

University of Notre Dame Australia – presentation for WISE ShareCase 2012

Guerilla filmmaking in the library

Your Library – More than a Building

Objective: To make short video clips for inclusion on our website, within our Libguides and as part of the Library's Blackboard presence

Reasons for this:

- Images perceived as more believable than simple text
- Videos are considered to be superior storytelling media
- Videos connect emotionally with viewers more quickly than text descriptions
- Videos can be more effective at influencing target audiences than traditional print media such as brochures and pamphlets
- Today's generation has grown up on 3 minute videos, short messages and multimedia, sound bites and snippets of information
- Traditional info lit – long linear format - need to change approach to meet modern delivery methods – modular approach, short videos focussing on specific skills

Ideas:

- Videos to be short and specific – not more than about 2 minutes – we want students to view to the end
- Videos could be informational, instructional, etc.
- Videos could be used for answering reference questions
- Videos could be a means of showcasing the campus, the libraries, etc.
- Videos could contain testimonials from students – talking about the value of the Library to them, etc.
- Videos could be used to capture training events, demos etc. for Library staff
- Videos will not be highly polished – students are used to casual personal videos, it fits with their experience
- Videos will be seen as having a short shelf life and need to be dynamic and therefore need to be created relatively quickly
- This is a way of adding a personal face-to-face type feel to our online services

Access:

The videos will be made accessible via YouTube, Library website, Libguides, Blackboard, AskUs

Requirements:

No funding – had to be done within current resources

So what did we do?

We made a video!

<http://www.youtube.com/watch?v=sY6B8iUwxeY>

Equipment used:

1. An iPhone
2. An OWLE
 - <http://owle-bubo.com/>
 - http://www.macworld.com/article/1157656/owle_iphone.html



3. 2 free apps
 - Splice
 - IntroDesignerLite

3 very talented staff collected video footage of the UNDA Libraries on the Fremantle campus. All video footage was shot on 2 iPhones (one with the OWLE). About 3 hours of footage was taken.

Then came the editing, which took another couple of hours. Splice was used to combine all of the different bits of video footage, plus screen dumps, etc. We started with about 90 files, which were combined into 1 video. Splice was also used to add the audio. We added copyright free music from iTunes but you could also create voiceovers. IntroDesignerLite was used to create the introductory frames as Splice cannot do this. An introduction file was created and then spliced into the rest of the video.

Where are we going with this?

We are not quite sure where we are going with this yet as we are still developing the skills and knowledge for creating videos. But we do see this as offering a lot of potential to communicate with our clients in a different way. Any ideas and suggestions would be very welcome.

Glynis Jones – University of Notre Dame

glynis.jones@nd.edu.au