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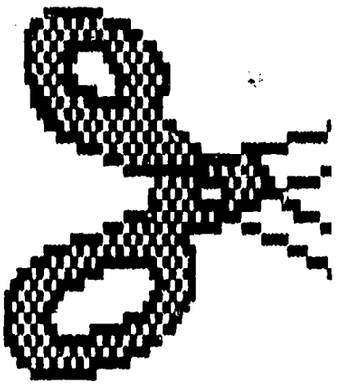
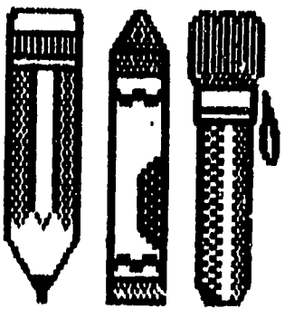
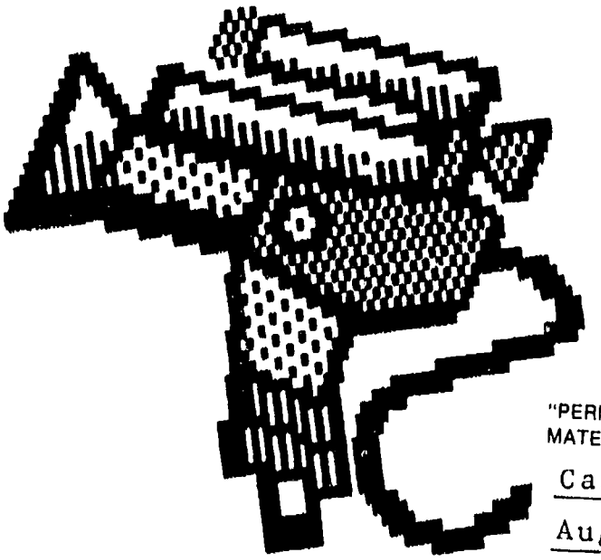
ABSTRACT

Intended for use by media specialists, this guide offers ideas for teaching media production skills in the curriculum areas. Projects are suggested in science, history, economics/distributive education/marketing, mathematics, English, foreign languages, and child care. The purpose, objectives/concepts, resources, and preparation are outlined for a course on production techniques and tools to assist students in presenting information. A detailed lesson plan for the course is also presented. A 14-item bibliography on the desktop multimedia connection, a 13-item bibliography on production, and ordering information for production tools are included. (MES)

MAKIN' IT GREAT! SECONDARY PRODUCTION IDEAS







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MAKIN' IT GREAT--THE CURRICULUM CONNECTION

The following ideas represent a few ways for teaching production skills in the curriculum areas.

SCIENCE

SCIENCE FAIR PROJECTS

Include:

1) Construction ideas for 3-fold display units
   a. Ways to join units/material to use
   b. Technique for adding pockets to units
   c. Arrangement of material on panels
2) Lettering techniques
3) Lettering tools (Demonstrate)
4) Design/color principles
5) Computer programs that could help in presenting ideas/findings
   a. PFS: GRAPH
   b. CROSSWORD MAGIC
   c. PRINT SHOP/PRINT SHOP COMPANION
   d. SUPERPRINT
   e. MULTISCRIBE/APPLEWORKS/PFS: WRITE/BANKSTREET WRITER

10TH GRADE PROJECT ON SCIENTIFIC BIOGRAPHIES

Include:

1) Project ideas
   a. Timelines
   b. Flipcharts
   c. Folding pocket panels/centers
   d. Video/laser projects
   e. Transparencies/Transparency Filmstrip
2) Production techniques
   a. Lettering
   b. Transparency making
   c. Video camera
   d. Reproducing visuals
   e. Apple II Video Overlay Card (Optional)
3) Computer programs
   a. PRINT SHOP/PRINT SHOP COMPANION
   b. MULTISCRIBE
   c. VCR COMPANION/SLIDE SHOP
   d. TIMELINER

4) VIDEO ENCYCLOPEDIA OF 20TH CENTURY on laserdisc (Optional)

(Before or after the lesson on production, students should be exposed to the materials available for biographical research on scientists. The VIDEO ENCYCLOPEDIA OF 20TH CENTURY could be included in either lesson.)

HISTORY

PROJECTS ON THE DECADES/PERIODS IN DEVELOPMENT OF THE U.S.

Include:

1) Project ideas
   a. Video/laser projects (Introduce VIDEO ENCYCLOPEDIA OF 20TH CENTURY on laserdisc)
   b. Timelines
   c. Transparencies
   d. Posters
   e. Sound/slide presentation
2) Production techniques
   a. Video camera
   b. Laserdisc
   c. Lettering
   d. Visual maker/35mm camera
   e. Transparency making
   f. Reproducing visuals
   g. Computer programs (SLIDE SHOP, VCR COMPANION, TIMELINER, etc.)

ECONOMICS/DISTRIBUTIVE EDUCATION/MARKETING

PRODUCING A COMMERCIAL/ADVERTISEMENT

Include:

1) Project ideas
   a. Filmdisks/showdisks
   b. Video spot
   c. Posters/flipcharts
   e. Transparencies
2) Design/color principles
3) Video camera techniques
4) Lettering techniques
5) Transparency design
6) Computer programs--SLIDE SHOP/VCR COMPANION
7) APPLE II Video Overlay Card (Optional)

MATH

PROJECTS RELATED TO COMPUTERS/MATH BIOGRAPHIES

Include:

1) Demonstration of Ellison Letter Cutting Machine with math die set
2) Demonstration of MULTISCRIBE with Math Symbol disk
3) Demonstration of TIMELINER program for biographies
4) Presentation of design principles for posters
5) Presentaton of lettering techniques
6) Demonstration of PFS: GRAPH

ENGLISH

VIDEO TERM PAPERS

Include:

1) Demonstration of VIDEO ENCYCLOPEDIA OF 20TH CENTURY on laserdisc
2) Demonstration of SLIDE SHOP/VCR COMPANION
3) Demonstration of Video Camera Techniques
4) Demonstration of APPLE II Video Overlay Card (Optional)
5) Demonstration of transferring flim clips from laserdisc to videotape

SHORT STORY PROJECTS

Include:

1) Project ideas
   a. Booklets/Posters/Flipcharts
   b. Folding Pocket Panels/Learning Centers
   c. Transparencies/transparency filmstrips
2) Production techniques
   a. Binding
   b. Laminating
   c. Ellison Letter Cutting Machine and special dies
   d. Lettering
   e. Transparency making
   f. Reproducing visuals
   g. Computer programs (PRINT SHOP, MULTISCRIBE, CROSSWORD MAGIC, etc.)

FOREIGN LANGUAGE

GENERAL PROJECTS ON COUNTRIES

Include:

1) Lettering techniques
2) MULTISCRIBE with foreign language disks
3) Reproducing visuals
4) Design/color principles
5) Folding Pocket Panels/Flipcharts

CHILD CARE PROGRAM

PROJECTS FOR WORKING WITH YOUNG CHILDREN

Include:

1) Production techniques
   a. Laminating
   b. Mounting
   c. Lettering
   d. Binding
   e. Computer programs for graphics
   f. Reproducing visuals
   g. Video
   h. Puppet Construction/Storyboarding
2) Project ideas
   a. Games
   b. Flipcharts
   c. Puppets
   d. Learning centers
   e. Picture books

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PRODUCTION TECHNIQUES AND TOOLS

PURPOSE: To introduce students to production equipment and techniques which will assist them in choosing the most effective format for presenting the information located during their research.

OBJECTIVES/CONCEPTS:

Students will

a) Demonstrate the ability to design and prepare transparencies for the overhead.

b) Identify the available lettering tools and equipment, clipart, computer programs, and supplies for production.

c) Apply the project ideas presented during the lesson to a classroom assignment.

d) Distinguish between the methods for reproducing artwork for visual projects.

RESOURCES: Overhead and locally produced transparencies; large screen monitor and video equipment; visual maker; various lettering tools (Ellison, Alphaline, Wrico, etc.); display tables; clipart books; blank transparency sheets and pens; pencils; handouts on transparency made filmstrip and folding pocket panels; opaque projector; art projector; Phantom Line; corner rounder; binding machine and coils; sample projects and posters; easels; thermo-fax machine; computer and programs; and strips of posterboard and paper.

PREPARATION: Arrange overhead and make sure transparencies are in order; place pencils on cart and handouts/activity sheets on tables; set up video and computer; arrange equipment, lettering tools, and other resources (see above) on display tables; place posters on easels.

TEACHER_____

LESSON PLAN

PRODUCTION TECHNIQUES AND TOOLS

I. INTRODUCTION AND REVIEW

A. Have VCR COMPANION filmdisk (Production Fever--Catch It!) playing as students take their seats.

B. Welcome students to the media center and state purpose of today's session--TO INTRODUCE PRODUCTION EQUIPMENT AND TECHNIQUES WHICH WILL ASSIST YOU IN CHOOSING THE MOST EFFECTIVE FORMAT FOR PRESENTING THE INFORMATION LOCATED DURING YOUR RESEARCH.
Mention that they will learn more about the filmdisk which was playing when they entered later in the period.

C. Review some of the tools that may have previously been used by students for production--laminators, opaque projector, etc. Ask purpose and hints in using these.

Example: Opaque---Purpose-To enlarge line drawings.
Hints-Use in darkened room.
Projects real objects.

Laminators---Purpose-To protect, preserve, etc. projects.
Hints-Avoid paper clips, staples, etc. when using.
Watch material to see that it doesn't wrap around roller.

II. PRESENTATION OF INFORMATION ON PRODUCTION TECHNIQUES/TOOLS.

A. Reproducing materials for visuals.

1. Enlarging---Opaque (already explained), Art Projector, and Overhead

2. Tracing--Light table and Phantom Line
   Pass Phantom Line around so that each student has opportunity to see how it works.

3. Transparency making (Introduce videotape demonstrating thermal process and acquaint with appropriate handouts on table) If not using videotape, use transparencies to point out design principles, etc. and demonstrate process.

   Be sure to cover guidelines for design, preparation of master, the thermal process, and project ideas (thermal filmstrip, thermal slides, masking, etc.).

   CHECK FOR UNDERSTANDING: What must the master contain?
   Ans. Carbon
   What types of materials make a reproducible master?
   Ans. Newsprint, electrostatic copies, number 2 pencils, etc.
   How large should lettering be?
   Ans. At least 1/4 inch

HAVE A COUPLE OF STUDENTS DEMONSTRATE PROCESS.

B. Lettering for visuals

   (If videotape isn't used, use transparencies/demonstrations.)

   1. General hints

   2. Hand lettering techniques

   3. Lettering tools (Alphaline, Kroy, Ellison, pencil guides, tracing/stencil letters, computer programs, etc.)

      Include information about which ones are good for transparencies, posters, bulletin boards, etc.

      Show examples of each type.

      Show examples of correct uses of color.

CHECK FOR UNDERSTANDING: Show example of lettering and ask what type it is.
Ask about the color of the background in relation to letter color--light letters/dark background, etc.
What computer programs could be used for lettering?
Ans. PRINT SHOP, MULTISCRIBE

LET STUDENTS DEMONSTRATE ELLISON AND ALPHALINE TOOLS.

C. Production tools and project ideas

1. Video equipment and projects

2. Binding machine--Use for flip charts and to join panels
Let student demonstrate.

3. Corner rounder--Let student demonstrate.

4. Visual maker and slide making

5. Computer programs--CROSSWORD MAGIC for puzzles
VCR COMPANION and SLIDE SHOP for self-booting presentation disks

Show sample projects--folding pocket panels, learning centers, video animation, etc.

CHECK FOR UNDERSTANDING: Give one use for the binding machine?
How could the SLIDE SHOP be used for a project?
What equipment would you use to copy material for a slide presentation?

III. SUMMARY

Use summary transparency--Reproducing Materials
Lettering
Production Tools
Project Ideas

NOTE: A fill-in-the-blank activity sheet or a five-question quiz prepared on a transparency could be used to check each student's understanding of the material presented.

Material could be presented over a two-day period. Depending on the purpose of the class visit and the follow-up project, certain material may not need to be covered. This lesson applies to a general overview of production.

FOLLOW-UP ACTIVITY: Each student will complete a subject related project.

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HOLY COMPUTER, BATMAN! WHAT'S NEXT?

A BIBLIOGRAPHY ON THE NEW DESKTOP MULTIMEDIA CONNECTION

Colborn, Candy. "Presentation Magic," TEACHING AND COMPUTERS, January/February, 1989, pp. 16-17.
(Overview of presentation software packages)

Hertzberg, Lanny. "Desktop Video on the Amiga," ELECTRONIC LEARNING, October 1988.

McCarthy, Robert. "Multimedia: What the Excitement's All About," ELECTRONIC LEARNING, June 1989, pp. 26-31.

Schwartz, Roberta, and Michael Callery. "Yabra Dabba II," A+ MAGAZINE, March 1989, pp. 36-39+.
(Animation on Apple computers)

SLUYTER, DEAN. "SCENE II," A+ MAGAZINE, March 1989, pp. 29-32.
(Scripting with the computer)

Smeltzer, Dennis K. "The Microcomputer and the Media Center Computerized Graphics Production," TECHTRENDS, March 1988, pp. 16-18.

Stafford, Carl. "Audiovisual Update," MEDIA & METHODS, November/December 1988, pp. 28-31.

Statt, Paul. "Roll Video," inCIDER, May 1989, pp. 42-45.
(Apple Video Overlay Card)

Stevenson, Doug. "Video Effects by Computer," CAMCORDER REPORT, Winter 1988, pp. 32-35.
(Hardware and software that generate great graphics)

Swain, Mark. "Desktop Video," VIDEOMAKER, July/August 1989, pp. 65-67.
(DTV case study of Commodore Amiga)

Swain, Mark. "Desktop Video!" VIDEOMAKER, March/April 1989, pp. 27-41.

Tuck, Larry, and Jennifer Ravi. "The Meaning of Multimedia," PRESENTATION PRODUCTS MAGAZINE, June 1989, pp. 26-34.

"Video Bedfellows," A+ MAGAZINE, May 1989, p. 13.
(Apple Video Overlay Card)

Wilson, Leslie. "Take II," A+ MAGAZINE, March 1989, pp. 13-28.
(Desktop video)

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THE [illegible]ION GAME
AND
OTHER VIDEO [illegible]IMATION TRICKS
A BIBLIOGRAPHY OF ARTICLES AND AN INFORMATION SHEET

Adams, Dennis M. "A Model for Student Video Production," THE TECHNOLOGY TEACHER, DECEMBER 1988, pp. 30-32.

Caruso, James R. and Mavis E. Arthur. "How to Produce Your Own TV Show: Ten Steps To Give Your Video That Professional Touch," CAMCORDER REPORT, April 1989, pp. 74-78.

Joseph, Helen. "Putting It All Together," CLASSROOM COMPUTER LEARNING, May 1986, pp. 23-26. (Integrating software to create a slide show)

Newroe, Bill and Kathy. "Video Animation Comes to Life!" VIDEOMAKER, Feb/Mar 1987, pp. 41-43.

Renfro, Nancy and Ann Weiss Schwalb. "Show Centers for Library Media Centers: Establishing Puppet Performance Centers in the Library," SCHOOL LIBRARY MEDIA ACTIVITIES MONTHLY, January 1986, pp. 29-36.

Roth, Cliff. "Video Animation. . .On The Move," VIDEOMAKER, July/ August 1989, pp. 38-46.

"Science Fair Projects," BOOKLIST, April 1, 1989, pp. 1374-1377. (A annotated bibliography of science fair project books for junior and senior high students)

Stevenson, Doug. "Directing Your Video: Movie Making Secrets of Communication," CAMCORDER REPORT, April, 1989, pp. 45-47.

Stevenson, Dourg. "Simple Special Effects: How To Add Visual Excitement to Your Videos," CAMCORDER REPORT, April 1989, pp. 53-5.

Thomas, James L. "Using Nonprint Production In Teaching Library Media Skills," SCHOOL LIBRARY MEDIA ACTIVITIES MONTHLY, March 1985, pp. 33-5.

"Video Term Papers Take The Place of Traditional Written Reports," T.H.E. JOURNAL, April 1988, pp. 68-79.

Vliet, Lucille W. Van. "It's Time to Try Animation," SCHOOL LIBRARY MEDIA ACTIVITIES MONTHLY, June 1986, pp. 42-43.

Vliet, Lucille W. Van. "A Puppet show for Primary Grade Students," SCHOOL LIBRARY MEDIA ACTIVITIES MONTHLY, December 1985, pp. 40-43.

Woodbury, Tom. "Editing Videotapes The Cheap and Hard Way," VIDEO CHOICE, May 1988, pp. 20-21.

ORDERING INFORMATION FOR PRODUCTION TOOLS, ETC.

VIDEO

APPLE II VIDEO OVERLAY CARD
ORDER NO. A2B2092 (Approx. $400.00)
(Includes Videomix program disks)

GEMTRONICS
12705 S.W. Camellia St.
Beaverton, Oregon 97005
(Camera switcher)

SANSUI ELECTRONICS CORP.
1250 Valley Brook Ave.
Lyndhurst, N.J. 07071
(Video processor/character generator)

LETTERING

DEMCO (ALPHALINE)

DICK BLICK (PHANTOM LINE)
BOX 1267
GALESBURG, IL 61401

ALLISON EDUCATIONAL EQUIPMENT, INC. (LETTER CUTTING MACHINE)
17171 Daimler Street, Irvine, CA 92714 (714) 724-0555) Shipping Address
P.O. BOX 8209, Newport Beach, CA 92658-8209 (Mailing Address)

HIGHSMITH CO., INC. (Wrico and easels)

CLIPART

A.A. ARCHBOLD
P.O. Box 49657
Los Angeles, CA 90049

ARTMASTER/CLIPART QUARTERLY
500 N. Claremont Blvd.
Claremont, CA 91711

HARTCO COMPANY
170 West Pearl St.
West Jefferson, OH 43162

LEI, INC.
RD 1, Box 219
New Albany, PA 18833

SLIDES

Green, Lee. CREATIVE SLIDE/TAPE PROGRAMS
LIBRARIES UNLIMITED (Available from Highsmith)

VISUAL HORIZONS
180 Metor Park
Rochester, N.Y. 14623-2666
(Slide Masks)

TRANSPARENCIES

Green, Lee. 501 WAYS TO USE THE OVERHEAD PROJECTOR
LIBRARIES UNLIMITED (Available from Highsmith $18.50)

SCRIPT WRITING

Wolfe, Glenn M. AV SCRIPT WRITING KIT, 2nd ed. 1983
Haas-Haus Productions
P.O. Box 207
Duncan, OK 73533 ($49.95)

GENERAL PRODUCTION

Thomas, James L. NONPRINT PRODUCTION FOR STUDENTS, TEACHERS, AND MEDIA SPECIALISTS: A STEP-BY-STEP GUIDE, 2nd ed.
Libraries Unlimited ($23.50)
P.O. Box 3988, Englewood, CO 80155-3988

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