

Creating a Video Brochure

Steps to convert video to proper format to play on video player

Lesson Designer: Nancy Brown

Grade Level: Teacher Professional Development or Upper Grades

Enduring Understanding:

Teachers can use technology to help create quality video productions that convey a message and also help them in their teaching.

Essential Question:

How can I use technology equipment to help in my teaching?

Arts Discipline Standards: Media Arts

Grade 3: Producing 7: Exhibit basic creative skills to invent new content and solutions within and through media arts productions.

Grade 3: Responding 11: Identify and describe how messages are created by components in media arts productions.

Grade 8: Producing 8: Demonstrate adaptability using tools, techniques, and content in standard and experimental ways to communicate intent in media arts productions.

Requirements: Materials and Supplies:

- Smart phone camera or iPad
- Photos app (or equivalent app on other phone brands)
- Computer
- Video Brochure

Requirements: Prerequisite Knowledge - Arts:

Elements of Design: Line, Color, Space, Form, Shape, Form, Value, Texture

Requirements: Prerequisite Knowledge - Non-Arts:

Course content knowledge and understanding

Procedures: Introductory Activity:

For those of you who would like to know how to create a video brochure which can be purchased online from any of a number of resources, here are the steps to prepare your video that you have already completed either in iMovie (Apple device or WeVideo on ChromeBook or Windows machine.)

Procedures: Sequence of Activities:

1. Create your video in iMovie. Be sure that you have made all the edits that you need to do, since once you share it (under the Share menu), you won't be able to make any more changes.
2. Save the video to the Photos/Camera Roll in Photos on your iPad. This allows you to find the completed video.
3. Open the app, Video Converter. This is a free app. However, there is an easier app to use that is found online—it's an online app. It can be found at the following URL - <https://video.online-convert.com/convert-to-mp4>.
4. Be sure the web page is open. Select your video from your Video Library. Drag the video onto the large green rectangle on the page. If you click the Choose File button, it will take you to the Finder on your Mac. This is the option you choose if the video is stored elsewhere on your hard drive.
5. If you are using a Windows machine or a Chromebook, you would click Choose file or the Google Drive or Dropbox option. This will allow you to access your My Pictures folder or your Google Drive to find the file.
6. There are a bunch of Presets further down the page but you don't really need to do anything with them if you took the original movie clip and created the iMovie in the screen orientation you like.
7. Convert it to MP4 video format by clicking Start Conversion. The time it takes to convert the file depends on how long your movie is. (There is a big green button down at the bottom of the page—ignore that.)
8. Download the converted video to your computer. Save the converted video to the photo/video library (In Photos) again. For a computer other than Mac, put the video where you can find it easily.
9. (Extra info—Upload that video to the **Image and Sound Bank for All** on the Google Drive that has been set up for you.)
10. Please make a note of the title of the video and write it down along with your name for us so we can identify the completed video.
11. After you have uploaded your video to the Alliance Shared Folder, you will need to rename your video. There is a specific naming protocol for the videos that you put on the video brochure. If you don't name the same way as the files that came on it, the videos won't play.
12. Delete the files that are on the Video Player. Be sure you empty the trash on the computer or your video won't fit. Then, add it to your Video Player.
13. Enjoy! These Video Players have a multitude of uses. Originally created to use as an advertising and marketing tool, teachers could use them as a PR tool for their programs. Put your Flipped Classroom videos on them and send them home with students who don't have reliable Internet service. Put them in classroom learning centers—the uses are limited only by your imagination!

Culminating Activity: Performance Task:

Teachers will successfully complete their movie, convert it to mp4 format and load it onto the video brochure.

