

# Facilitating Professional Development

## Through the Use of Video

### Part 1: Why Create A Professional Development Video? A LITTLE HISTORY

- a. First there was “**So Last Year**” – “*Thanks for coming, see ya next year - NOT*”
  - The problem here is that when teachers get trained one year, then don’t teach the class again until next year: How do they remember everything?
- b. Then *thar* was the “**So Texan**” method – “*Lets dumb it down so any Blond can teach it*”
- c. Now we have the “**So STEM**” method: - “*Super Teaching Engineered through Media*” so that students can learn Science, Technology, Engineering and Math. This offers a shorter review for teachers so they can be trained when they have the time and without scheduling headaches. If it is not enough, there are also hands on trainings and opportunities to observe.
  - **STEM tools** - iMac, iMovie, iDVD, iPhone, *twitter*, **YouTube**, Websites, video cameras, smart phones and pocket cameras; Pcs work fine also of course...
  - **Downsides** – Not sure if there are any, it can be time consuming at first, but it gets easier with practice, and it is a great skill to have.
  - **What if I’m not a video expert?** (welcome to my world)
    - a. Find someone who is; Find someone who knows how to use a video camera and is willing to video tape – parents, staff, students...
    - b. Buy, borrow or browse for a video camera – there are so many options available, from SMART PHONES, to pocket video cameras for \$100, to mid-range for \$2-300; “prosumer” for \$5-600 and professional quality for a lot more. Oh, and don’t forget I Pads and similar devices, which can often be used to video tape.
- d. Why Produce Professional Development Videos?
  - *Why? Teachers are busy people*
  - *Why? Prepared teachers = student learning*
  - *Why? It is not so hard and can be reused*
  - *Why? It is kind of fun!*
  - *Why? PD in person is best, but not always possible*
  - *WHY? Time is Money!*

Your notes:

## Part 2: Introduction to videotaping a lesson: How To in 4 easy steps

**Step 1: Preparing a rough draft** - what you want to SHOW and how you can best do this

- a. What do you want the teacher to know? Think about this.
- b. **Outline** this in writing. There are many ways to prepare an outline.
- c. One popular outline style is to use a **Storyboard** – an outline in pictures; this includes the setting and a description of important shots or topics.
- d. Include important Vocabulary - words and phrases that you want to include. These can be embedded within the video or on an accompanying handout.

**Step 2: Preparing to Videotape**

- a. **Having the right equipment** –
  - Video camera, **charged battery** or access to an outlet
  - Computer and **editing software** (the hardest part at first)
  - **MICROPHONE** - two options which work well are a boom or zoom microphone or a remote mike attached to the teacher/talent. A third option is to add the narrative later. This is easy with Macs and some PCs.
  - **LIGHTING**; if outside this is not an issue, but do be conscious of where the sun is, preferably not behind the person you are videotaping. If it is evening and you are close enough, a light for the video camera is helpful but it is best to avoid this if possible.
  - **TRIPOD** or similar for a solid base
  - **Photo permission** if students will be featured on the video you must have written permission
- b. **Picking the Right Location** – fairly simple, on site is the best location. A second option is to use a Green Screen, if you wish to add background later.
- c. **Picking the Right Person.** I'll leave that up to you, although the one piece of advice I can give is that someone who is entertaining and speaks loudly and clearly is helpful. If they are not totally accurate you can add information later.

**Step 3: Videotaping**

- a. A few helpful rules, based on my many mistakes – It is not that complicated
  - Use a **tripod**, and practice handling it first.
  - Try **panning** rather than zooming. That is turning the camera from side to side and up or down. (Practice doing this in advance.)
  - Try to **focus on the speaker** when important directions are being given.
  - Film anything **visual** that will help, for example, when a student demonstrates something.
  - **\*Add B-Roll**, which is video of other things besides the speaker. For example, if you want to show students using a map, make sure to video tape students looking at a map. If your topic is pulling invasive weeds, be sure to show some close up pictures of the weeds you want them pulling. B Roll is the video tape you can add later to fill in where needed.

- Film during the day with the sun at your back. Be careful of shadows.
- Unless the speaker is miked it is better to stand close rather than far away.
- Yes, I have and will make many other mistakes but that is enough for now.

b. All you need to have and to know in order to video tape successfully:

- How to use a video camera – not too hard.
- How to Zoom in and out: How to do it and when (not often), and to Pan.
- A tripod with the ability to pan or turn the camera left, right, up and down
- A microphone to pick up sound clearly – either a boom mike or a clip on
- Lighting that is half decent, although this is less important than the sound
- Familiarity with legal issues - use of music, graphics, photos... (see handout)
- Familiarity with an editing and DVD making program. I use **iMovie**, but there are many others, some much more advanced, and some just as user friendly.
- Someone who has the skills you need. This could be an expert on a topic, or someone who is entertaining and funny. The best way to find this person is to observe others or ask who does a great job of teaching a particular class. Or you can get someone else to video tape you. There are lots of options.

#### **Step 4: Editing and the 3 Keys to Success**

- a. Add transitions and be consistent.
- b. Add words and phrases that are important, in writing that contrasts with the slide color.
- c. Add and adjust audio – music, sound effects and/or narration. You can increase the sound for speakers who are quiet. You can decrease live noise if you wish to add narration while editing.

\*\*GOOD NEWS: All editing software have tutorials, and most are user-friendly.

If you are unable to find someone to video tape your instruction or if you have questions later please contact me at, [brian\\_s\\_shilling@mcpsmd.org](mailto:brian_s_shilling@mcpsmd.org) as I may be able to offer assistance.

Our website: <http://www.montgomeryschoolsmd.org/curriculum/outdoored/staff/>

- Some of the PD videos are already on the website, some will be coming soon.

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Your Notes: