Photo 30 - Project 4

The News Capsule – Video

Fall 2018

More than any other medium in journalism, video has taken over as the primary way information is dispensed. This, however does not diminish the power of the still image. One of the ways this information is created is through what I call the "News Capsule".

These are short (2 minutes or less) video presentations using still images, text and music to convey information. You see these on CNN, Fox, and all the major networks.

For your fourth project, you are going to create one of these using Power Point. It is not hard but it IS time consuming. Here are the steps you need to follow:

STEP 1

Organize your material – Get all your still images in one folder (for a 2-minute video you probably need 10 to 12 slides/images). In that folder create also a word document with your text. Label them slide 1, 2, 3, etc. (An example is attached) This will make it easer to cut and paste text into the Power Point, rather than retyping. It will also allow you to use spell and grammar checks.

STEP 2

Launch Power Point and choose a simple, clean background. You can also create your own rather than use a template, but do NOT use anything that is fancy. It will only confuse the reader. Title your presentation whatever you want but end it with 1.0 (like software). Create at least 10 blank slides to begin with. Save the presentation in the same folder as all your slides.

Make sure you place a FADE on between each slide at this point. Check the duration of the fade, it should be no more than .5 seconds.

The reason for this – you will have several versions of the same presentation as you work through it. It is important that when finished you are working on the latest version (aka highest number). Each time you revise it you raise the number. (Example - Major revision 2.0, minor revision 1.3 Etc).

STEP 3

Begin placing your images in logical order to tell your story. Start with one image per slide though you may want to add another as you progress. Never put more than 2 images on a slide. Remember you are making a video, not prints. The reader will be passing by your work, not dwelling on it.

STEP 4

After you have your images organized as you like, go to the website and select your music. Make sure you are using license free music or something in the public domain. This is

very important. The website https://freemusicarchive.org/search/ is a good source. You can sort through a lot of music and check the "public domain" box so you know you are getting unlicensed music.

STEP 5

Place your music on your first blank slide (refer to video on putting this together). Make sure you check the box that says LOOP THROUGH ALL SLIDES.   Now listen to the music as you go through the slides. Does it work?

STEP 6

Place text boxes on your slides with your pictures. You can bleed the boxes over the images in this format without a problem. Keep your text simple and concise, but don't leave out information. Keep it short and to the point. Use background color and text color for emphasis. Stick to basic colors and make sure your text reads with the colors you have chosen.

STEP 7

Animate your images and text boxes (again refer to the video) and set the timings. You have the order. Use the **REHEARSE SLIDE TIMINGS** function to set the final flow of the information. Depending on the amount of text each slide should be on the screen no less than 5 second and no more than 9 seconds. The more text, the more time needed to read it.

STEP 8

Save your Power Point presentation.   Then save the same presentation as a Power Point MP4 – allow the program to render it (will take about 5 minutes on average). Save it to your desktop and then play it to see if everything worked.   If you have problems then go back to the step, review the video provided and then save it again. No harm in doing this several time.

STEP 9

Now if you are really having trouble with your music sounding good. Send me the PowerPoint and the music separately and I will put it together. This is an option only if you music does not work right.

WHEN COMPLETED – STEP 10

Upload to the server – 1 video (MP4) – 1.5 to 2 minutes long and place in your folder. If you have done it right your video should be about 35 to 55 megs in size.

CAPTIONING EXAMPLE FOR THE TRAENA MUSIC FESTIVAL CAPSULE.

Slide 1

The Traena Music Festival
one of the ten most remote festivals in the world

Slide 2

On the small fishing island of Hosoy, far out in the Norwegian sea. Each year one of the premiere music festivals in the world for new talent takes place. The Traena Music Festival.

Slide 3

The event draws over 3,500 visitors each year, who camp in the rugged flat lands of the island. There are no hotels, and the island can only be reached by boat.

Slide 4

From 10 am until 4 am each day, performers and concert goers mingle in the midnight sun. Headline performers, emerging artist and local talent all find an audience.

Slide 5

From classical, gospel, rock and alternative music, every type of style of music is represented over the three-day festival.

Slide 6

The center stage takes it design from an ancient fish drying rack. This is in homage to Norwegian traditions of these fishing islands where fish were dried on these racks before being processed.

Slide 7

The highlight of the week is a concert in an adjacent island inside the famous Cathedral Cave. Once a launching point for Vikings raids to Europe.