



The Best of All Worlds: Collaborating Across Teams to Produce Quality Videos

AMANDA BAROTT & CERADWEN TOKHEIM –

UNIVERSITY OF WASHINGTON SCHOOL OF MEDICINE

Abarott@uw.edu; Tokheim@uw.edu

Outline

- Working with Others
- Being an Instructional Designer
- Being a Content Producer
- Discussion and Building Collaborative Documents

Disclosures & Acknowledgements

- We have no financial or service relationships to disclose.
- We recognize the 'āina (land and waters) on which we gather as an indigenous space. We gratefully acknowledge and will do our part to support Na Kānaka Maoli (the indigenous people of Hawai'i), past, present, and future as they mālama (care for) Hawai'i.

[Support Hawai'i Wildlife](#)

[Support Native Hawai'ian Owned Businesses](#)

[Volunteer and Give back activities while in Hawai'i](#)

Thank you Committee on the Status of Diversity and Representation and Office of University of Hawai'i Mānoa Provost Michael Bruno for your thoughtful land acknowledgement that helped to shape ours
<https://www.isanet.org/News/ID/5767/ISA-2020-Land-Acknowledgement>

About the presenters



Amanda Barott

Video & Collaborative Technologies Specialist
University of Washington School of Medicine

- Background in Animation Art & Design
- 15+ years of experience in producing educational video content.



Ceradwen Tokheim

Instructional Designer
University of Washington School of Medicine

- Background in library and information science, educational psychology, and design
- 9+ years instructional design experience

Learning Objectives

- Participants will co-construct a document organizing ideas on how best to collaborate across teams to create high-quality multimedia content.
- Participants will determine best practices for content mining and working with media producers.

Working with others

Tips for collaboration

- Have Roles
- Clear Communication
- Very Specific Ask –
 - Establish purpose and scope of video (learning objectives)
 - Clear project definition and plan
 - Better to be too specific and detailed than generic
- Have Deadlines
- Be Flexible



Being an Instructional Designer

To effectively teach with multimedia:

1. Check your scope, breadth, and depth
2. Organize your content
3. Declutter your slides

Check your Scope



Scope – Write your Summary Frist



Example:

- To effectively teach with multimedia:
 1. Check your scope, breadth, and depth
 2. Organize your content
 3. Declutter your slides

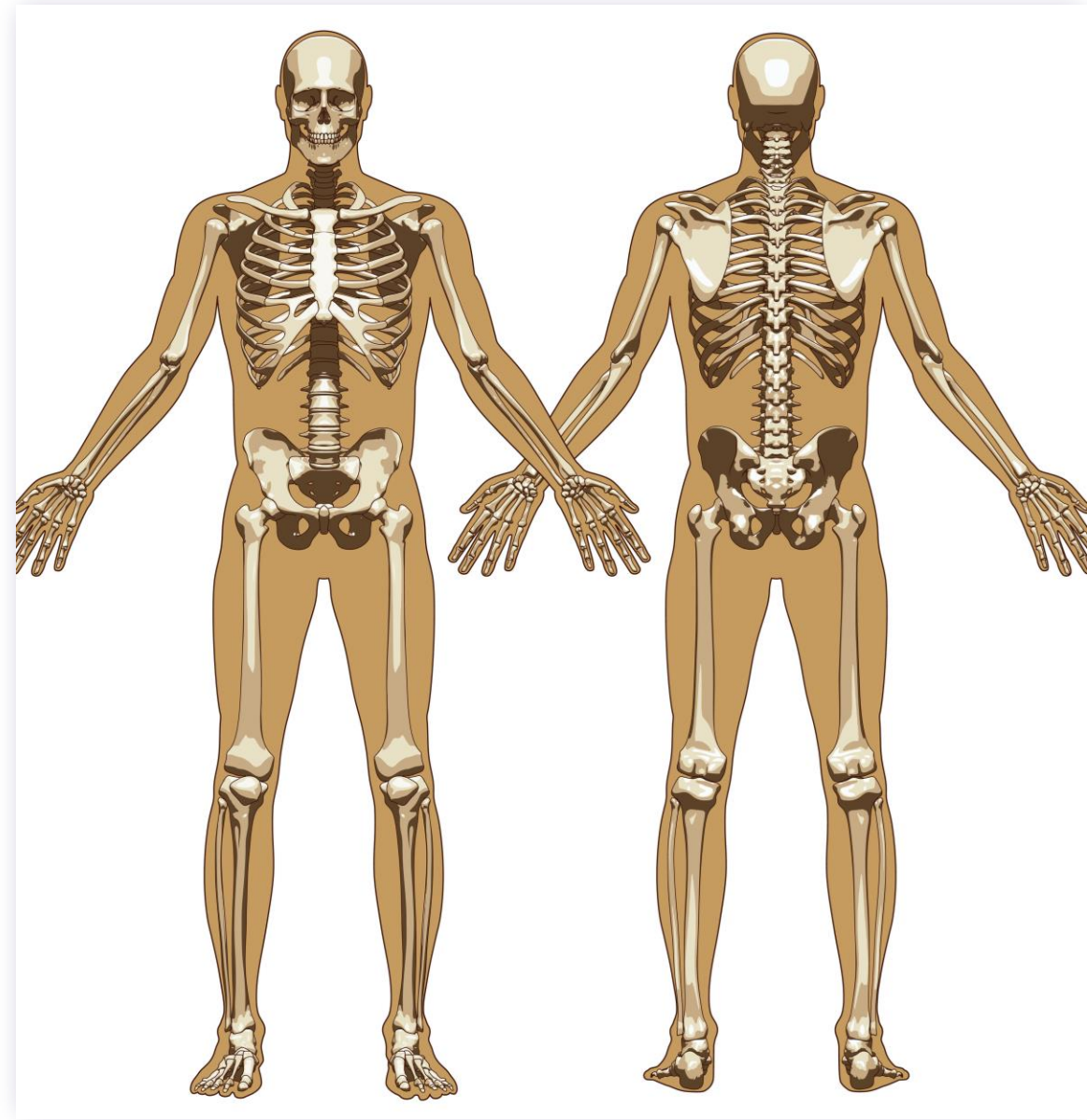
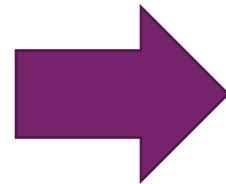
Check your Breadth, & Depth

- Is it already somewhere else?
- Is the depth and breadth appropriate for this level?



Organize your Content

- Build your skeleton first (main points/outline)
- Make your organization (skeleton) visible



Organize your Content

- Chunk content
- Overview
- Summarize



Declutter Your Slides

- Keep slides straightforward and non-dense
- If a concept needs to be remembered, it should be written down on the slide
- Minimum size 20 font for primary text

Summary

To effectively teach with multimedia:

1. Check your scope, breadth, and depth
2. Organize your content
3. Declutter your slides

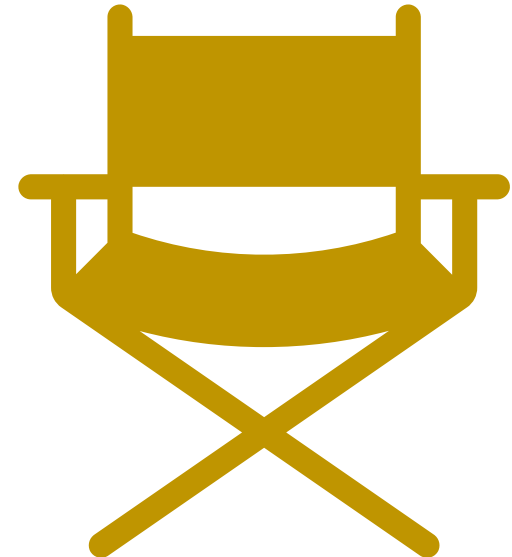
Being a content producer

- Writes, develops, edits, & publishes content for:
 - Websites, blogs, videos, email marketing campaigns, advertising campaigns, social media posts, infographics, whitepapers, and more.
- Focus of today is Video production.



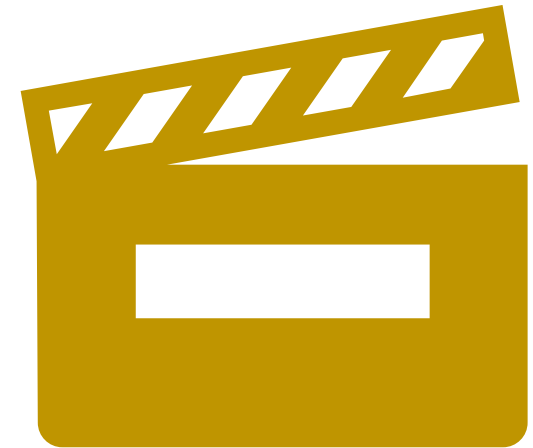
Being a video producer

- Pre-production:
 - Where all parties agree on:
 - Scripting, development, & overall creative direction
 - Schedules, deadlines & budget
 - Logistics of the crew, equipment & locations
 - Division of task & roles



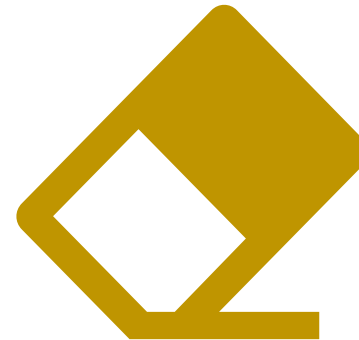
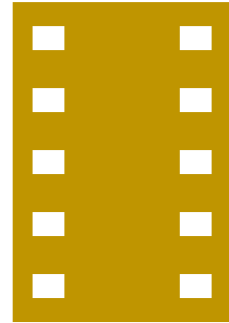
Being a video producer

- **Production:**
 - Going to locations to film
 - Putting together a rough cut
 - Development & sourcing of other materials



Being a video producer

- Post-production:
 - Includes:
 - Editing
 - Color correction
 - Graphics
 - Audio sweetening
 - Sound design
 - Etc.



Fair Use

- Under section 107 of the Copyright Act 1976, allowance is made for “fair use” for purposes such as criticism, comment, news reporting, teaching, scholarship, education and research
- This video may contain copyrighted material whose use has not been specifically authorized by the copyright owner.
- *"University of Washington School of Medicine, in conjunction with Dr. Maria Yang of the Downtown Emergency Service Center, is making this video for purposes such as criticism, comment, news reporting, teaching, scholarship, education and research. We believe that this constitutes a "fair use" of the copyrighted material as provided for in section 107 of the US Copyright Law."*

Summary

- There is an order of operations in production
- Follow it and keep tasks within their silo
- "The happy ending cannot come in the middle of the story."
— Peter S. Beagle, [The Last Unicorn](#)

Discussion & Building Collaborative Document

- What has worked well for you when collaborating with others?
- What is one thing you have learned from making your own videos & content?
- <https://bit.ly/3JXfT6t>



QUESTIONS?



Resources

Presentation Best Practices

- [Organizing Your Content](#)
- [Designing Your Slides](#)
- [Presenting](#)

Example Video:

- [Harm Reduction - Dr. Yang](#)

Handouts:

- [Remote Recording Best Practices](#)
- [DIY Editing Best Practices](#)



Acknowledgements

- Thanks for Dr. Richard Mayer for his research on teaching with multimedia and Joe Benfeld for his summary of Dr. Mayer's research
- Lowgren, J., & Reimer, B. (2013). *Collaborative media: production, consumption, and design interventions*. MIT Press.