

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

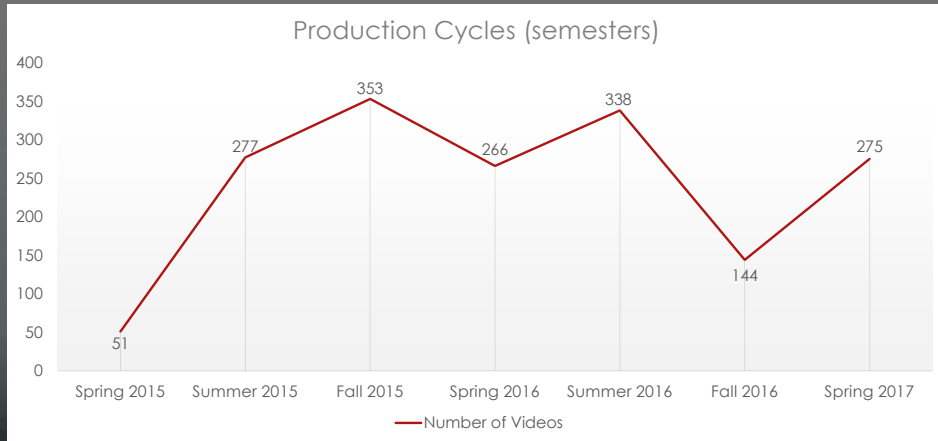
Where We Were:

- ▶ 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

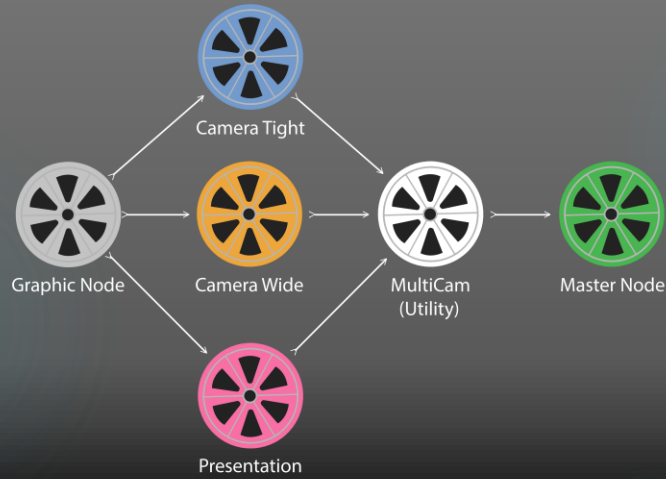
Editing Workflow

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

Figure 17.10, page 240
Audibility curve

Threshold of feeling

Equal audibility curves

Conversational speech

Audibility curve (threshold of hearing)

dB (SPL)

Frequency (Hz)

Full 00:16:24:13

00:00 00:02:09:00 00:04:36:00 00:06:24:00 00:08:32:00 00:10:40:00 00:12:48:00 00:14:56:00 00:17:04:00

PS10171 - Audition - Section 1 - tablet.mov PS1 PS10171 - Audition - Section 1 - tablet.mov PS10171 - Audition - Section 1 - tablet.mov PS10171 - Audition - Section 1

Camera Node - Wide

This screenshot shows a video player interface. The main video window displays a woman speaking in front of a white background with a red and orange graphic at the bottom. To her left is a graph titled "Audibility curve" showing dB SPL vs Frequency (Hz) with labels for "Threshold of hearing", "Equal loudness curves", and "Conversational speech". A smaller version of the same graph is shown in a separate window on the right. Below the video is a timeline with various tracks for audio and video, and a volume control bar.

Camera Node - Tight

This screenshot shows the same video player interface as above, but with a "Tight" camera view. The woman's face is larger in the video window. The "Audibility curve" graph is also present in the same positions as in the "Wide" view screenshot.

Presentation Node

The screenshot displays a presentation node interface. At the top, a graph titled "Audibility curve" (Figure 10.9, page 340) plots dB SPL (20 to 120) against Frequency (Hz) on a logarithmic scale (20 to 10,000). The graph shows the "Threshold of hearing" at the bottom, "Equal loudness curves" (labeled 20, 40, 60, 80), and "Conversational speech" in a shaded area. A red "U" logo is in the bottom left of the graph. Below the graph is a video player interface with a timeline from 00:00 to 00:17:04.00. A video track labeled "PPV_12_Tight" is visible. To the right, a smaller version of the graph is shown within a video frame.

MultiCam (Utility) Node

The screenshot shows a MultiCam (Utility) Node interface. The main video player displays a woman speaking, with a smaller version of the "Audibility curve" graph overlaid in the top left corner. The timeline at the bottom shows multiple tracks for different camera feeds: "Section 1 (Phalcan Head)", "Section 1 (Tablet Head)", "Section 1 (Camera Head) - Tight", "Section 1 (Camera Head) - Wide", "Section 2 (Camera Head) - Tight", and "Section 2 (Tablet Head)". The video player interface includes a timeline from 00:00 to 00:14:56.00 and a red "U" logo. To the right, a vertical stack of three video frames shows the same woman speaking, each with a different background color (orange, blue, purple) and a smaller version of the "Audibility curve" graph overlaid.

Master Node

00:11:36:20 Page 1 Full 00:15:40:02

PSY2163 - Audition - Section 1

Section 1 (Multicam Nest) Section 1 (Tablet Nest) Section 1 (Camera Nest) - Tight Section 1 (Camera Nest) - Wide

00:11:36:20

V1 V2 V3 V4 A1

Making It Pretty

Figure 10.9, page 340 Audibility curve

Figure 10.9, page 340 Audibility curve

Non Color-Corrected Color-Corrected

PSYCHOLOGY THE UNIVERSITY OF UTAH

THE UNIVERSITY OF UTAH PSYCHOLOGY

Mix of still images and animation.

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

The screenshot displays a project management software interface with a dark blue header and a sidebar on the left. The main content area is divided into two panels. The left panel, titled 'FCS 3500 - Financial Skills', shows a list of tasks with columns for 'STATUS', 'TO: All', and 'Priority'. The right panel, titled 'Video Production', shows a list of tasks with columns for 'STATUS', 'TO: All', and 'Priority'. Both panels show a list of tasks with their respective completion dates and status indicators.

Task	Status	Completion Date
Box File Folder Clean-up	Completed	
Engage eBook Sales Setup Meeting	Completed	
Alignment Grid	Completed	
Kick-off Meeting	Completed	Mar 01
Pre-content Mapping	Completed	
Content Map	Completed	Apr 06
Video Production	Completed	Jun 16
Course Shell	Completed	Mar 20
Building Course Content	Completed	May 03
Faculty Tech Training (FTT)	Completed	
Usability Testing	Completed	
Course QA Review	Completed	
Accessibility Review	Completed	

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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