



# Agenda

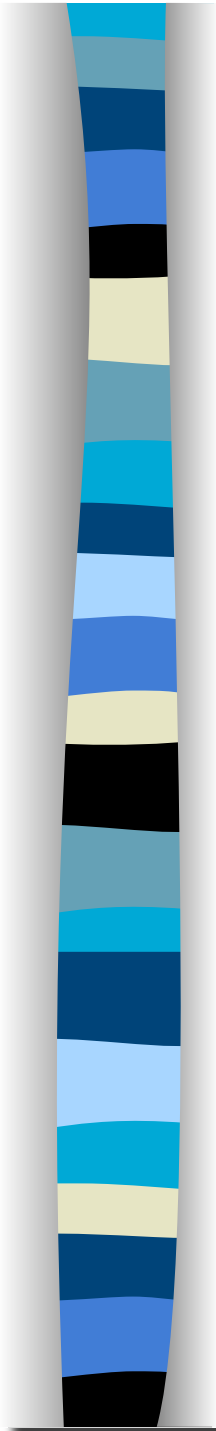
- Opening activity
- Baseline: know? need to know...
  - About ETSL? Video for the web?
  - Building a common vocabulary
- Video--Language of the Moving Image
- Using Video in the ETSL Template
  - "Ways and Means"
- Practical Applications/Hands-on Experiences
- Summary
- Question & answer
- Reflection, Close

# What is ETSL?

## **EVIDENCE OF TEACHER AND STUDENT LEARNING**

**(ETSL) is..** an on-line database of portfolios, and a tool for collaborating on

- planning an arts-integrated unit,
- documenting what happens,
- assessing student learning,
- reflecting on your own learning as educators and artists.



***Assess what you value.***

***Value what you assess.***

# Where is ETSL?

<http://esp.sicreative.com/admin>



# Getting Started: Registering

- To get a Username and Password, your team will need to submit a completed ETSL Registration Form. The form is for the creation of one ETSL Unit.
- You can download the ETSL Registration Form: [http://www.espartsed.org/evidence\\_of\\_teacher\\_and\\_student\\_learning/index.php](http://www.espartsed.org/evidence_of_teacher_and_student_learning/index.php).



# Recommended Browsers:

- Mozilla Firefox and Apple Safari are recommended browsers. Both are available, free of charge, for both Macs and PCs.
- Mozilla Firefox <http://www.mozilla.com/en-US/firefox/>
- Apple Safari <http://www.apple.com/safari/>
- *Don't forget to disable your pop-up blocker!*



## What is an ETSL Unit?

- An **ETSL Unit** is an online portfolio of documents, resources, journal entries. Users can attach documents, photos, audio clips, and video. Users can continue to enter information into the ETSL Unit throughout the project and then refine their "portfolio" as the work progresses.



## An ETSL Unit generally:

- documents the story of an arts-integrated unit of study in one classroom,
- has a teaching artist and a classroom teacher as its editors and creators.



## What is the goal?

- The goal of the ETSL Unit is to show evidence of teacher and student learning through data collection, assessment and peer-to-peer documentation and evaluation.



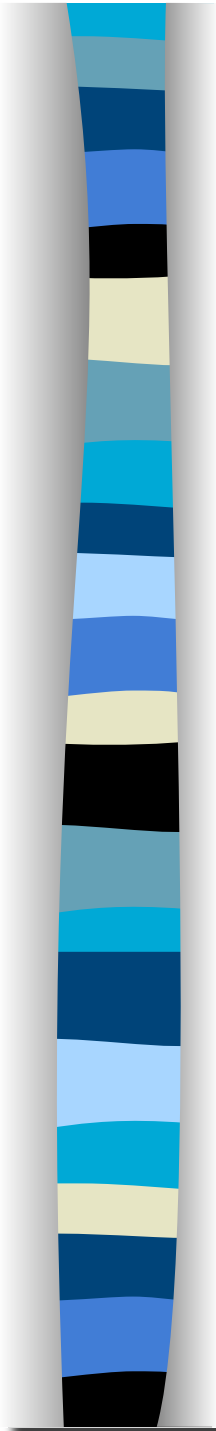
# Who is ETSL for?

- ...anyone engaged an Arts-in-Education partnership.
- Currently, only recipients of the following grants can register for the Online ETSL Database:
  - ESP School-wide
  - ESP Project-based
  - Local Capacity Building Re-grants (LCB)



# But don't be sad...

- If your partnership is not currently receiving funding through any of these granting opportunities, you can download the PowerPoint version of the ETSL Unit from the Index page.
- Online Document Sharing--If you are unable to email your PowerPoint Version ETSL Unit, you can use the free following websites to send and receive large files:
  - [Box.net](#)
  - [DIGI\[cation\] e-Portfolios](#)
  - [sendspace](#)



So, where does the video fit in?



# Why video?

- Provides a literal ‘window into the classroom’;
  - Document process as well as ‘product’
- Include interviews/differing POVs
- Provide context for the viewer
- A picture is worth a thousand words...if it is a good picture.



# Assessment and Video : Complementary Connections





Site (June 2007)	Unique Visitors (1000s)	Year-over-year growth
1. YouTube	51,378	162%
2. Google Video	17,759	137%
3. AOL Video	15,687	114%
4. Yahoo! Video	15,473	405%
5. vids.myspace.com	15,281	69%
6. MSN Video	11,967	8%

YouTube is responsible for about 10% of all traffic on the Internet (Nowak 2007) and is growing at over 162% a year



## Web Video Production Tips:

To create usable and useful videos you need to have high quality originals.

Use a good digital video camera.

Minimize pans, zooms, and subject motion and make sure your subject is well lit.

Use a simple background and a solid tripod.

Avoid hand-held shots, but if a tripod is not an option use an image stabilizer.

(HINT: If you don't have a digital IS, you can use your desk, your arms, your partners...)



## Web Video Problems:

**In terms of file size, bigger is not usually better.**

Video takes up a lot of space, and most uploads have a file maximum.

ETSL max is 20 mb.

*(HINT: For video, that is generally 2 minutes or under!)*



## **Web Video Viewing Problems:**

**In terms of image size, the opposite is true.**

The minimum dimensions should be  
320x240 pixels.

Anything much smaller has less impact  
and is hard to view.

*(Nobody likes to squint!)*



## **TIPS FOR RESOLVING THIS DILEMMA:**

Minimize camera motion with a tripod

Minimize subject motion

Try to avoid lots of moving subjects

Use a lot of light

Use a simple background--no patterns!

Avoid camera pans and zooms

Use the best equipment you can get!



***But how do we do that??***

One key to using movies on the web is to break them up into smaller segments that are a few minutes long at most.

**Edit out the parts of the movie that aren't essential to your message.**

(And that leads us right back to...



***Assess and videotape what you value.***

***Value and videotape what you assess.***



# Units of the Moving Image:

**FRAME:** The dividing line between the edge of the screen image and the darkness of the theatre; also a single photograph from the filmstrip.

**SHOT:** The smallest unit of film; a single camera “take” begins when the camera is turned on to record the action, and it ends when it is turned off.

**SCENE:** A unit composed of a number of related shoots, connected by location, incident, or a minor dramatic climax.

**SEQUENCE:** A unit composed of a number of related scenes, leading to a major climax.



# Stationary Shots:

**CLOSE-UP:** A detailed view of a person or thing; usually shows only the head of an actor.

**MEDIUM SHOT:** A relatively detailed shot; usually shows actors' body from knees or waist up.

**LONG SHOT:** Includes amount of picture within the frame roughly corresponding to the audience's view of the area within the proscenium arch of a theatre.



# Moving Shots:

**But wait...**

*NOTE: Moving shots are NOT usually effective on the web!*

- **So be very judicious** with the following:
- **TILT:** A vertical movement of the camera.
- **ZOOM:** The lens telescopes from far away to up close, or vice versa; the body of the camera doesn't move.
- **DOLLY:** The camera is placed on wheels and track is laid; the camera glides toward or away from the subject.
- **HANDHELD:** The camera is held by an operator rather than on a tripod.



# Where do I put the video ON the ETSL??

Where does it make sense--

to the viewer and to my assessment goals?



# SAMPLE IDEAS FROM COLLEAGUES:

- Bard/Red Hook
  - Findings
- Rotunda\_Campos
  - Goals & Standards
- OSL/PS 3
  - --Learning Experience



What Did You See?



Now let's try it ourselves!



Nelle Stokes  
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## WEB VIDEO RESOURCES:

<http://www.websiteoptimization.com/speed/tweak/video/>

<http://www.utexas.edu/web/video/>

[www.tekserve.com](http://www.tekserve.com)