

## Podcasting Assignment – Summer 2012

Using word processors, spreadsheets, databases and presentation software we can analyze, format, and understand all sorts of data. The last step is to be able to deliver useful information to others in a format they can easily access. As information specialists, you will be asked to develop and deliver a video podcast related to one of the topics of the course. Groups of 2-3 students will be assigned to create a podcast reviewing a key concept presented in the textbook. The podcast is due to be delivered to me electronically by noon on the day listed in the table at the bottom of page two of this document. We will be using Camtasia Studio software, which will be demonstrated in class and has a variety of tutorials available at <http://www.techsmith.com/learn/default.asp>. Teams will develop a 6-12 minute video tutorial reviewing and recapping their assigned topic. The software, microphones and cameras are available in the Technology Lab (HT230), or you may download a 30-day free trial if you have your own hardware and want to work on the project outside of the lab.

In addition to a video, each group will submit an outline or storyboard and a summary of your activities. The outline/storyboard should identify the sequence of events that will take place, and should ideally be completed BEFORE beginning the recording. This sequence does not have to be a word-for-word script, but should include the key points in the video along with what files (if any) will be used during the demonstration. You can create the outline in MS-Word, or if you prefer to work with visuals you can submit a hand-drawn storyboard of events. When developing the sequence of events remember to incorporate elements of the SUCCES grading rubric which is explained below. The second item to accompany the video is a summary of who is on the team, what role they played, and brief recap the group's activities when developing the video. This recap should be submitted as a MS-Word document.

What is SUCCES? In their book "*Made to Stick*," Chip and Dan Heath identify six elements that make an idea memorable—or in their words “sticky.” These six elements should be considered when creating your podcasts since the goal is to make your recap “sticky” so that the rest of the class will remember the key point you have identified as the most important part of a given chapter. These six elements include simplicity, unexpectedness, concreteness, credibility, emotion, and stories. Simplicity means to choose one core idea and stick to that one message; six minutes is not enough time to try and explain every concept in the chapter. Unexpectedness means to grab your classmates' attention with something surprising or unexpected in your message, which may include the delivery but should be directly linked to what you want your classmates to remember (although shouting at the camera is probably unexpected, it likely doesn't relate directly to the idea you are trying to communicate). Concreteness is when your message includes tangible examples, not just a lot of theory about how things *should* work, instead showing us how they actually *do* work. Credibility is the degree to which the rest of the class believes your video, it is important that you include some authoritative source or an example to prove what you are saying is

true. Emotion in a presentation is critical to making people *care* about your topic, which certainly makes it more memorable. Stories are the way to get people to take action – tell your classmates a compelling story and they are much more likely to follow your lead. Although you may not be able to get all six elements of the SUCCES strategy into your video, the more you can get, the more likely it will be memorable, and helpful, to your fellow classmates. Once your video is submitted, the entire class will view it and rate your ability to include each of these factors into your presentation. The ratings are feedback for your group alone, and will not impact my grading of the project.

## Podcasting Assignment – Grading Process

When grading, I will assign a single grade for the group based on these four factors.

- **Technical Issues** (10 points)
  - Was the podcast posted on time?
  - Was it between 6 and 12 minutes?
  - Did the podcast play properly?
  - Did the web version play properly?
- **Content Issues** (20 points)
  - Was the content technically accurate?
  - Did it explain the idea completely?
  - Was it a key idea in the chapter?
- **Presentation issues** (10 points)
  - Did it incorporate SUCCES elements?
  - Was it easy to follow and understand?
- **Documentation issues** (10 points)
  - Was the outline/storyboard included and was it accurate?
  - Was the group activity summary included?

The specific topics and the podcast due dates are outlined below:

Number) Application - Topic	Discussion	Podcast Due
1) Word –Creating Documents	May 31	June 7
2) Word – Working with Long Reports	June 6	June 13
3) Word – Desktop Publishing	June 7	June 14
4) Excel – Key Concepts	June 13	June 20
5) Excel – Formatting Worksheets	June 14	June 21
6) Excel – Formulas and Functions	June 19	June 26

\*all podcasts are due by the end of class on the day indicated in the table

## Podcasting Assignment – Technical Details

Save your files to a flash drive and post them to the MyMC course tools “files – add a new file” option (this will be explained in more detail and demonstrated in class). Only one person on the team should submit the project, and it will consist of at least eight files, and possibly a ninth. The files to be submitted are listed in the table below, and grouped by when they are created. The name of the file should be the word “podcast” plus the number of the assignment (from the table above) plus the five digit CRN for this class (such as 40695). An example name for assignment #2 (Word – Editing and Formatting) would be “podcast240695.xxx” – using this naming structure is important so I can keep each assignment separate from the others and you can get credit for your work. You should use this name from the very start of your project since the “publication” process embeds this name into some of the other files.

Camtasia 7 - Web	Camtasia 7 - iPod
expressInstall.swf FirstFrame.png podcast240695.html podcast240695.mp4 podcast240695_controller.swf swfobject.js	podcast240695.m4v
	Word
	podcast240695Group.docx podcast240695Outline.docx

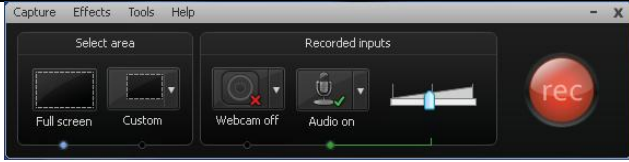
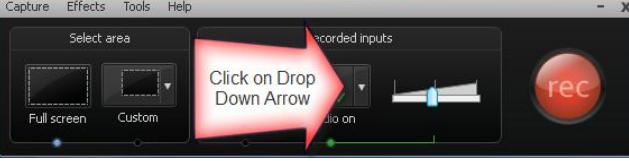
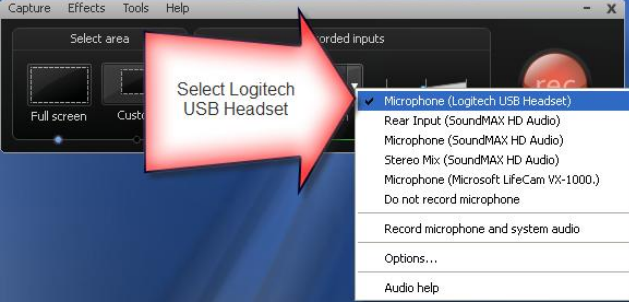
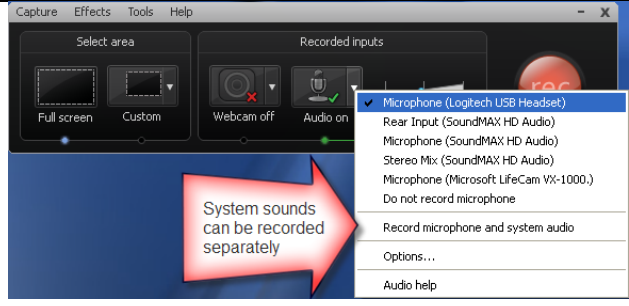
Everything except the MS-Word files are created automatically by Camtasia when you choose to publish the movie. In order for the rest of the class to see your video on the web you should choose the publishing preset called “Web.” You will also need to publish the video using the preset “iPod” so that your video can be added to the rest of the class podcasts. The next file to be submitted is a summary of the group activities and who is in the group; this will be a MS-Word document and should use the same name as above with the word “Group” put at the end so the file name will look like “podcast240695Group.docx” in the example above. The last file, which could be a MS-Word file or it might be something you hand in during class, is the outline or storyboard. If you use MS-Word please name the file with the word “Outline” at the end so I know what it contains (“podcast240695Outline.docx” in the example above).

The location where you can “subscribe” to the podcast as well as view the Web-based versions will be linked from MyMC and discussed in class. During class time we will view each podcast and the rest of the class will have a chance to comment on your ability to incorporate the SUCCES elements into your video as well as provide any general comments they choose to share. After I review the comments I will provide them to the team.

## Lessons Learned

After assigning this project for several semesters I have learned a few lessons about when and why some groups have difficulty, and I want to forewarn you of those pitfalls.

- 1) **The microphone doesn't work!** The first challenge several groups had was getting the microphone to work. If you start Camtasia and the microphone is not working then you need to tell the operating system to use the USB device (which is the microphone on the supplied headset) rather than the microphone attached to the Web Camera. This is done by selecting "Audio Option" from the reorder dialog box (step 1). When the "options" dialog box opens click on the "Device" selector (step 2). Choose the "USB Headset" or something similar to that wording (step 3).

<p><b>Step 1:</b> Open Camtasia Recorder and check to see if the audio is working</p>	
<p><b>Step 2:</b> If no audio, click on the drop down arrow next to the picture of the microphone</p>	
<p><b>Step 3:</b> Be sure the "USB Headset" (or wording similar to that) is the selected device</p>	
<p><b>Step 4:</b> System sounds can be recorded, but not at the same time as the microphone, you will need two recordings to get the system sounds and narration</p>	

- 2) **Files are missing when I go back to edit my movie!** When you create your recording Camtasia creates a file called something like “podcast233426.camrec” (the actual name depends on your group number). This file is the screen recording, and may be put into a Camtasia folder in “My Documents” or wherever you tell it to be saved. Once you begin editing the recording, Camtasia creates a “podcast233426.camproj” file with your production edits. If you leave the lab without saving these files to your USB drive, you will not be able to edit what you have recorded, you will have to start over again from scratch. **BE SURE YOU HAVE BOTH FILES ON YOUR FLASH DRIVE BEFORE LEAVING THE LAB!** If you are missing either file you will have to start over the next time you get to the lab. (Trust me, I’ve seen students lose hours and hours of work because they didn’t save these files.)
- 3) **I don’t have time to meet with my group!** Learning to work collaboratively with others means making compromises in your schedule as well as theirs. You can either plan to meet very early in the process (maybe even this week) to allocate responsibilities, or you can contribute via email (perhaps writing the script, preparing the example files, and documenting the activities).
- 4) **We ran out of time!** Several groups were surprised how much time it takes to create a short video, plan ahead and schedule several hours to work on recording and editing the video. Many groups have reported that a short video can take five or more hours to complete.
- 5) **We can’t cover the whole chapter in twelve minutes!** I agree, which is why your group should decide what part of the chapter was most important and stick to just one or two topics. You may want to wait until we discuss the chapter in class to see what was most difficult, raised the most questions or sparked the most conversation and focus on those few topics for your video.
- 6) **Nobody liked our video!** Please avoid rehashing the homework – be creative! If you want other people to watch your video it should be fun to watch – add in some audio or video from other sources if you want, or tell us a story, or use an example that other students can relate to – just don’t be boring! If you have fun creating your video, then likely the rest of the class will have fun listening to it.

Podcast Comments

Your Name: \_\_\_\_\_

Podcast Topic: \_\_\_\_\_

How well did the team include the SUCCES elements discussed in class?

Simplicity: Was there a core idea presented in the video? What was it?

Unexpectedness: Was there anything unexpected in the video? What was it? Was it related to the topic?

Concreteness: Was there a specific example that demonstrated the idea? Did it work?

Credibility: Did the video have something to make it believable?

Emotion: Was there an emotional element of the video? What was it?

Story: Was there a compelling story told in the video? What do they want you to do?

General Comments: