - Cost: $14.49
- ePhoto Digital Video Continuous Softbox Lighting Kit - Cost: $109.99
- Acer B296CL Monitor - Cost $499.99
- Muslin Backdrop - Cost: $50
- Logitech Wireless Presenter R400 - Cost: $39.29
- ScreenFlow - Cost: $99.00 (10% academic discount available)
- Open-Sankoré - Cost: Free
Thank You

condor.depaul.edu/jmoore/depd31/

Questions?