



the library minute

creating short and effective outreach videos

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Workshop Outline

ideas



record



edit



distribute

goal

entertain *and* educate
target undergraduates
regular **one minute** episodes
minimal staff time & equipment

What are YOUR goals?



Minute 33: Exhibits
[View on YouTube](#)

Other Library Minutes and shorts...



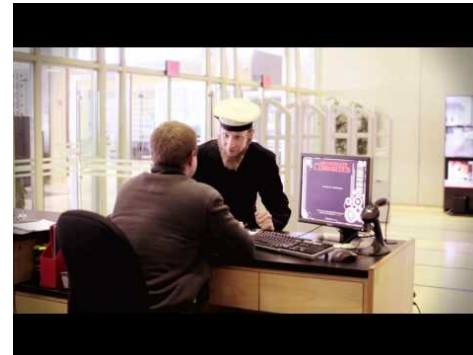
LWTC Learning Commons
[View on YouTube](#)



USC Libraries
[View on YouTube](#)



University of Waterloo
[View on YouTube](#)



Texas Tech University Library
[View on YouTube](#)



ideas

**plan and schedule
meet goals**



talking points



“I hate when things are hard to understand or complicated. It needs to say what it is.”

keep it simple

Try it!

Take an idea and workshop it.

Nailing down the 3 - 5 points you can tackle in a minute

Snippets (not brochure length dialogue) forming a brief narrative (talking points)
hardest part in planning

Introduce, highlight and wrap up

NO Script

NOT a Tutorial

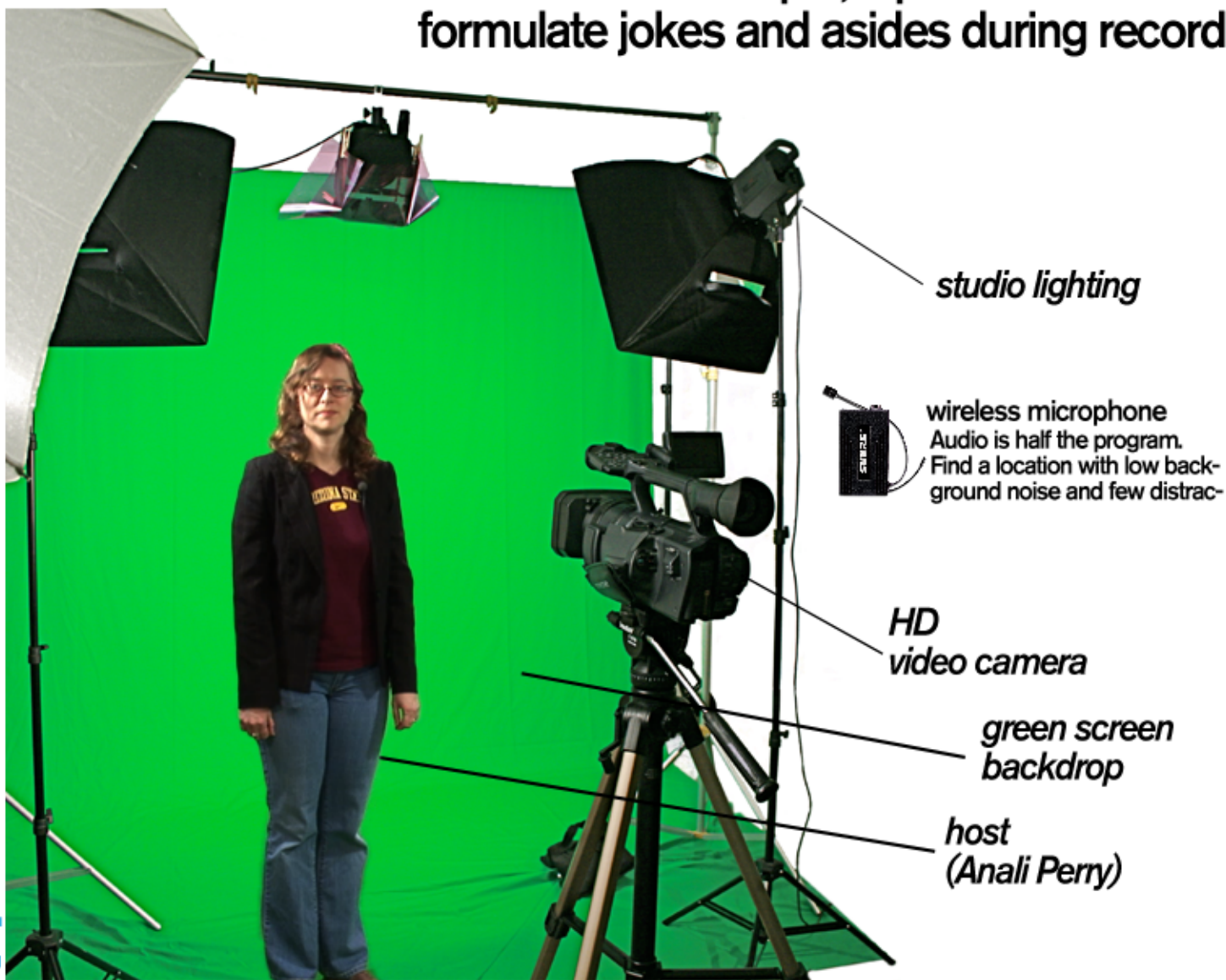
You have 20 minutes!

Suggestions....

1. Securing your stuff
2. Library Spaces
3. author readings
4. children's books
5. How to signup for a library workstation
6. Printing
7. Borrow eBooks Read on your kindle or nook

Record in less than one hour. Avoid scripts, tape unrehearsed and formulate jokes and asides during recording.

record shoot



Green screen to composite (or key) but increases post production time.

Try it!

- Pick talent (1 – 2 people)
- Crew (rotate): 1 camera, 1 Sound, 1 director, assistants
- Record opening, points, and closing

HAVE FUN

You have 20 minutes!



edit

refine till it's right

process

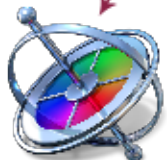
Transform the raw footage to a finished video. Take one to two weeks. Sections may be deleted or reordered. Additional footage (B-Roll) is added along with graphics,

Final Cut Pro editing interface

assemble/cut



sound design



graphics / effects



Try it!

- Import and organize footage
- Add in and out to clips
- Drag to timeline
- Adjust edit and repeat
- Add Graphics
- Add Music and effects
- Remember to Save your Project

You have 40 minutes!

What you should learn...

- Identify Preview and Program monitors
- Timeline basics
- Keyboard Shortcuts
- Adjusting Edits in Timeline
- Difference between video and audio tracks
- Keeping Sync

Basic Tip: “Scrub” Final Cut Timeline View quickly, easily!

You can use the J-K-L keys to play a clip or a sequence backward or forward. Multiple taps increase speed.

J -> Play backward

K -> Stop playing

L -> Play forward

"I" sets In-Point

"O" sets Out-Point

export

Convert the project file to multiple transport formats and add metadata.



Closed captioning meets our mandate for accessible content, enhances discovery and opens the door to a wider audience of non-english speakers.

Try it!

Save Project
Export Using Quick Time
Open Compressor
Import Source
Add Metadata
Select Formats
Select Destination
Review

You have 20 minutes!

What you should learn...

Formats and Compression
Metadata Basics

finally...

distribute
and promote



bring content *to* the users



web site / blog
digital signage
mobile devices
social networks
yes, even facebook

discovershareuse

Try it!

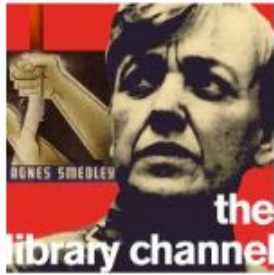
- **Load content to web**
- **Discuss distribution option**
- **Metadata:How would you describe?**
- **Talk Marketing Strategies**



integration

Shelter and the Storm: Agnes Smedley at Yaddo (Podcast)

February 13, 2009 · Hayden Library, Tempe, AZ



Curator Karrie Porter Brace talks with Fred about the new exhibit **Shelter and the Storm: Agnes Smedley at Yaddo** located on the 4th floor of Hayden Library. The exhibit, drawn from University Archives material, reviews the life and the controversy of ASU Alumna Agnes Smedley, advocate for the oppressed, radical, war correspondent, and spy. Agnes Smedley had the longest residency at the artists' colony Yaddo in Saratoga springs, NY.

Highlights of the program include information on Yaddo, Agnes's travels to China and South Asia, her failed attempt at Chinese citizenship, accusations of espionage by General Charles A. Willoughby, and her burial in Beijing.



[Download Podcast](#) (MP3 Audio)

The exhibit is on display through the end of the Spring 2009 semester and concurrent exhibits about Yaddo and its artists-in-residence can be found at the [New York Public Library](#), [Harvard University's Houghton Library](#), [University of Maryland Library](#), and Stanford University Library.

For more information please see:

- [Daughter of Earth: Agnes Smedley Online Exhibit](#)
- [The Lives of Agnes Smedley](#) by Ruth Price
- [Agnes Smedley, the life and times of an American radical](#) by Janice R. MacKinnon and Stephen R. MacKinnon
- [Agnes Smedley manuscript collection](#)
- [Daughter of earth: a novel by Agnes Smedley](#)

Host:
Fred McIlvain

Guest:
Karrie Porter Brace

Episode 90
Running Time: 24:38

descriptions/metadata

tags

resource links

twitter feed

leverage resources

topics

alerts American Indians archives
 Arizona art ASU ASU Libraries
 and computing Copyright Digital
 Repositories Downtown Phoenix campus education
 events exhibits faculty Faculty Team-
 Up government grants history hours
 Information Literacy innovations labriola
 librarians libraries literature Music Native
 Americans new resources news open
 access Phoenix podcasts publishing
 resources Scholarly
 communication services special
 collections students technology web site
 West campus workshops

location and programs

Select Category

recently tweeted

- ASULibraries: Hey - we changed our name! @asulibraries is our new twitter name. Same great news & information from the ASU Libraries. February 4, 2011
- LibraryChannel: Good news: IEEE Xplore is now available again. We apologize for any inconvenience this outage has caused. February 2, 2011
- LibraryChannel: RT @SustainP: #ASU library has posted a nice blurb for P Summit and #Phosphorus in general: <http://libguides.asu.edu/content.php?pid=44> ... February 2, 2011
- LibraryChannel: IEEE Xplore is currently unavailable... They are working to resolve the issue. February 2, 2011
- LibraryChannel: Have you tried the new Search yet? Find out what you can use it for in the latest Library Minute: <http://youtu.be/iNe6yBSaORc> January 31, 2011

lessons

budget

keep it real

keep it simple

questions

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<https://sites.google.com/a/asu.edu/shortlibraryvideos/>



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