

Reps Forum , Birmingham, September 2009

Lights, Cameras, Action... Producing Digital Videos

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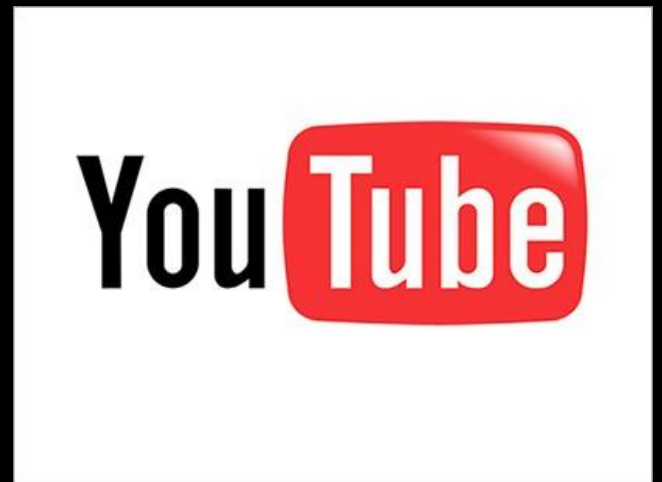
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Introduction: why video?

- Video = engaging media
(not new, not rocket science)
- The YouTube phenomenon
- Opportunities for creativity
- Prices ↓
- Ease of editing ↑
- Attractive alternative to essays
and/or questionnaires?



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- An opportunity to note some reflections of Reps old and new – to be shared at wine reception tonight
- An opportunity to start conversations with colleagues from other institutions

Limitations of session

- Time is very limited, we will only be able to dip a toe in the experience of making a film
- We will not have a chance to do any editing
 - no 'cut-aways'
 - single take only

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- “Horses for courses” – three different projects:
 - videos about bioethics (content driven)
 - reflections on student experience
 - ASSET project, feedback to students

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- Only brand with mike jack on entry level models is Canon (e.g. Canon MD205, approx £200)

Equipment: which cameras?

- Bioethics videos:
 - 'content-driven'
sound quality = vital
 - external microphone
jack essential
 - we have:
 - 4x Sony DCR-HC27E
 - 2x Canon MD205 (with microphones)
 - NB microphone needs to be switched ON!



Equipment: which cameras?

- Video diary:
 - ease of data exchange
(hand in one SD card, issued new)
 - we have:
5x Panasonic SDR-S7



Equipment: which cameras?

- Also here today:
 - 7x Flip cameras (various models)
 - has own USB and software
“plug n play”
 - no external mike



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- See briefing sheet for more details

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- Lunch is at 1 pm

Example video clips (1)



Use of animals in research (2009)

Example video clips (2)



Xenotransplantation (2008)

Example video clips (3)



Transhumanism & Genetic Enhancement (2008)

Example video clip (4)



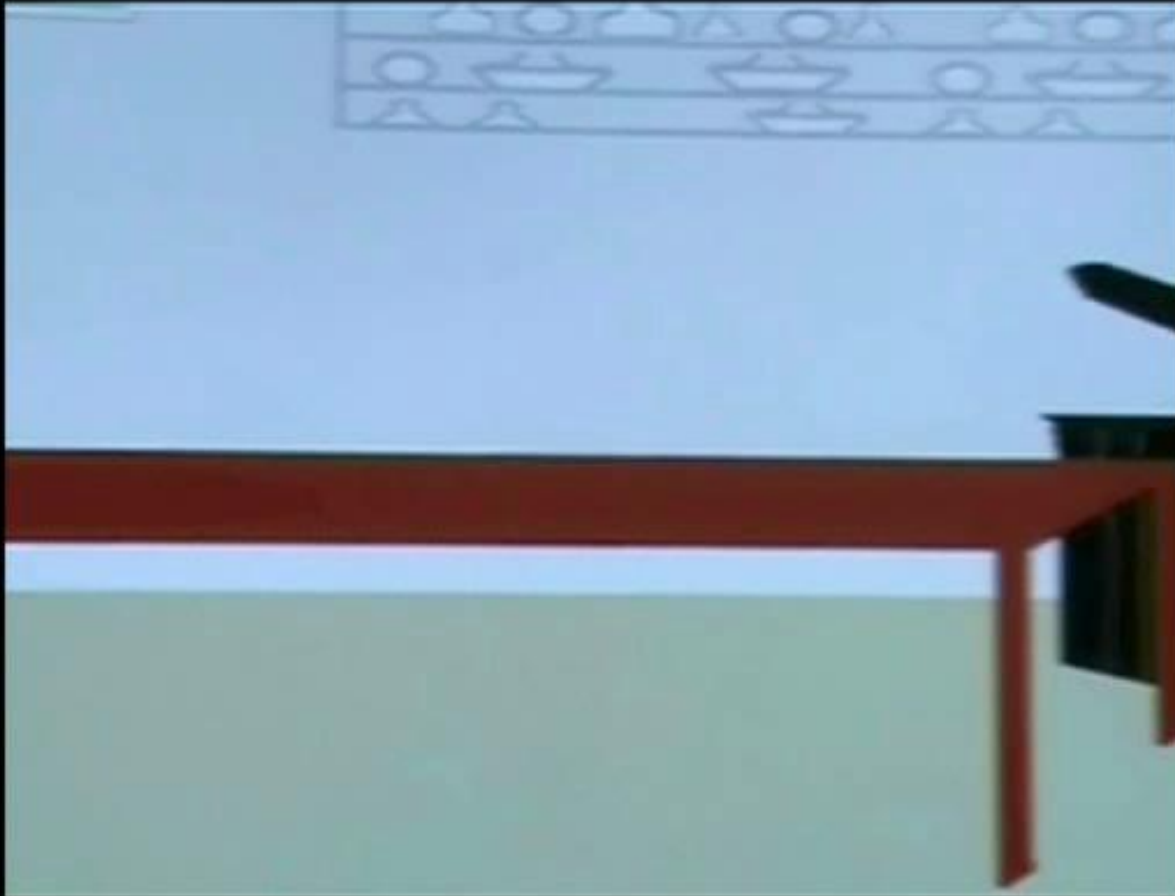
Gene therapy (2009)

Example video clips (5a)

Cognitive
Enhancement

Cognitive Enhancement (2009, part 1)

Example video clips (5b)



Cognitive Enhancement (2009, part 2)

Example video clips (6)



Use of Human Tissue (2008)