



# Participants' Guide

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Contact us: [GRFvideo@nsf.gov](mailto:GRFvideo@nsf.gov)

## ***DESCRIPTION***

- Who:** Current Graduate Research Fellows (GRFs).
- What:** A short video, not to exceed 90 seconds, that communicates how your NSF-funded research will help shape the future – for yourself, for your field or for your world.
- Where:** Create your video and upload it to YouTube. Then register for the contest and submit your entry using our convenient online platform, [grf2012.skild.com](http://grf2012.skild.com).
- When:** Entries must be submitted no later than 11:59 p.m. Pacific Daylight Time (PDT), Sept. 14, 2012.
- Why:** The Graduate Research Fellowship Program is celebrating its 60th anniversary this year, but we're even more excited by the future than the past. Tell us your story!

## ***PRIZE INFORMATION***

Contest winners will be awarded cash prizes. The prizes will be awarded as checks made out to the registered team leader and may be shared among any team members listed on the registration form at the team leader's discretion. Awarded funds are to be used for attending conferences or meetings or for other research-related expenses.

First Prize:	\$2,000
Second Prize:	\$1,500
Third Prize:	\$1,000
People's Choice:	\$1,000

Winners will be notified of the official contest results before the public announcement is made on Nov. 15, 2012, by press release. NSF will also publish the names of the winners on its website and on the [GRFP website](#).

## ***ELIGIBILITY CRITERIA***

- Participants listed on the registration form must be GRFs with active awards as of July 16, 2012.
- Entries can be produced by individuals or teams or teams of GRFs. One participant must register as the team leader.
- Entries must be written, directed, produced and starred-in by active GRFs (see above).
- A maximum of one submission is permitted per individual or team.
- Entries must not advertise or promote a commercial product visually or orally.
- Entries must be in English.
- Entries must include an Acknowledgement of NSF Support and Disclaimer at the end of the video (see FAQ).

# ***JUDGING CRITERIA***

## **Visual Impact**

A successful entry provides viewers with new insight, is visually striking, incorporates a variety of perspectives and media, and is shot and edited to a high standard.

## **Effective Communication**

A successful entry delivers clear and understandable messages, using plain language (written and spoken) throughout, in the entry itself and any accompanying text.

## **Freshness/Originality**

A successful entry has an individual voice, vitality and energy, and emphasizes new methods and insights to create a novel presentation or tell a compelling story about the researcher(s) and/or their research.

# ***JUDGING ROUNDS***

## **Preliminary Round – Sept. 21-28, 2012**

- Qualifying entries (those that meet eligibility criteria and abide by all contest rules) are scored by scientists, engineers, educators and other professionals from NSF.
- Each entry is scored by a panel of judges.
- All entries are scored anonymously.

## **Semifinal Round – Oct. 5-12, 2012**

- Entries scored in the top half of the preliminary round advance to the semifinal round.
- Entries are scored by scientists, engineers, educators and other professionals from NSF and other institutions or organizations.
- Each entry is scored by a panel of judges.
- All entries are scored anonymously.

## **Final Round – Oct. 19-26, 2012**

- The top entries from the semifinal round advance to the final round.
- After all entries are scored anonymously, a final judges meeting will be held to choose first, second, and third place winners.
- Entries are scored by a panel of distinguished judges representing a variety of fields including scientists, engineers, film producers, graphic artists and educators.

- Each entry is scored by all of the final round judges.
- All judges' decisions are final.

## **People's Choice Award – October 17-31, 2012**

- Entries that reach the final round are eligible to be voted the people's choice.
- An online public vote will be held online using the [contest's online platform](#).
- The People's Choice will be announced with the other winners on November 15, 2012.

## ***RULES***

- Contest entry constitutes agreement to adhere to the rules and stipulations set forth by the contest sponsors.
- Any entrant or entry found to be in violation of any rule will be disqualified.
- Each entrant certifies, through submission to the contest, that the entry is his or her own original creative work and does not violate or infringe the creative work of others, as protected under U.S. copyright law.
- By entering the contest the entrant agrees to hold harmless, NSF and the GRFP for all legal and administrative claims, to include associated expenses that may arise from any claims related to his or her submission or its use.
- Entrants retain all copyright and equivalent rights but give NSF and the GRFP nonexclusive rights to use their names, likenesses, quotes and submissions for educational publicity and/or promotional purposes. This includes but is not limited to website display, print materials and exhibits.
- NSF and the GRFP reserve the right to use semifinalist and finalist winner's names and entries for educational publicity and/or promotional purposes, including the exhibition of winning entries on its website and elsewhere. It is understood that entries will be shared with reporters covering these awards and for promotion of the contest itself.
- Winners that are published by NSF and the GRFP will be required to sign an agreement confirming ownership/use rights and granting nonexclusive publication and Web rights.
- Winners are responsible for all taxes or other fees connected with the prize received and/or travel paid for by the sponsoring organizations.
- NSF and the GRFP will not respond to any claims or inquiries regarding contest results.
- NSF and the GRFP have the final say on any point not outlined in the entry rules.
- Information requested on the entry form will be used to determine how and if the contest is meeting its goals, purposes and audience. Submission of this information is also necessary to contact entrants.
- Employees, contractors, officers or judges of the sponsoring organizations are not eligible to enter the contest.
- Judges are not eligible to enter the contest.
- If an insufficient number of qualified entries are received, the sponsoring organizations reserve the right to modify or cancel the contest prior to announcing winners.
- Should NSF decide to bring winning contestants to Washington, D.C., or to any other location for promotional and other purposes, expenses paid by NSF will be within the limits set forth in law according to federal travel regulations.

- All contestants agree that they, their heirs and estates shall hold harmless the United States, the employees of the federal government, and all employees of the GRFP for any and all injuries and/or claims arising from participation in this contest, to include that which may occur while traveling to or participating in contest activities.
- A team leader must be designated for team submissions. The order in which names are listed on the entry form is how the names will appear on the NSF and GRFP website.
- Videos must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous.
- Videos must not contain material that promotes bigotry, racism, hatred or harm against any group or individual, or that promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.
- Videos must not contain material that violates any applicable law.

## ***FREQUENTLY ASKED QUESTIONS***

**Q: What characterizes a winning entry?**

A: Entries are scored based on visual impact, effective communication and freshness/originality. See the Judging Criteria for more information. The best videos will employ high-definition images, crisp music and sound, and high-quality editing, and will be engaging to viewers.

**Q: I'm not an experienced video editor. Are resources available to help me?**

A: Please consult Appendix A: Video Boot Camp Companion Guide for some great tips.

**Q: What is the file requirement for my video?**

A: Please consult YouTube's Help Section ([www.YouTube.com/help](http://www.YouTube.com/help)), which contains excellent information about encoding and uploading video using Windows Movie Maker, iMovie, Final Cut Pro and Quicktime Pro.

Also, please review the first three appendices to this document. They contain helpful information about importing, editing and exporting video.

**Q: I have an active graduate research fellowship but I don't know my Fellow ID number.**

A: You can request your Fellow ID number by emailing [grfp@nsf.gov](mailto:grfp@nsf.gov).

**Q: Does the video have to include credits identifying the video creator and any team members?**

A: No, your video does not have to include credits.

**Q: If I include credits, are they included in the 90 seconds?**

A: Yes.

**Q: What is the Acknowledgement of Support and Disclaimer that I must include at the end of my video?**

A: The following text must appear for six seconds at the end of your video:  
 "This material is based upon work supported by the National Science Foundation Graduate Research Fellowship under grant number (insert your grant number). Any opinion, findings and conclusions or

recommendations expressed in this material are those of the author(s) and do not necessarily reflect the views of the National Science Foundation.”

**Q: Are the six seconds for the Acknowledgement of Support and Disclaimer included in the 90 second video limit?**

A: No

**Q: Where do I find the NSF grant number?**

A: Fellows can obtain the NSF grant number from their institutional coordinating official (CO) or:

1. Go to: <http://www.nsf.gov/awardsearch>
2. Next to “Search award for”, type in: **Graduate Research Fellowship Program**
  - a. Restrict search to “title only”
  - b. The “Active awards only” button should be selected
  - c. Click the Search button
3. Sort the results by “**Organization**” by clicking on the Column header “Organization”
4. For fellows attending institutions outside the United States, you can find your name listed alphabetically
5. Fellows attending U.S.-based institutions, locate your university (organization)
6. Click on the **Award Number** link (first column) next to your organization’s name. This takes you to a page with the award number, and the start and end dates of the award. If there are two awards, select the one with the start and end dates that correspond most closely with the period of your GRFP fellowship.

**Q: What is meant by “team” for the purposes of the contest?**

A: When registering for the contest, team leaders may list a number of team members for acknowledgment. These individuals must also be GRFs with active awards (see Eligibility Criteria above). Non-GRFs are allowed to perform tasks such as filming, lighting and sound support, acting in minor roles, etc., but will not be officially considered as team members. Teams may list these individuals in any credits they choose to include, at their discretion.

**Q: Once I submit my video, can I revise it or replace it with another video prior to the September 14 deadline?**

A.No. Once you submit a video to the contest it is considered a final submission and cannot be revised or replaced.

# VIDEO BOOT CAMP



The Official Companion Guide  
to the  
***NSF Science: Becoming the Messenger***  
Workshop Session

Joe Schreiber  
Mattmar Productions, Inc.

## Video's Accessible New World

Video production and distribution changed more during the past 10 years than during any previous decade since the introduction of a commercial television service at the 1939 World's Fair. The convergence of broadband Internet, modern computing power, and digital technology revolutionized the way video is produced, news is gathered, and signals are distributed. Today, a small, hand-held, high-definition video camera, one that is unquestionably broadcast quality, costs less than \$1,000. Editing systems, which used to take up an entire room and cost more than a half million dollars, have been reduced to a piece of software, a version of which more often than not comes free with a computer. In short, technological innovation hasn't just broken down the barriers to entry; it's blown them away.



No longer does video production have to be complex, expensive, difficult, require an army of technicians, or rest in the hands of the very few. It is now possible for a person working on his or her own to make high-quality, intelligent, and, most importantly, very inexpensive videos. And video distribution has changed as much as production. The increased Internet bandwidth and readily accessible sources of on-demand viewing like YouTube, Vimeo, Hulu and others, have fundamentally altered how and when video is consumed. More importantly, video outlets like YouTube have forever transformed how we judge videos. The explosion of user-generated video content has created an audience that judges video not on how good it looks, but on the relevancy and value of its content.

The bottom line for scientists: Don't be intimidated by video technology or production standards that used to rule television airwaves. You can use easily mastered technology to create videos that reach a large online audience with content of inherent value.

## How to Create a Video

The first step is to create the *Message*. Messaging for video follows what you've learned for presentations. The Message Triangle guides the creation of your video by providing the foundation for the narrative arc.

The second step is to set the *Structure*, where you develop the lead, create the actual story or narrative that will carry your audience along as you progress to where you want to go, and build towards a strong conclusion.

Third comes the *Call to Action*. This is the denouement, the climax, of your video where you urge your viewers to believe, act, or do as you want.

And finally, comes *Visual Support*. This is where you identify how you will tell your story *visually* through footage, still photos, drawings, and so on.



- The Lead is simply your opportunity to hook the audience and convince them to continue paying attention for the remainder of the video. Create a way to gain their attention with an unexpected challenge or question.

- The Set-Up: Give your viewers an emotional experience by narrating the struggle to overcome the challenge you present or find an answer to the question you pose.

Engage your viewers emotionally by creating drama. Neuroscientist Dr. Dan Siegel describes the process this way:

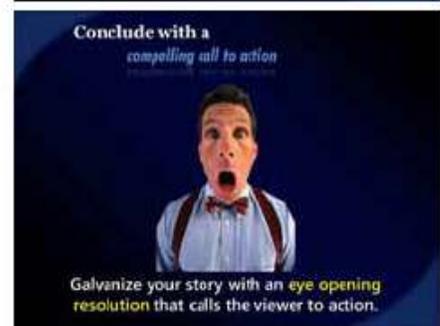
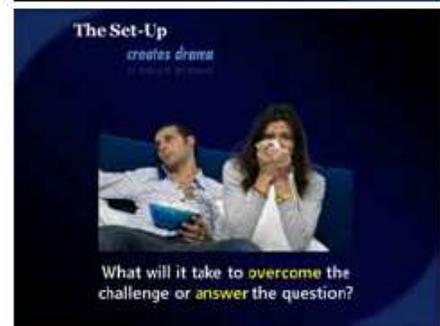
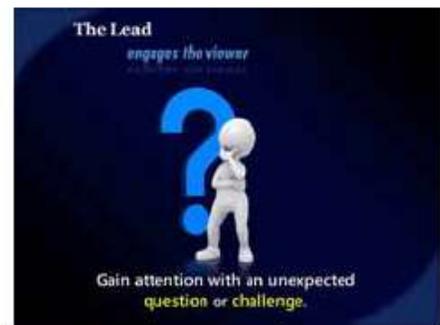
- ◇ Emotions don't occur spontaneously, they have to be aroused.
- ◇ Drama stimulates emotions.
- ◇ Drama results when tension between expectation and uncertainty is created.
- ◇ The more you wonder what will happen next, the more you pay attention. The more you pay attention, the more you hear, notice and retain.

- The Call to Action: Galvanize your viewers' response with an eye opening resolution that calls them to action. Call on your audience to appreciate the new point of view you've presented, consider the importance and value of the information you've presented, reconsider their conclusions about a particular topic, change their attitudes, or alter their behaviors. Your conclusion *must* be memorable.

- Visual Support: Once your narrative has been captured—by video recording you delivering your message—and imported into an editing program like iMovie or Windows Movie Maker, energize your video by reinforcing and supplementing your message through the use of visuals that will help the audience see or better understand the points you are making.

One way to do this is by *inserting* additional video and accompanying audio elements between clips of you addressing the camera. Video professionals call these “cut-aways,” because you cut away from the main speaker (you delivering your message to the camera) to another video clip. A video recording of a third-party interviewee affirming the point you just made is one type of cutaway. Another type is a music and picture montage.

Another method is to *replace* the **VIDEO ONLY COMPONENT** of you on camera with visuals that reinforce and supplement the point being conveyed. Video professionals call this “B-Roll Video” (you conveying your message directly to the camera represents the “A-Roll”). You see B-Roll used all of the time in news reports. The report starts with the journalist doing the Lead and Set-Up on camera, and then you continue hearing the reporter's voice talking over an image of the report's subject—for example, something that happened in Congress, a crime scene, a court ruling, and so on. You can use this same technique to spice up your videos. For example, as you describe the work done in your lab, you might replace your on-camera image with video you shoot separately of your lab in action, while leaving in place the AUDIO of the point you're making. As you talk about a volcanic eruption, you might replace a portion of the VIDEO of you speaking to the camera with a picture of a volcano erupting. Other examples of B-Roll are animations and maps. When using B-Roll, remember to replace **ONLY** the video portion as you edit.



## Tips on Shooting Your Video



*Beware of the background.* Choose your shooting location carefully. Notice the plant appears to be growing out of the subject's head.

*Beware of the background—Part Two.* Backlighting from a window or other bright source of light (such as a lamp, or even a reflection from a sign), can overpower the light illuminating the subject's face.



*Follow the "Rule of Thirds."* The subject of your shot should be positioned in the left or right thirds of the camera image's "rectangle." In addition, when interviewing someone who is framed to one side (left or right), he or she should be looking at you across the open space to the opposite side, not straight on or at the camera. For example, a subject framed to the left (as in this picture) should look to the camera across the open space to the right of the picture "frame."

*'Can you hear me now?'* Find a QUIET shooting location. Flip cameras, cellphones, and most consumer camcorders utilize very sensitive, omni-directional microphones to pick up audio. Consequently, ambient noises from heating and airconditioning systems or other machinery, crowd noise, or even wind will also be recorded and can interfere with the recording of the speaker's audio.



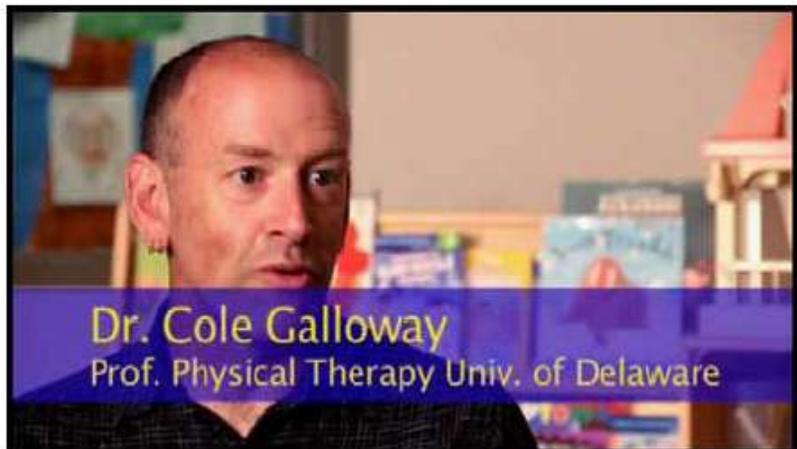
*And a few more:*

- Hold each shot 10-15 seconds;
- Avoid excessive camera movement; and
- Economize, shoot only what you need.

## Case Study: Dr. Cole Galloway

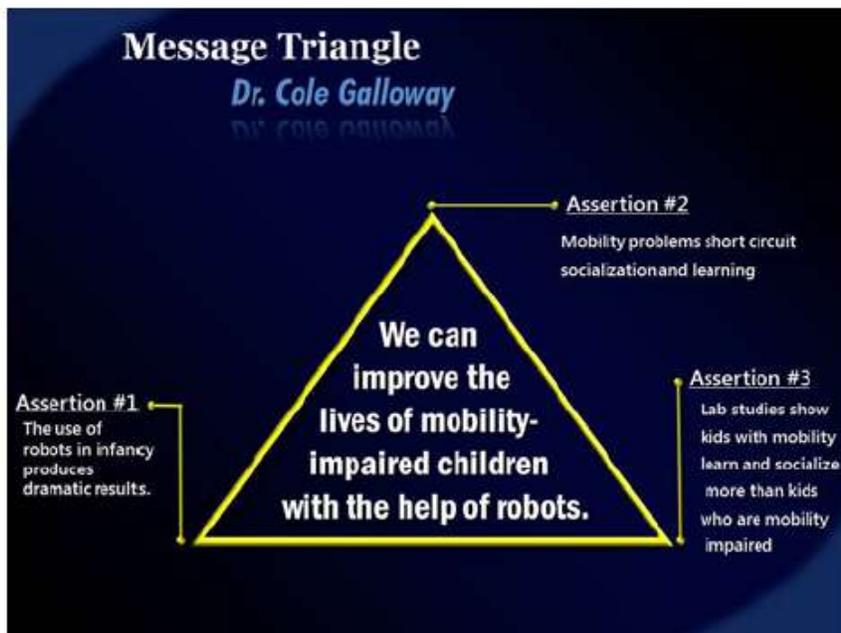
Watch Dr. Galloway's video online at: <http://on.fb.me/xZqnKn>. Look for the following elements:

1. The Lead;
2. Sound bites;
3. How he appeals emotionally to the viewer;
4. Uses visuals—other video and still images—to reinforce and supplement his spoken message. The visuals serve to *document* his research;
5. How he calls the viewer to action and galvanizes his message through his conclusion.



For Dr. Galloway's video please go to: <http://on.fb.me/xZqnKn>.  
This link leads to the NSF Messenger Facebook page.

## Dr. Galloway's Message Triangle



**CORE MESSAGE:** We can improve the lives of mobility-impaired children with the help of robots.

**TALKING POINT:** Mobility problems short circuit socialization and learning

**TALKING POINT:** Lab studies show kids with mobility learn and socialize more than kids who are mobility impaired.

**TALKING POINT:** The use of robots in infancy produces dramatic results.



## **Breaking Through the Clutter on the Web**

The web is a place where passionate audiences go to get what they want when they want it. BUT, to find an audience you need to convey:

**Trust: Establish your credibility**

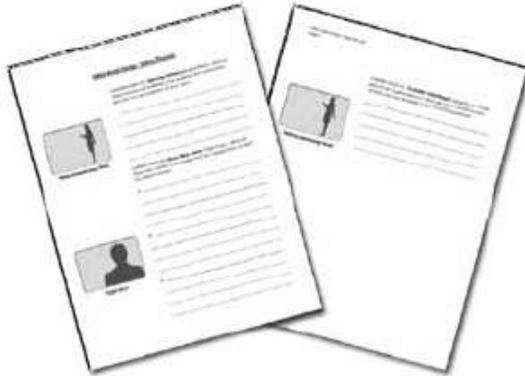


**Value: Provide a unique message that others will find useful and meaningful**

**Authenticity: Come across as authentic, and your audience will view you empathetically and be more likely to embrace your passion**



# Four Steps to Video Success



## Plan

## Shoot



Apple  
iMovie

OR



Windows  
MovieMaker

## Edit

## Publish



## **Appendix B**

# Importing, Editing, and Exporting Your Video Using **Windows Movie Maker**

*For PC users with Windows XP or Vista running Windows Movie Maker*

### **Importing Your Video**

When importing your video from the Flip camera, the program “Flipshare” may open automatically and try to get you to import the file into this program. Choose NO so that you can import the file and edit it using Windows Movie Maker.

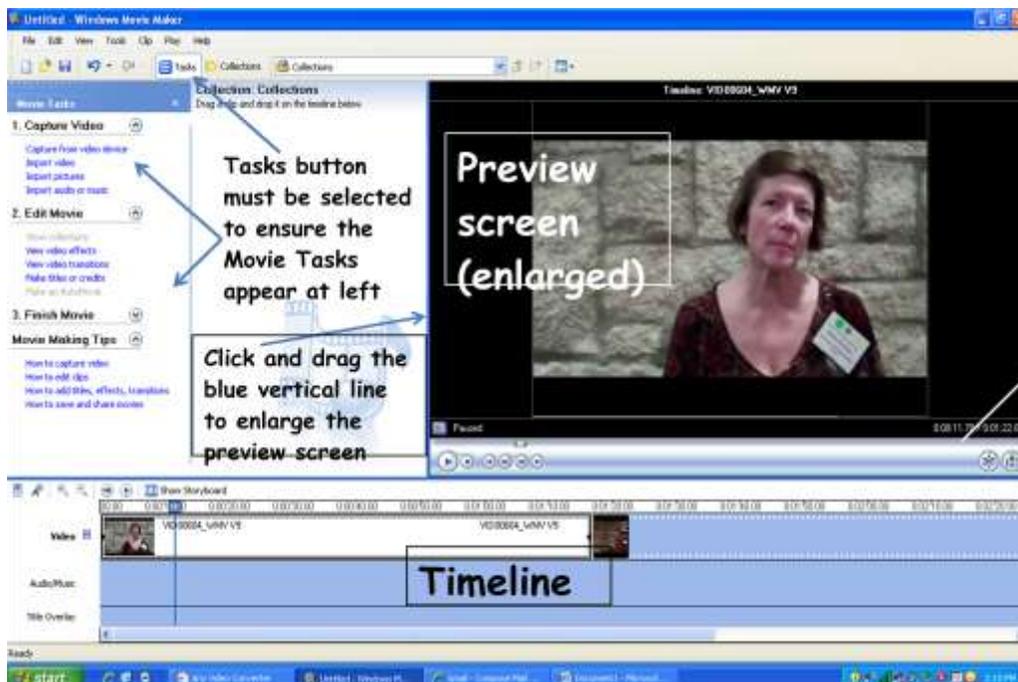
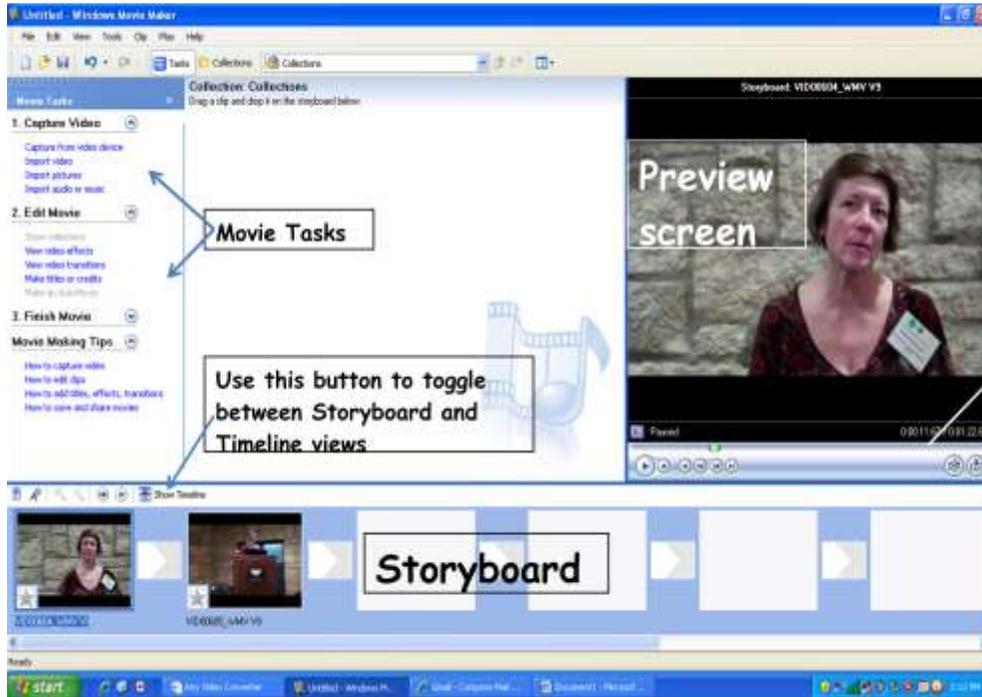
1. Connect the Flip camera to your computer with the USB output.
2. Convert the Flipcam files to .wmv files:
  - Open the program “Any Video Converter” from your Programs file in the Start menu. (If you did not already download this program, you can get the free version from [www.any-video-converter.com](http://www.any-video-converter.com).)
  - Click on the “Add Video” button at the top left of the Any Video Converter screen.
  - In the pop up box, look for FlipVideo in the MyComputer folder. Click OPEN.
  - OPEN the DCIM folder.
  - OPEN the 100Video folder
  - Look for the files with dates and times that match your recording time. (You won’t be able to preview the files here to check if they’re the right ones.) Select all the files that you want to import (use the Shift key to select multiple files at once). Then click OPEN.
  - From the drop-down menu in the upper right part of the screen, look in “Common Video Formats” and choose “Customized WMV Movie (.wmv).
  - Click the large “Convert” button in the top part of the screen. This will take a few minutes.
3. Eject the Flip video camera from the computer by choosing “Safely Remove hardware,” as you would any USB device.
4. Import the video clips into Windows Movie Maker:
  - Open the Program: Windows Movie Maker from your Start menu (it may be in the Accessories folder within your Start menu).
  - If you already have another project open, select New Project from File menu in the upper left. If you have never used the program before on this computer, you won’t need this step.
  - Click on the Import Video from the 1.Capture Video menu within the Movie Tasks (left part of screen). In the pop up menu, navigate to your new, converted files saved in My Documents > Any Video Converter > WMV.
  - Select the converted videos (use the Shift button to select multiple clips) and click Open. If you import more than one video, Windows Movie Maker may deposit these in separate Collections. To make sure that all your videos have imported, use the pull down menu from the top center of your screen and look for the file names of the various clips you imported.

**\*\*Editor's Note:** Windows Movie Maker is not especially user-friendly. We'll teach you the basics as best we can, but if you can upgrade to Windows Live Movie Maker, or have the option to use iMovie, you may find those programs a little easier to use.\*\*

**Movie Maker basics:**

Use the space bar to start and stop playing.

To delete something you've inserted, click on the item, go to the home menu & choose Remove.



## Getting Started

1. Make sure that Windows Movie Maker is Open, and that you have imported your video clips following the directions above.

## Cutting and Organizing Clips

You may break your video into as many short clips as you would like, cutting out unwanted pauses or mistakes.

*If you make a mistake, you can use Control-Z to undo!*

1. In the lower part of your screen, make sure that you are viewing the Timeline (confusingly, when the timeline is showing, you will see a small button that says “show storyboard.” However, if you see a button that says “show timeline” then you are actually viewing the storyboard. See previous page of this document for a picture of what the timeline looks like.)
2. Within the timeline, select a clip you want to edit. Use the play and pause buttons in the preview screen to find the location where you’d like the split to occur. Pause the clip at the spot you want to split. In the lower right corner of the Preview screen, click the Split small button (second from the right, when you mouse over it, it says “Split the clip...”).
3. Notice that in the Timeline at the bottom of the page, you can see that the video has been split.
4. To hide any unwanted parts of a clip, you will want to Trim your clip.
  - Use the preview window to play and pause the clip to find the exact location you want the clip to start.
  - Move your mouse to the beginning of the clip within the Timeline. A red two-way arrow will appear, along with direction to Click and drag to trim the clip. Use your mouse to move the blue vertical bar to the start time you determined. You can watch the frames change and keep track of the time stamp in the preview screen.
  - Repeat to trim the back end, or stopping point, of the clip.
  - If you are UNhappy with your selection, remember that you can use Control-Z to undo.
5. You may move the clips around relative to each other by selecting, dragging, and dropping within the Timeline (or Storyboard) windows. A vertical blue line will appear anywhere you can move a clip.
6. To play your project through, move the cursor until the vertical blue line is at the beginning of your first clip, then press the space bar to play. (Don’t worry about abrupt visual transitions yet.)

## Adding Transitions

Transitions allow your video to flow smoothly between clips.

1. In the lower part of your screen, click Show Storyboard (when the storyboard is showing, you will see a small button that says “show timeline.” Review page 2 of this document for a picture of what the storyboard looks like.)
2. Click on the small white and gray rectangle between your first two video clips.
3. At the left part of your screen, within Movie Tasks, select View Video Transitions (you may need to click on “2. Edit Movie” to see this menu option). A viewer will display various types of transitions in the middle of your screen, between the Movie Tasks and the Preview screen. Double click the various options to preview the transitions.
4. Click on the transition of your choice, then drag it into the small white and gray rectangle between your first two video clips.

5. Repeat step 11 to include transitions between all clips.

### **Adding a Title, Captions, and/or Credits**

1. In the lower part of your screen, switch back to the Timeline view by clicking Show Timeline.
2. At the left part of your screen, within Movie Tasks, select Make Titles or Credits from the 2. Edit Movie menu. A screen will appear with various options for where to include your title. If you choose to add a title at the beginning of the movie, or before or after the selected clip on the storyboard, your title will appear on a new blank background (that you can edit). If you choose to add a title **on** the selected clip, the title will appear while your video is playing.
3. Click on your selection. A box will appear, prompting you to enter text for your title.
4. Enter the text for your title and, if desired, subtitle.
5. **Notice** that the menu now shows More Options. Explore these options, including background color, font and size, text duration, and text movement, by clicking on them within the popup box to preview.
6. If you have inserted the title on a clip, a gray rectangle representing the title overlay now appears below the clip in your Timeline. If you inserted the title before or after clips, the new title screen appears between your video clips in the Timeline.
7. You may adjust the duration that the title displays by clicking and dragging the left and right edges of the rectangle within the timeline.
8. You may move the title display anywhere within your video by clicking on the rectangle and dragging it to a different location in your Timeline. (If you want to remove the inserted blank clip, click on it and then click Remove.)
9. To include captions or credits, repeat steps 14-17.

### **Inserting other visuals or photos**

**Using Window Movie Maker you are able to insert other visuals, but unfortunately it's very difficult to have the audio track continue to play while the image displays on the screen.**

1. Make sure that you can see the Movie Tasks options at the left part of your screen. If not, you may need to click on the Tasks button at the top part of your screen.
2. Within Movie Tasks, select Import Pictures (you may need to click on "1. Capture Video" to see this menu option).
3. A pop-up window will appear.
4. Navigate your computer/documents to find the images you want to include.
5. Select the image(s) of your choice (control-click to select multiple images), then click Open. The images will appear in your collections window.
6. You can move the images by selecting, dragging, and dropping within the timeline or storyboard. A vertical blue line will appear anywhere you can move an image.

### **More Options**

You can add audio or music, edit images, and much more... just experiment! Explore the various options. If you make a mistake, you can always undo (Control-Z) or delete (select the object you inserted and click the Delete button).

Remember to **save** your *project* along the way by using the disk icon in the upper left portion of your browser.

## Exporting Your Video

1. At the left part of your screen, within Movie Tasks, select Save to My Computer from the 3. Finish Movie menu. A screen will appear so that you can name your finished movie and to choose a place to save it. Then click Next.
2. Choose the file size (Best quality for playback on my computer is a good option), then click Next. It may take a few minutes for your video to save.

To publish a movie to **YouTube** or **Facebook**, you need to be connected to the Internet, and you need an account on those websites. Accounts are free and easy to set up. If you don't have an account, first go to [www.youtube.com](http://www.youtube.com) or [www.facebook.com](http://www.facebook.com) and create one.

To Publish your movie on YouTube:

1. Go to YouTube.com and Sign In to your account (top right part of web page).
2. Once you are signed in, click on the Upload button near the top right part of the screen.
3. Click Upload video, then navigate to the video you just saved within your computer/documents (you may need to look in the "My Videos" folder). YouTube will upload your video. This may take several minutes.
4. Fill in the fields and make selections from pop-up menus. "Category" refers to the category under which the video will be categorized on the YouTube website. "Tags" are keywords viewers can use to search for your movie on the YouTube website.
5. To allow your video to be viewable by anyone, choose "Public" in the Privacy options. Click Save Changes.

## Appendix C

### Importing, Editing, and Exporting Your Video Using **Windows Live Movie Maker**

*For PC users with Windows 7 or Vista using Windows Live Movie Maker*

#### **Importing Your Video**

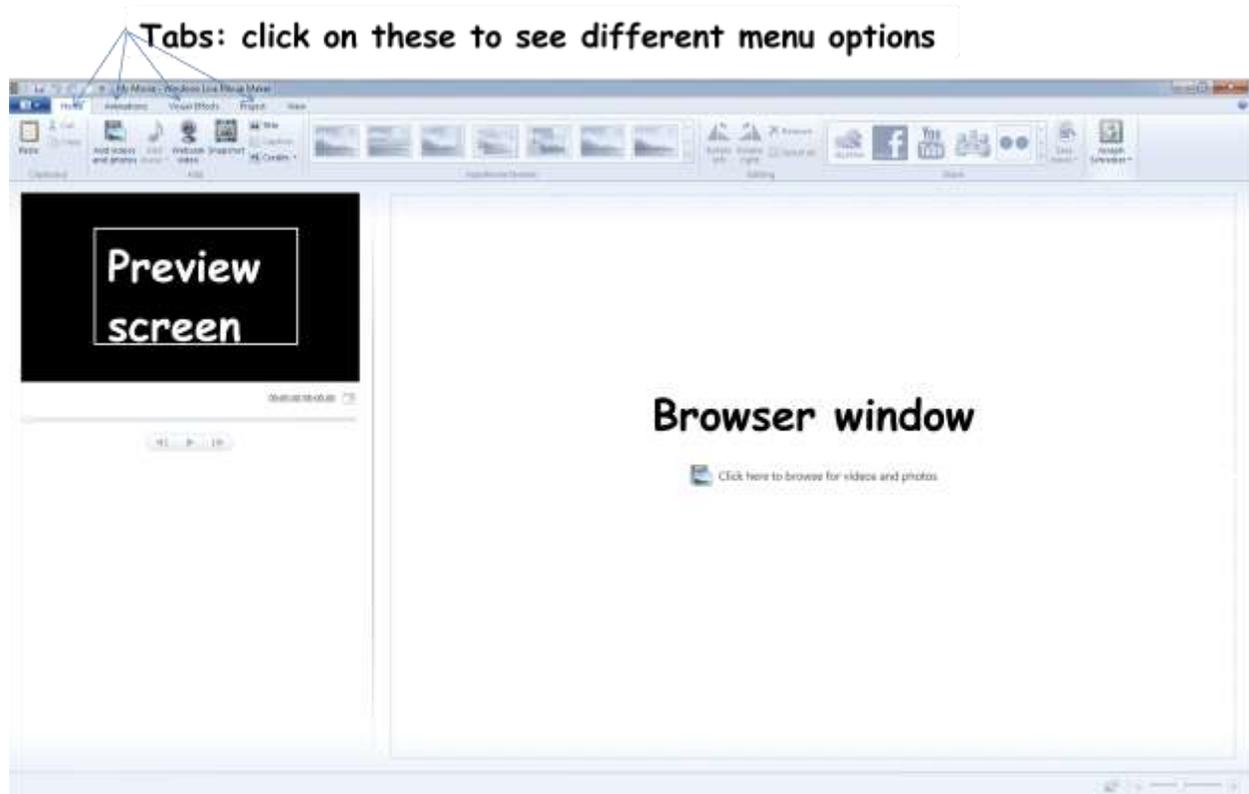
When importing your video from the Flip camera, the program “Flipshare” may open automatically and try to get you to import the file into this program. Choose NO so that you can import the file and edit it using iMovie or Windows Live Movie Maker.

1. Connect the Flip camera to your computer with the USB output.
2. Convert the Flipcam files to .wmv files.
  - Open the program “Any Video Converter” from your Programs file in the Start menu. (If you did not already download this program, you can get the free version from [www.any-video-converter.com](http://www.any-video-converter.com).)
  - Click on the “Add Video” button at the top left of the Any Video Converter screen.
  - In the pop up box, look for FlipVideo in the MyComputer folder. Click OPEN.
  - OPEN the DCIM folder.
  - OPEN the 100Video folder
  - Look for the files with dates and times that match your recording time. (You won’t be able to preview the files here to check if they’re the right ones.) Select all the files that you want to import (use the Shift key to select multiple files at once). Then click OPEN.
  - From the drop-down menu in the upper right part of the screen, look in “Common Video Formats” and choose “Customized WMV Movie (.wmv).
  - Click the large “Convert” button in the top part of the screen. This will take a few minutes.
3. Eject the Flip video camera from the computer by choosing “Safely Remove hardware,” as you would any USB device.
4. Import the video clips into Windows Live Movie Maker
  - Open the Program: Windows Live Movie Maker from your Start menu (it may be in a folder called Windows Live within your Start menu).
  - If you already have another project open, select New Project from the tab with an icon on it just to the left of the Home tab. If you have never used the program before on this computer, you won’t need this step.
  - Click on the “Add Videos or Photos” button at the top left. In the pop up menu, navigate to your new, converted files saved in My Documents > Any Video Converter > WMV.
  - Select the converted videos (use the Shift button to select multiple clips) and click OPEN.

## Live Movie Maker basics:

Use the space bar to start and stop playing.

To delete something you've inserted, click on the item, go to the home menu & choose Remove.



## Getting Started

1. Make sure that Windows Live Movie Maker is Open, and that you have imported your video clips following the directions above.

## Cutting and Organizing Clips

You may break your video into as many short clips as you would like, cutting out unwanted pauses or mistakes.

*If you make a mistake, you can use Control-Z to undo!*

1. At the top part of your screen, select the Edit tab.
2. Select one of your clips to edit from the browser on the right.
3. To split the video clip into multiple parts, use the preview screen to play your clip and find the location where you'd like the split to occur. Notice that in the browser window at right, the black vertical line moves as you play the clip in the preview window. Once you've found the spot where you'd like to split, Click the Split button (top center when the Edit tab is selected).

4. To hide any unwanted parts of the clip, click on the Trim tool (top center). Notice that the options on the top part of your screen change.
  - Use the preview window to play and pause the clip to find the exact location you want to start the clip. Then click Set start point.
  - Repeat to find the exact location to end the clip, then click Set end point.
  - If you are happy with your selection, click Save Trim. Your top menu options will change back, and your new edited clip will show up in the browser window. (If you change your mind later about the beginning and end points of your clip, select the clip and choose Trim again; you can then change the endpoints.)
5. You may move the clips around relative to each other by selecting, dragging, and dropping within the browser window. A vertical black line will appear anywhere you can move a clip.
6. To play your project through, move the cursor until the vertical black line is at the beginning of your first clip, then press the space bar to play. (Don't worry about abrupt visual transitions yet.)

### **Adding Transitions**

Transitions allow your video to flow smoothly between clips.

1. Select the first video clip.
2. At the top part of your screen, select the Animations tab. A viewer will display various types of transitions. Move your cursor over the different images within the viewer to preview the transitions.
3. Click on the transition of your choice to select it. Once selected, the duration menu becomes available. The default is that the transition will occur over 1 second. To change the duration, use the pull-down menu to select the duration you'd like.
4. Select the next clip, then repeat step 10. Repeat for all clips.

### **Adding a Title, Captions, and/or Credits**

1. At the top part of your screen, select the Home tab.
2. Click on the Title button. A black screen will appear in your preview window, prompting you to enter text for your title.
3. Enter the text for your title and, if desired, subtitle.
4. Notice that the menu now displays text and font options in the Format tab. Explore the menu options, including background color, font and size, text duration, and text movement.
5. A pinkish rectangle now appears below the new clip in your Browser window. Movie Maker's default is to display the title on a new background with a five-second duration. However, you may move the title display anywhere within your video by clicking on the pink rectangle and dragging it to a different location in your browser window beneath the appropriate part of your video. (If you want to remove the inserted blank clip, click on it and then click Remove.)
6. To include captions or credits, select that option from the Home menu, then repeat steps 14-16.

### **Inserting other visuals or photos**

**Using Window Movie Maker you are able to insert other visuals, but unfortunately it's very difficult to have the audio track continue to play while the image displays on the screen.**

1. At the top part of your screen, select the Home tab.
2. Click on Add Videos and Photos. A pop-up window will appear.

3. Navigate your computer/documents to find the images you want to include.
4. Select the image(s) of your choice (control-click to select multiple images), then click Open. The images will appear in your browser window.
5. You can move the images by selecting, dragging, and dropping within the browser window. A vertical black line will appear anywhere you can move an image.

### **More Options**

You can add music, edit images, and much more... just experiment! Explore the various options within the different tabs. If you make a mistake, you can always undo (Command-Z) or delete (select the object you inserted and use the "Remove" button).

Remember to **SAVE** your project by using the disk icon in the upper left portion of your browser.

### **Export Your Video**

To publish a movie to **YouTube** or **Facebook**, you need to be connected to the Internet, and you need an account on those websites. Accounts are free and easy to set up. If you don't have an account, first go to [www.youtube.com](http://www.youtube.com) or [www.facebook.com](http://www.facebook.com) and create one.

To Publish your movie on YouTube:

1. At the top part of your screen, select the Home tab.
2. In the top right part of the home screen, you will see various icons (including YouTube) that represent options for exporting.
3. Choose the YouTube icon. You will be asked to log in to your account.
4. Fill in the fields and make selections from pop-up menus. "Category" refers to the category under which the video will be categorized on the YouTube website. "Tags" are keywords viewers can use to search for your movie on the YouTube website.
5. To allow your video to be viewable by anyone, deselect "Make this movie personal."
6. Click Publish. Windows Movie Maker will upload your movie. Depending on website traffic, the movie may not be available right away.

To Publish your movie for use in other venues:

1. At the top part of your screen, select the Home tab.
2. In the top right part of the home screen, you will see various icons (including YouTube) that represent options for exporting.
3. Scroll through to see the various options. As you move your cursor over the options, a pop up box will give details about the options.
4. Select an option that suits your needs.
5. Name the movie and choose a location to save the file. Larger sizes typically offer higher quality but may take longer to export.
6. Click Save.

## Appendix D

# Importing, Editing, and Exporting Your Video Using iMovie

### Importing Your Video

When importing your video from the Flip camera, the program “Flipshare” may open automatically and try to get you to import the file into this program. Choose NO so that you can import the file and edit it using iMovie.

1. Connect the Flip camera to your computer with the USB output.  
If the iMovie import window doesn't open, open the program: iMovie, then choose File > “Import from Camera.” The Import window displays all the video clips on the device. You can use the playback controls below the viewer to play the clips to decide which ones you want.
2. Select which video clips to import. Use the Automatic/Manual switch at the lower left corner of the Import screen.
  - To import all clips, set the Automatic/Manual switch to Automatic, then click Import All.
  - To import specific clips, set the Automatic/Manual switch to Manual. Deselect the clips you don't want to import, then click Import Checked.
3. Choose where you want to store the video from the Save To pop-up menu. Typically, you'll store the video on your computer hard disk, but if you have another disk drive connected to your computer, you can store the video there.
4. Choose how to organize the imported video in your Event Library. iMovie uses the word “Event” to describe the set of video clips that you will weave together into one movie.
  - To add the imported video clips to clips you've already imported, select “Add to Existing Event,” and then choose the Event's name from the pop-up menu. (The first time you import video clips, there won't be any existing Events in your Event Library.)
  - To create a new Event, type a name for it in the “Create new Event” field.
5. To have iMovie smooth the shaky portions of your video (a process called stabilization), check “After import analyze for,” and then choose stabilization from the pop-up menu. \*\*These processes can take a long time. We recommend unchecking this box for the purposes of today's session.
6. For iMovie11 users, select the option to use Dissolve as the default for transitions.
7. Click OK. It can take several minutes to more than an hour for iMovie to import the video, depending on how much video you have.
8. Once the videos have been imported, choose “Done” to close the import screen. Eject the Flipcam from your computer as you would any USB device.

### **iMovie vocabulary and basics:**

**Event Browser:** displays imported video clips

**Project Browser:** displays edited video clips, transitions, images, titles, etc as you build your final video.  
Use your mouse pointer to move the vertical red line to indicate where to start and stop playing a clip.  
Use the space bar to start and stop playing.



### **Starting a New Project**

1. Choose File > New Project.
2. You will have the option to apply a theme to your project. If you don't want to add any theme-based elements to your project, select No Theme.
3. Type a name for the project in the Name field.
4. Choose a format option from the Aspect Ratio pop-up menu. Widescreen (16:9) makes the movie appear much wider than it is high. This format is recommended for most modern computer and TV screens. Standard (4:3) is less ideal for videos recorded using the Flipcam.
5. Click Create. The empty project opens in the Project Browser.

## Cutting and Organizing Clips

You may break your video into as many short clips as you would like, cutting out unwanted pauses or mistakes.

1. The video clips you imported should be visible in the Event Browser. If not, click on your Event in the Event Library.
2. To select a portion of a video clip, click anywhere on the clip in the Event Browser. A small yellow box will appear. You can click and drag the left and right edges of this yellow box to set the start and ending points of the clip you'd like to include. As you drag the edges, keep your eye on the Preview screen, which will display the image as you move the edge. At the right side of the yellow box, the duration of the clip will display.
3. Once you've determined the beginning and end of the clip you want to include in your video, click to select the entire yellow box and drag it into the Project Browser in the upper left. An orange line will show up in the Event Browser to indicate portions of the video clip that you have incorporated into your project.
4. Repeat as many times as necessary, until all the clips that you want to include in your final video have been dragged and dropped into the Project Browser.
5. If you decide that you want to remove a clip from your project, click to select (see the yellow box) and then press Delete.
6. You may move the clips around relative to each other by selecting, dragging, and dropping within the Project Browser. A vertical green line, along with an add (+) symbol, will appear anywhere you can move a clip.
7. To play your project through, move the cursor until the vertical red line is at the beginning of your first clip, then press the space bar to play. (Don't worry about abrupt visual transitions yet.)

## Adding Transitions

If you did not automatically incorporate transitions (only available in some versions of iMovie), you will want to add transitions to smoothly move between video clips.

1. Click on the hourglass icon on the right side of the gray center bar (just to the right of the T icon). A viewer will display various types of transitions. Move your cursor over the different images within the viewer to preview the transitions.
2. Click and drag the transition of your choice into the Project Browser, and drop it the space between two video clips (a vertical green line, along with an add (+) symbol, will appear anywhere you can add a transition). A small box will show up in the space between your video clips. The default is that the transition will occur over 0.5 seconds. To change the duration, double click on the small box and type in the duration you'd like.
3. Repeat step 14 to add transitions between all video clips. Or, to use the same transition repeatedly, click on the first transition box you created, Copy (command C), then click and Paste (command V) in each of the other locations you want to include transitions.

### **Adding a Title, Captions, and/or Credits**

1. Click on the T (Text) icon on the right side of the gray center bar. A viewer will display various options for title screens.
2. Click and drag the Title screen of your choice into the Project Browser, and drop it onto the frame in which you'd like the Title text to display. A blue bar with a yellow outline will show up on top of the image frame.
3. Enter the text for your title and, if applicable, subtitle. Notice that the blue box in the Project Browser now displays the text that you entered.
4. You can drag the right and left edges of the blue box (highlighted in yellow when selected) to change the duration and/or start and ending time that the title displays. You can also move the entire blue box left or right to change the placement of the Title within the video.
5. To include captions or credits, repeat steps 17-19.

### **Inserting other visuals or photos**

**\*\*To enable full capabilities for image insertion, go to the iMovie Preferences (in the menu bar at the very top left of your screen) and make sure the box "Show Advanced Tools" is checked)**

1. Click on the camera icon on the right side of the gray center bar (just left of the T). The viewer will show locations on your computer where you have photos stored.
2. Navigate your computer/documents to find the images you want to include.
3. Click and drag the image of your choice into the Project Browser, and drop it onto the frame during which you'd like the image to display. (You do not have to drop the image between clips. You can drop it on top of a clip.)
4. When you "drop" the image into the frame, you will be given options. Choose "Cutaway" to have the image display while your voice/soundtrack continues to play.
5. A box with a gray outline will show up above the video's image frame. Click on the box to drag the yellow edges to change the duration and/or start and ending time that the title displays. Double click the box for other image adjustment options
6. Repeat these steps to include images or graphics in other locations.

### **More Options**

You can add music or words, edit images, and much more... just experiment! Most of the features within iPhoto operate similarly, so you can apply the same principles to other effects. If you make a mistake, you can always undo (Command-Z) or delete (select the object you inserted and press the delete button!).

For more help, visit the Help menu in iMovie.

## Exporting Your Video

To publish a movie to **YouTube** or **Facebook**, you need to be connected to the Internet, and you need an account on those websites. Accounts are free and easy to set up. If you don't have an account, first go to [www.youtube.com](http://www.youtube.com) or [www.facebook.com](http://www.facebook.com) and create one.

1. Make sure your project is still selected in the Project Library (by clicking its name).
2. Choose Share from the menu at the very top of your computer screen. Choose YouTube or Facebook.
3. Choose your YouTube or Facebook account from the Account pop-up menu. If you don't see your account in the pop-up menu, click Add to add it.
4. Fill in the fields and make selections from pop-up menus. For YouTube, "Category" refers to the category under which the video will be categorized on the YouTube website. "Tags" are keywords viewers can use to search for your movie on the YouTube website.
5. Select a size of movie to publish that's compatible with YouTube or Facebook, as indicated in the "Sizes to publish" table. Larger sizes typically offer higher quality but may take longer to upload.
6. For YouTube, to allow your video to be viewable by anyone, deselect "Make this movie personal."
7. Click Next.
8. Click Publish. iMovie uploads your movie to YouTube or Facebook; depending on website traffic, the movie may not be available on YouTube or Facebook right away.

To Publish your movie for use in other venues:

1. Make sure your project is still selected in the Project Library (by clicking its name).
2. Choose Share from the menu at the very top of your computer screen. Choose Export Movie.
3. Name the movie and choose a location to save the file.
4. Select a size of movie to publish that's appropriate for your needs. Larger sizes typically offer higher quality but may take longer to export.
5. Click Export.