Breaking the Golden Triangle of Video Production

CREATING A SCALABLE POST-PRODUCTION WORKFLOW FROM SCRATCH

What is the Golden Triangle?

The Problem

uOnline

- Team of 7 Instructional Designers.
- Set to develop 45 – 50 courses a year across 9 initial programs.
- Average 20 videos per course. Range: 1 – 106

We had no plan for this. In Fall 2014, TLT Video Services was tasked with producing video content and supporting media needs for the university's uOnline program.

Example

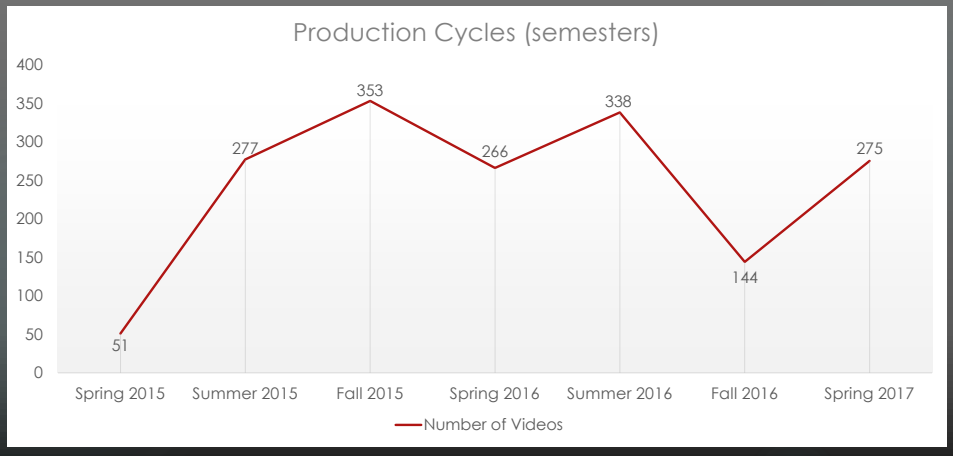
Where We Were:

- Workload: Lecture capture, event streaming, video conferences, project production, and physical media services. 75 events on our busiest weeks.
- Staff: 2 Video Supervisors and 12 part-time camera operators.
- Funding: Departments pay for services. Add more staff as needed.

Where We Were Going:

- Workload: 1704 separate videos totals 375 hours of edited content.
- Staff: Splinter Course Development group of one full-time production specialist and two part-time editors.
- Funding: Course Development positions are funded directly from UGS.

What Came to Pass



How we Broke the Triangle

- **Quality**: All videos are professionally edited for content, QC'ed on an A/V technical level, and branded for department and uOnline.
- **Speed**: A completed 15 minute module video takes about 45 minutes to create from start to finish.
- **Cost**: Almost 1700 edited videos shot and edited for the cost of one salaried and one part-time employees over the first two years. Second part-time position was completely subsidized by "For Hire" work.

Focusing it Down:

Editing Workflow

Project Management Software

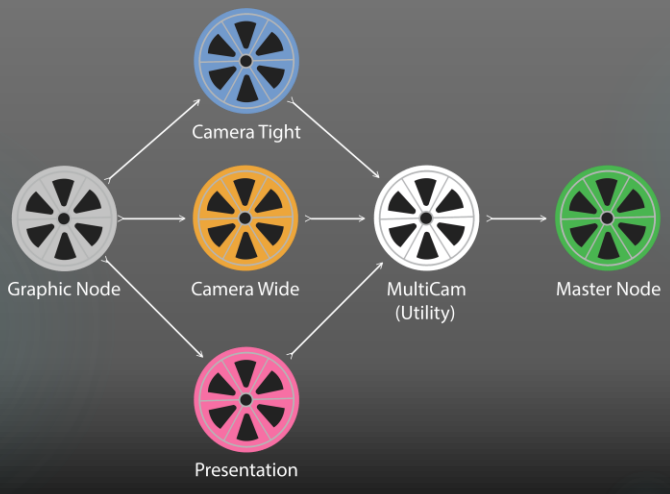
Editing Workflow

Editing Workflow At a Glance

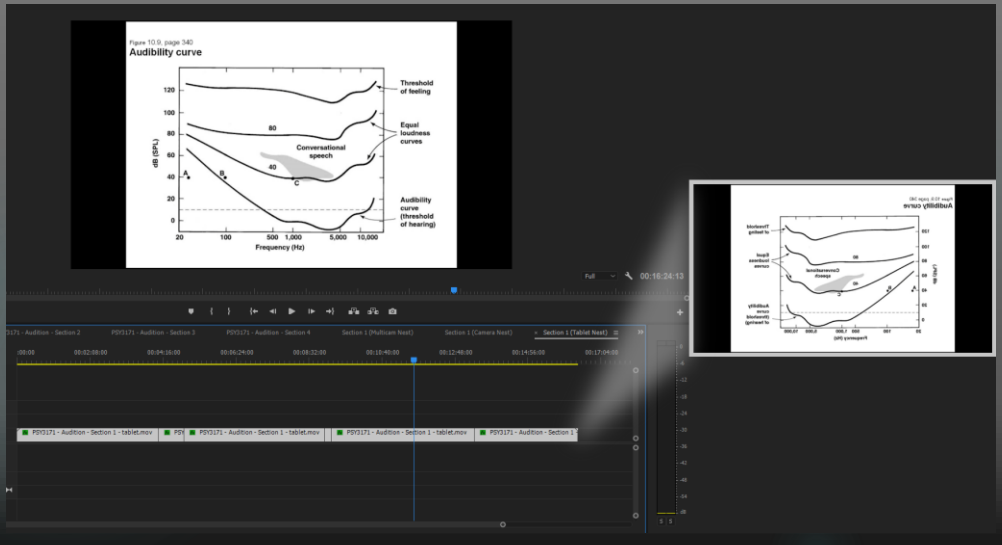
- **Node-based**: In our case, nodes refer to Adobe Premiere sequences. Sequences act as containers for all graphical elements. Changes to nodes carry throughout workflow.
- **Non-Destructive**: Nodes containers nodes retain all original footage. Makes it easy to access deleted material. Keeps all footage organized.
- **Multi-Camera Editing**: Synched nodes allows editor to edit in almost real-time with minimal finessing. Switching nodes after the fact is as simple as right clicking.

Example

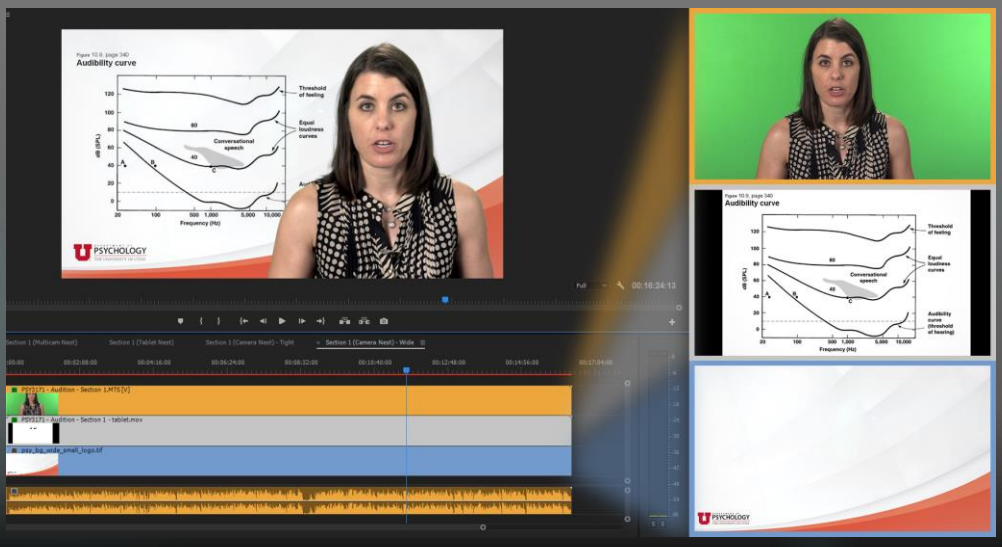
What is in a Project?



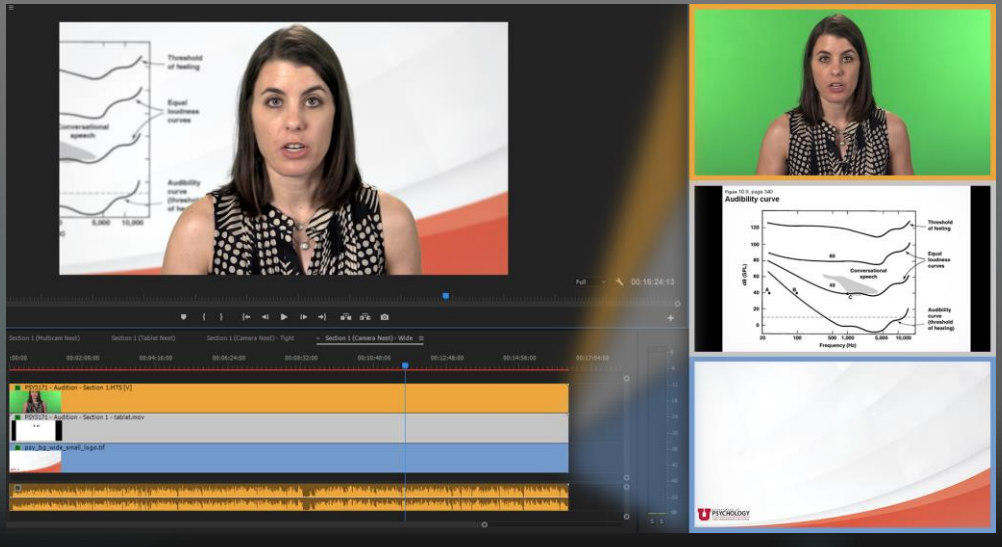
Graphic Node



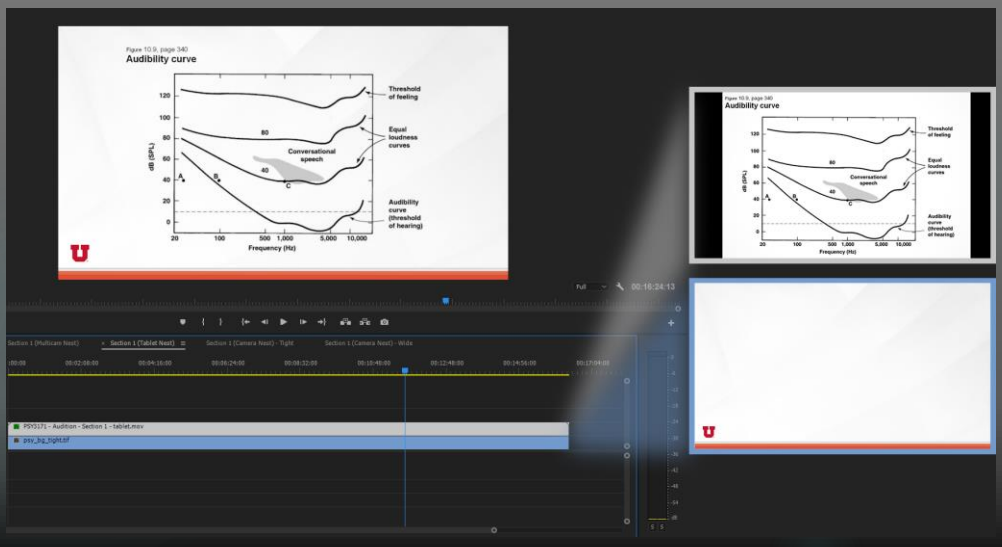
Camera Node - Wide



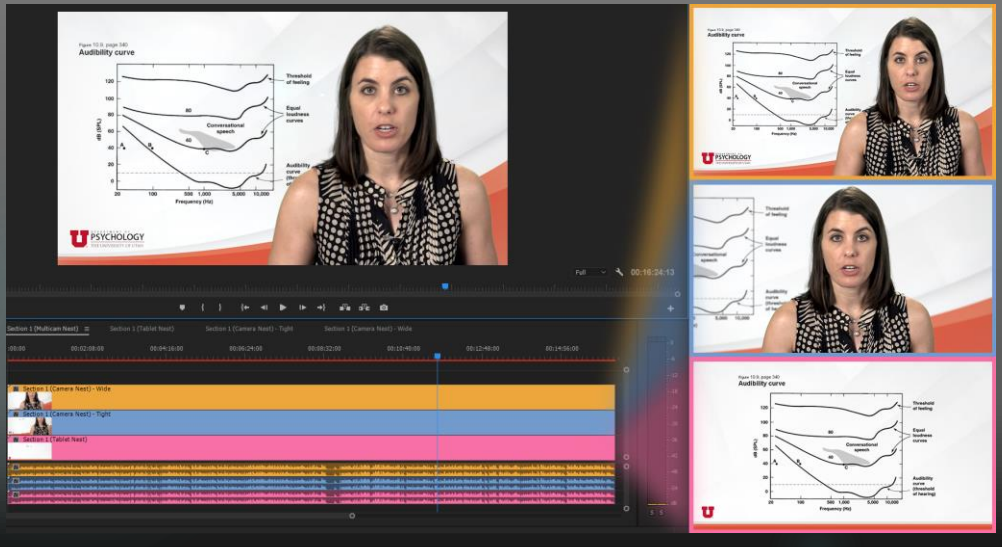
Camera Node - Tight



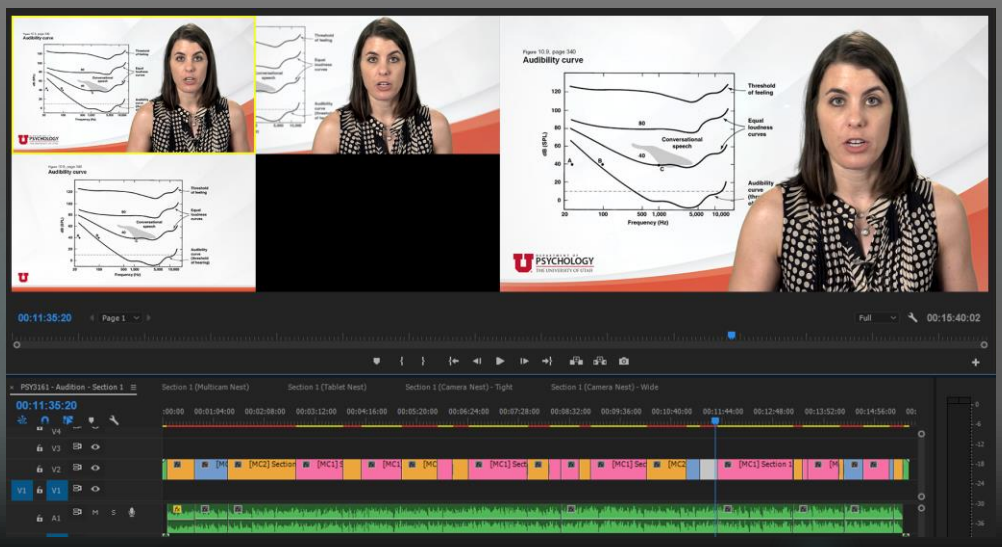
Presentation Node



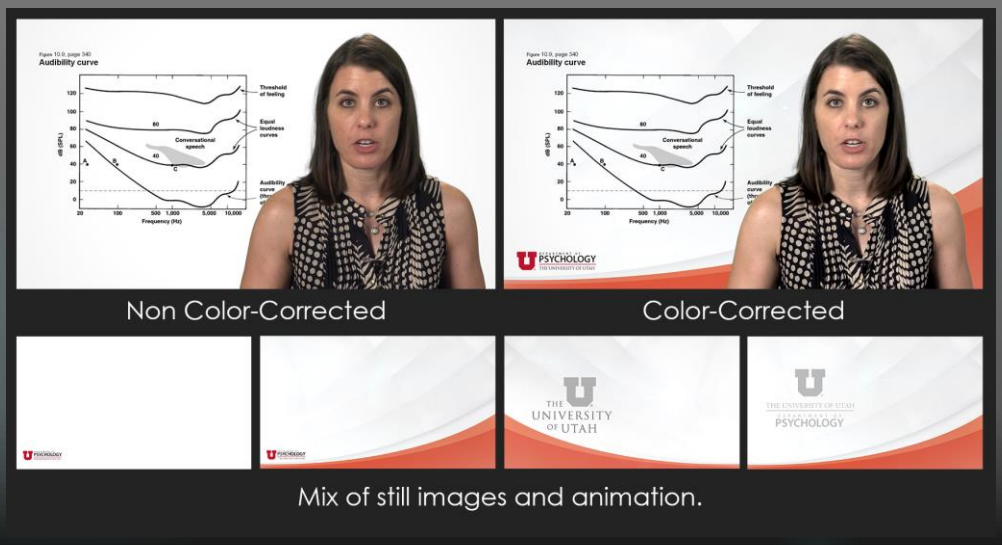
MultiCam (Utility) Node



Master Node



Making It Pretty



Example

Why Edit?

- Professors are not perfect.
- Editors are actually able to edit – Just not assemble. Editors control the visual pace of the video by switching nodes.
- Brings emphasis to content by switching nodes.
- Allows for a polished, concise video that meets Instructional Design standards.

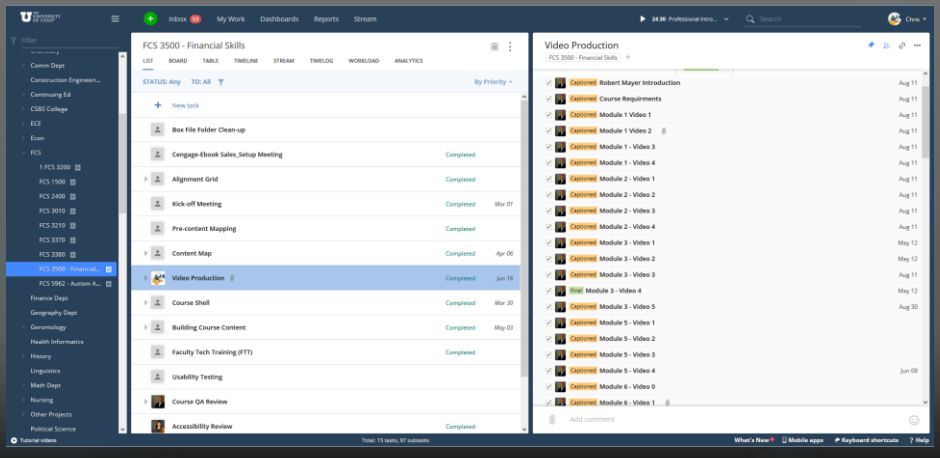
Project Management Software

Chaos in Volume: Keeping Track

Spreadsheets:

- Master spreadsheet updated weekly.
- Each video's status would have to be crosschecked with repository.
- Editor's timesheets would have to be vetted and added.
- Feedback was given in e-mail chain.
- Verbal editing assignments.
- Time consuming.
- Accuracy?

Project Management Software



Management Software Benefits

- Complete transparency between Instructional Design and Video Team.
- Anyone can check status of specific video or class at any time.
- Someone always owns a task, and on a to-do list.
- Accessible place for feedback. No more e-mail chains.
- Editors log time spent on video on actual task.
- Full reporting capabilities.
- Official ledger of what is in our repository.

A Look to the Future…

- Deadlines and bottlenecks.
- Scaling with Instructional Design team.
- Preventing burn-out.
- More capture techniques.
- Adding visual-flare to current editing workflows.
- Since workflow is non-destructive, re-edit videos for a specific course and see if they help learning process.

Questions?

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