

Creating Better Multimedia



Technical
ELEMENTS



Creating Better Multimedia



Technical
ELEMENTS



Don't forget the mount!

Tripods
GorillaPod - \$19.99
Swivel - \$349.99

Framing & Lighting

Phone
Tablet
DSLR
Camcorder
GoPro Cam

Better Audio

Headset or Desktop
Mic?
Pretty pictures v. Better
Sound?
*Sync Sound

Ingredients

Framing and Lighting
Quality Audio
Editing

Integrating Applications

Video
Audio
PowerPoint/Prezi
Camtasia

Postproduction

Adobe Premiere
Final Cut Pro
iMovie
iMovieX



Ingredients

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Quality Audio
Editing

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Tablet

DSLR

Camcorder

GoPro Cam

iPhone/iPad
DSLR
Camcorder
GoPro



iPhone/iPad DSLR Camcorder GoPro



- Turn on every light available including accent lights
- Use natural light and window to your advantage
- Shoot outside on a cloudy day

Generay LED Panel **\$196.0**



Better Audio

**Headset or Desktop
Mic?**

**Pretty pictures v. Better
Sound?**

***Sync Sound**

Voice Recorder on your phone
Rode NT-USB \$169.00
Zoom IQ Microphone \$99.99

Lectu



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Developing



Rode N

Syncing

Voice Recorder on your phone

Rode NT-USB \$169.00

Zoom iQ Microphone \$99.99

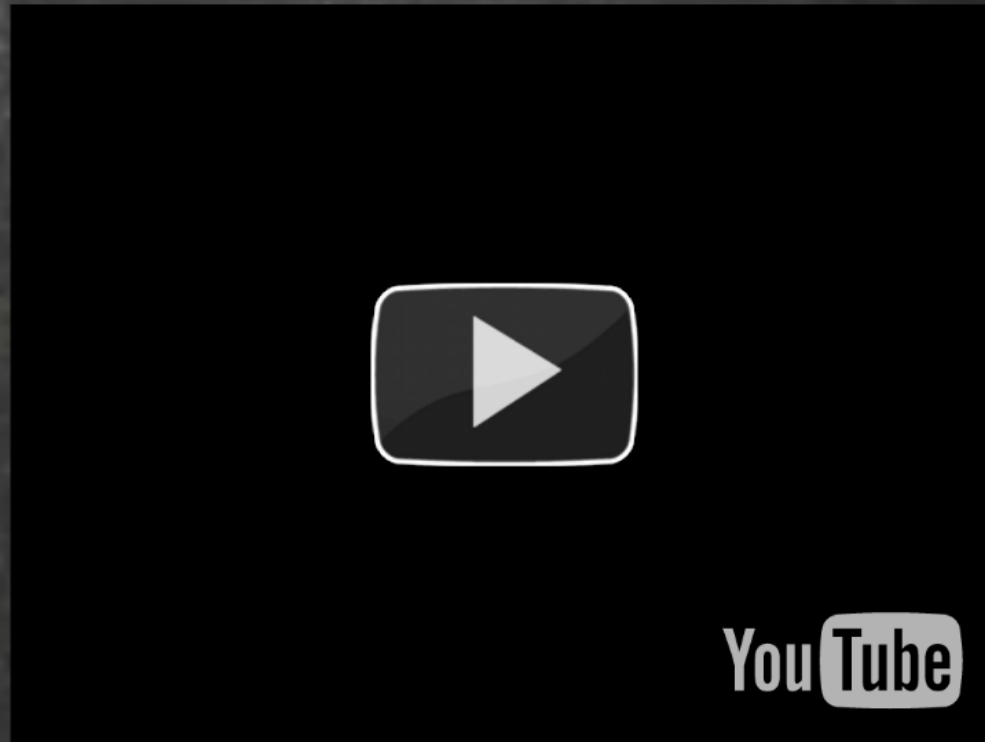
Lecture using Camtasia (2013)



Tools:

- MS Powerpoint
- [Cheap] Headset with Microphone

Lecture using Camtasia (2015)



Tools:

- MS Powerpoint
- Headset with Microphone
- Movie clips edited and re-inserted using Camtasia VideoFX

Developing the Argumentative Essay (2016)



Tools:

Google Chrome Prezi

Camtasia

Rode NT-USB Desktop Microphone

Syncing Sound for better audio

Fall 2016



Internal Mic



External Mic

Tools:

Canon xA10

Zoom iQ6 Mic

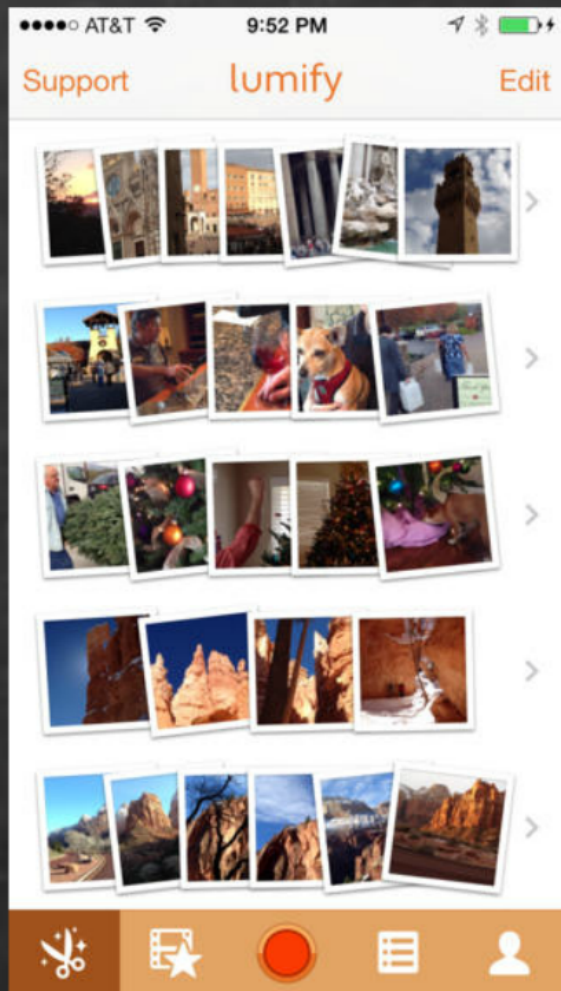
Edited in Camtasia

Postproduction

iMovie (Mac)
Windows Moviemaker (PC)
Mobile Apps
Kaltura CaptureSpace



Lumify (Free)



iMovie Mobile

\$4.99



Integrating Applications

Video

Audio

Power Point/Prezi

Camtasia

EXAMPLES

Demonstration Video



Week 1 Announcement



Course Support



EXAMPLES

Demonstration Video



Week 1 Announcement



Course Support



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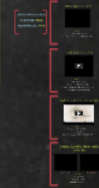
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Better Audio

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Quality Audio
Editing

Integrating Applications

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Power Point/Prezi
Camtasia



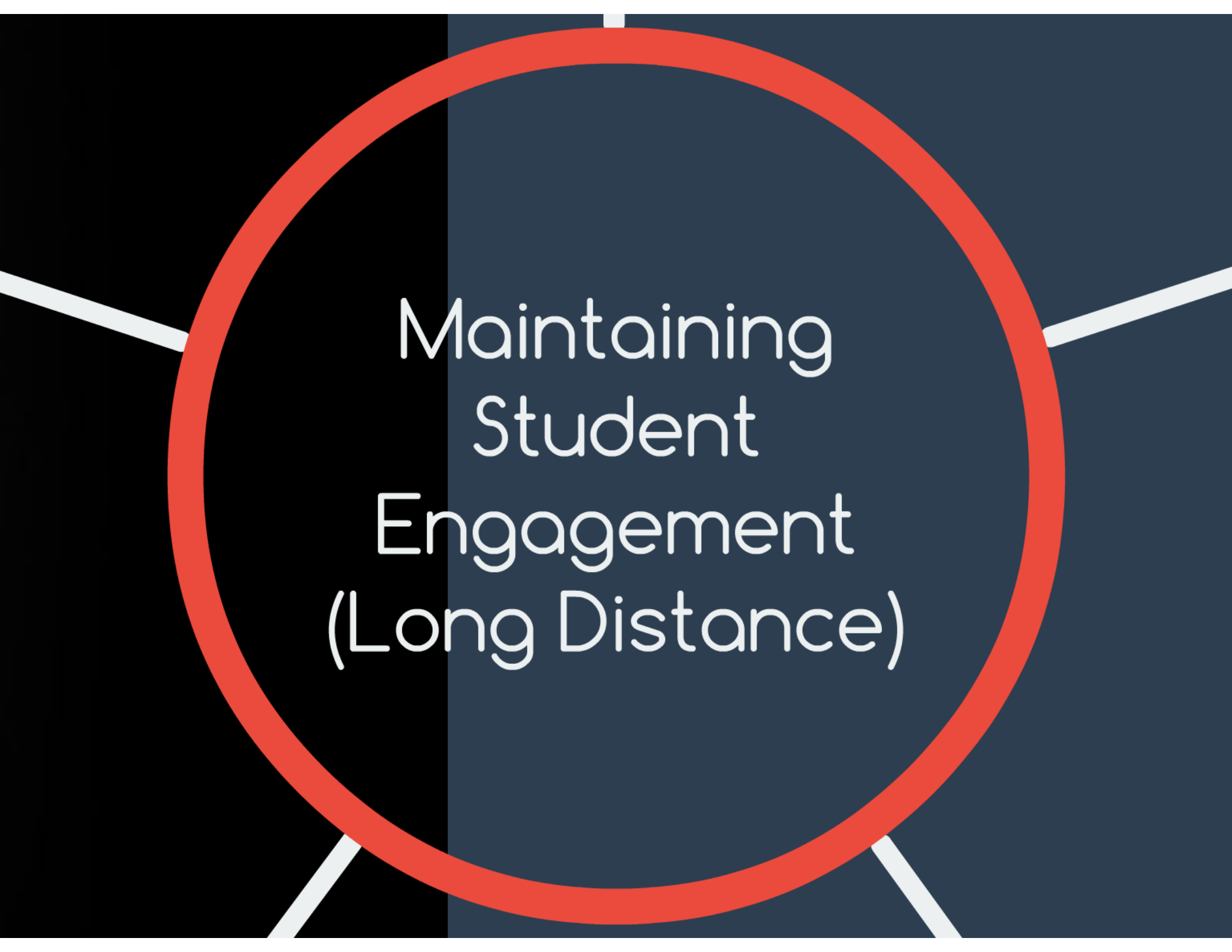
Postproduction

Blends (Mac)
Windows MovieMaker (PC)
iMovie (Apple)
Kaltura CaptureSpace

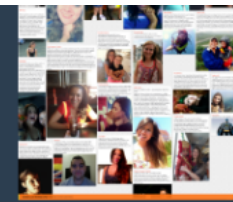








Maintaining
Student
Engagement
(Long Distance)



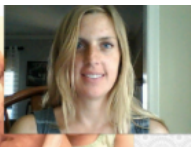
The Critical First Week

Launch Announcement
Icebreakers

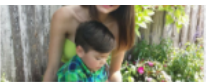




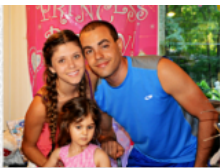
Krystal Campos, Student
Hi everyone!
My name is Krystal Campos and I'm a junior at GMU. I'm a Communications major with a concentration in Media Production and Criticism and minoring in Electronic Journalism and Criminology. I'm currently interning at the Embassy of Jordan in D.C. This semester in the communications department. I've lived in Woodbridge, VA my whole life but I love traveling. This is my first online course and I'm excited to work with everyone this semester!



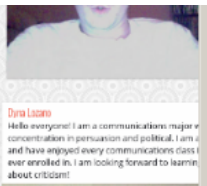
Emily Craver, Student
Hello there!
My name is Emily Craver. I am a senior Communication Media Production and Criticism Major and Theater Minor. My heart is with radio, but I have worked in the past lot with tv and broadcasting. Looking forward to learning more about the media world and getting more involved!



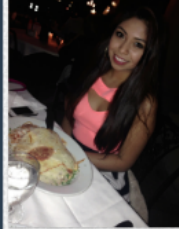
Eileen Zureks
Hello everyone! I am a junior majoring in Communication concentration in MPC. I am also a Film and Media Studies minor and a French minor. I love film and television. I haven't decide which one I want to concentrate on yet. I love to travel, and I travel quite frequently. I love forward to this semester with everyone.



Elizabeth Savelle
Hi everybody! I have been a video editor and motion graphics artist for over 12 years. At 25, and a mother of two beautiful daughters. I am going back to school to finish my degree. Hooray! I will be graduating this December!



Tina Liscio
Hello everyone! I am a communications major concentrate in persuasion and political. I am and have enjoyed every communications class I ever enrolled in. I am looking forward to learning about criticism!



Chelsea Norman
I am what they call a super senior, majoring in Comm: Media Production and Criticism with a minor in Sustainability. I have vast experience in both television and radio and currently am an intern at the National Zoo setting up recording equipment such as the panda cam!



Lisa Saye
Hello everybody. I am a junior at Mason majoring in Communications with a Media Production and Criticism concentration. I currently don't have a minor however, I would like to minor in Graphic Design. My dad is in the Media business and I have a passion for production for Television as well. I am looking forward to work in this field in the future. I am from Turkey and have been an intern in many of the biggest channels back here. I also play tennis for Mason.



Alexzandra Liberman
Hey everyone! My name is Alex. I am a communications major and plan to obtain my teaching license after graduation. I have been teaching preschool for 3 years, my goal is to teach kindergarten eventually. My hobbies include hanging out with my godchildren, playing sports, and going on adventures. I am taking this class as an elective. I hope it's fun! Good luck!

Mackenzie Bailey
I'm a junior from Vienna, VA, and I'm a communication major with a concentration in media production and criticism!



Lindsay Street
Hi everyone! My name is Lindsay Street and I'm a senior major Communications with a concentration in Public Relations. I've lived in Virginia my entire life and can't wait to graduate to see what's in store. I have enjoyed all of my Communication classes and have to several online courses. I am a mother to a three year old little boy named Pylan. Having a little guy running around is always exciting keeps me on my toes! I currently work at a sports bar, which is interesting. I'm extremely excited to see where the next year or two will take me!



Tanya Carpenter / Student
Hello All! I'm Tanya. I'm a Communication major with a concentration in Public Relations and am graduating this December. I have a full-time career in higher education and also attend school full-time. With that said, my nights and weekends are focused on school and I haven't had any great adventures but hope to change that after this semester. I've worked in higher education for almost 15 years and have a passion for helping people meet their educational goals. I've lived in Northern Virginia for over twenty years, but plan to move to the west coast this winter to be closer to my family. I wanted to take this course before I graduated and was very excited to find it being offered online since it is very hard to create a schedule that fits both what I need and want to take. I look forward to working with and learning from you all!



Courtney Schooley
I am a senior as well as a Communication major with a concentration in Media Production and Criticism. I'm a big Seattle fan and definitely miss the Northwest. My dream job would be to work for a network with broadcast media. I can't wait to graduate in May and see where life takes me from there.



Odie Durocher
My name is Odie Durocher. I am graduating in December with a degree in Communication and a concentration in Public Relations. I currently teach preschool and toddler classes at Lee Detrick B&C Center in Alexandria. I also work at a summer camp during the summer at the same location. I spend a lot of my free time babysitting. During the school year I work for a company called Engineering for Kids which is an after school program. I have three dogs named Peanut, Bamble and Butter. I mainly go to concerts. I still listen to some music I've been listening to since I was 13. There are a lot of pop punk shows and music festivals in my schedule. After graduate I plan on finishing off the preschool year and then moving to Nashville to live with my boyfriend.

Veve Kalaraki
I am a super senior majoring in Communications with a concentration in Journalism (we can thank being a yearbook nerd in high school for this passion). Media has always intrigued me, and I have a passion for not only hearing the stories of others, but getting their stories heard. This is my first time taking an online course and I am grateful to have found such an interesting one that will be relevant with two jobs.

Sasha van Tol
Hey guys! I'm a junior this year. I'm on Geography major but hope to be a film and video studies major if possible point... I'm studying abroad in Israel this semester so I hope it won't be too hard juggle exploring the area and taking of online. Looking forward to this class!

Rose DeBing
Hey everyone! My name is Rose, and I am a super senior getting two degrees in Media Communication and Economics, and a minor in Non-Profit Management...aka I'm not graduating any time soon. Currently I work as a preschool activities teacher, gymnasiums coach, and elementary soccer coach. I also just got back from a 7 month study abroad in Europe, and was always getting asked about why I didn't look like Enochi. If I saw car shares a lot, and I'll see Obama at the time. This is one of the reasons I am interested in media, because of how powerful it is in changing peoples perception of others and places.



Tanya Utkan
Hey all! I am a Senior COMM Major with a concentration in Media Production/Criticism. I am super passionate about music, performing arts, traveling, food and new people and experiences. I look forward to being in this class with all of you, and having a great Fall 2014 Semester!

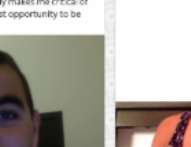
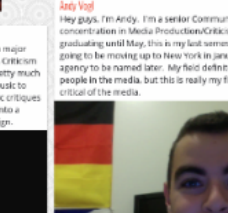
Christina Nazarian
Hello Everyone, I am a proud mother of three beautiful children. Like all mothers, I have dedicated the last seventeen years of my life to my precious family. A couple of years ago, I decided to leave a wonderful position at the Canadian Embassy in DC to pursue a Bachelor's Degree. I am a part-time BS student at George Mason, and my goal is to graduate with a Communication major in the summer of 2015.



Antine Harris
I produce music. I like creativity. I am



Ibie Mosezin
Hey guys, I'm a 22 year old. Communication major with a concentration in Media Production & Criticism and a minor in Film & Media Studies. I'm pretty much a geek in all forms of media from film and music to video games in comics. I write film and music critiques in my free time, and hope to eventually go into a position involving marketing or graphic design.



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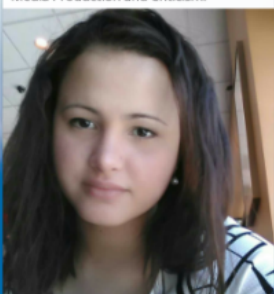
The song that relates to my life today is “I hope you dance” by Lee Ann Womack. My daughter is currently taking ballet classes so this song particularly fits with my life. This song also talks about not giving up when things look too challenging. Each day I wake up with the intention to better my daughter’s life, either it be working so then can pay for her softball league or studying so then I can graduate and have a better job. I want to encourage her to always keep pushing and fighting for her goals, just like I have been doing.

Kristen Farmer

Hi there, I'm Jen. I am 21 years old and a second semester senior graduating in December! I am a Comm/ PR major and Events minor. I hope to land an entertainment PR job in a major city soon! Besides school I like to workout, travel, and watch netflix!

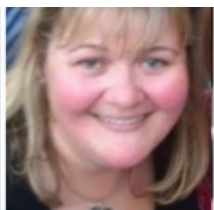


I am 20 years old. My concentration is Media Production and Criticism.



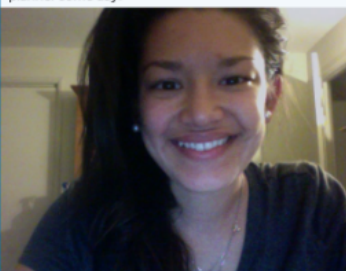
Beth Lopez

Hi,
I'm a communication Major with a minor in Marketing. A brief summer about myself: I'm an outgoing person, like outdoor activities, love to travel. I'm addicted to running and going to the gym. I'm very easy to get along with just don't get on my bad side :)



Andrea Crosby

Hi I'm Andrea. I am a Comm major with a minor in business. I will be graduating at the end of the summer session so this will be my last class. I work full-time as well as attend school full-time. It's a tough balance but it is so going to be worth it. I hope to be an event planner some day.



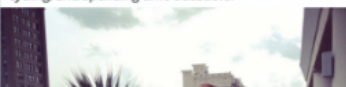
Lisa Alfonso

Hi everybody,
I am a comm major concentrating in media production and criticism. I am a senior. I love photography and enjoy going to exhibits on the weekend. I like moving around a lot. Traveling and moving around allows me to explore different cultures, learn different languages, and meet new people.



Matt Beard

I am senior studying Communicatons with a concentration in media production. My Dream career would be working in PR or TV. I love to film short movies, cycling, and spending time outdoors.



Denise Zelaya

I am 22 years old, my background is from El Salvador. I have grew up all my life in Arlington. Criminology Major, 2014. I love the Gym. Airbrushing and riding my Ninja Kawasaki.



Lara Plik

Hi there! I am 24 years old and a Communications major. I am currently attending GMU full-time as well as working full-time as an HR Administrator. I am tired! I won't be graduating until 2015, so still have a little bit to go :) I love horseback riding, reading, and being with my boyfriend of 6 years.



Brooke Jones

Hi everyone,
This is Brooke. I am a junior double majoring in History and Communication (with a Public Relations concentration). I plan to graduate in 2016. I have an interest in the Higher Education field. Check me out on Twitter @Brooke_L_Jones!



Rawan Elbaba

Hi everyone! I'm a Comm major, concentrating in Media Production and Criticism and a double minor in Electronic Journalism and Graphic Design. I'm a rising senior and am currently interning with BBC World News America in Washington DC.



Carli Perrin (sorry the picture is so big!)

Hi everyone!
I'm a COMM major. Just "graduated" this past May. Comm 380 is the last course I need to take before I complete my undergraduate degree. I'm coming back to Mason in the fall for grad school. I've been cheering at Mason for four years, and I love it so much that I'm coming back for one more! I also like running, working, and I've recently picked up rock climbing.



Anne Heintz

I'm a psych major graduating this summer.

Victoria Cordova

I am 22 years old. I am majoring in Communications with a focus in Public Relations

Angie Bryant

Major: Comm
Minor: Interpersonal Comm

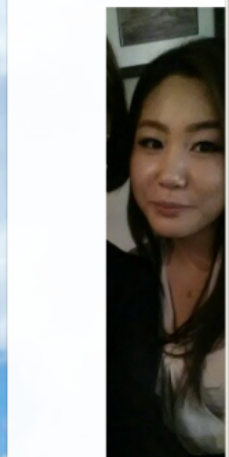
Jessie Commerce

I'll be 21 years old this month; I'm major, and a junior at GMU. When I'm not studying, I love to hang out with friends, and watch movies. I love all sorts of media, so I'm very excited for this class!



Tay

Hey class,
I'm a COMM major with a concentration in media production and criticism. I enrolled myself in this class and currently have three classes left to get used to all the classes right now and will be enrolled in school full-time can finish by Spring. Looking forward to seeing you all. Good luck!



Emily Mann

I'm a Comm major, PR concentration. This is my last class before I graduate. I work at a news/talk radio station. My interests and hobbies include cooking, food, animals, and politics.



Kristen Diggs

Hi everyone, I'm Kristen Diggs. I'm 24 and a senior at Mason. I'm currently studying PR and I hope to work for a nonprofit organization such as Leukemia and Lymphoma Society, NRA, or American Society for the Cure, etc. I also love sports.



Hello all,

I am a senior set to graduate this fall. Currently, I am studying Interpersonal Communication. In my free time, I like to film short films for my production company: Farmer Pig Productions. <http://www.youtube.com/user/FarmerPigProductions/videos> Someday, I aspire to have my videos reach people from all around the world.



A movie title I would use to describe myself would probably be “Life Unexpected”. I chose this title because I am Arab American girl who was brought up in a very strict Muslim household. At a very young age my parents instilled in me that I could only marry an Arab Muslim man. They didn't care much about me having an education or pursuing a career. They wanted me to marry a wealthy Arab man, and become a stay at home mother. However, right after high school I fell in love with an African American Caribbean man who is now my husband. At first we went through a lot of family struggles, and it was definitely a hard journey. Now my parents adore him and we have built a family together. I never expected my life to play out the way that it did, and life certainly came at me unexpected.

Announcements

Scripted Weekly Announcements
Timely Reminders



Collaboration

Kaltura CaptureSpace
Collaborate Ultra





Feedback

Blue Pulse

1 week ago

You asked your students the following question

“ *Course objectives, policies and expectations are clear.* ”

Overall Results

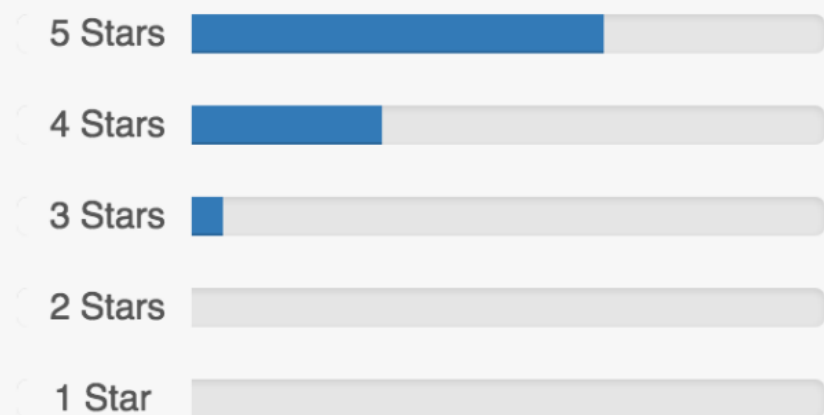


Responses: 20

Average Score: 4.5



Breakdown



2 weeks ago

“ *The professors organization of the course and explanation of materials and expectations is amazing. Best I have seen in my student career. I have no critical feedback at the moment.*



2 weeks ago

“ *I'm looking forward to this online class. Hope I learn a lot.*



I found the videos to be more helpful than the reading. Week 3 had a lot more content than week 2, so maybe they can be split up so the burden is lighter?

Since it is online, maybe make it color coded so it's more easily digested. You won't need to worry about wasting ink.

The interview with the professional critic was excellent because it provided a very real image of what a practical application of this knowledge looks like.

Don't assign Lynda tutorials please.



Get Outside

Guests



YouTube



Snow Day!

Thank you for your time.

Questions?

Thank you for your time.

Questions?