

#Diversify

with Video Content



SWALL/HALL 2018 Annual Meeting
Deep Dive | Friday, April 6, 2018



Part 1:
Video Outreach
for Law
Librarians

Jennifer Laws
University of New
Mexico Law Library

Part 2:
Video Editing
for Law
Librarians

Joseph D.
Lawson
Harris County
Law Library



▶ ⏪ 🔊 0:00 / 58:50



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Video Editing for Law Librarians

The Existential

- Why video?
- Video in Law Libraries
- Which tools?

The Practical

- Editing basics
- Adding polish
- Getting it out there



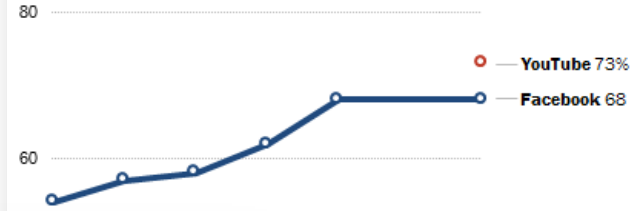
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Why video?

- It's everywhere
- It helps more learners
- It's dynamic

Majority of Americans now use Facebook, YouTube

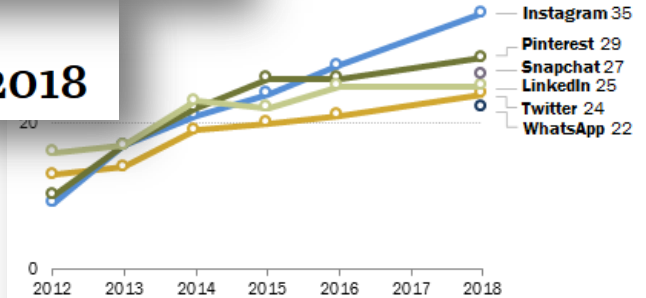
% of U.S. adults who say they use the following social media sites online or on their cellphone



Pew Research Center *Internet & Technology*

MARCH 1, 2018

Social Media Use in 2018



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

"Social Media Use in 2018"

PEW RESEARCH CENTER



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Video in Law Libraries

- Distance Learning
- Reference Assistance
- Digital Signage
- Enhances Programs and Exhibits



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Which tools?

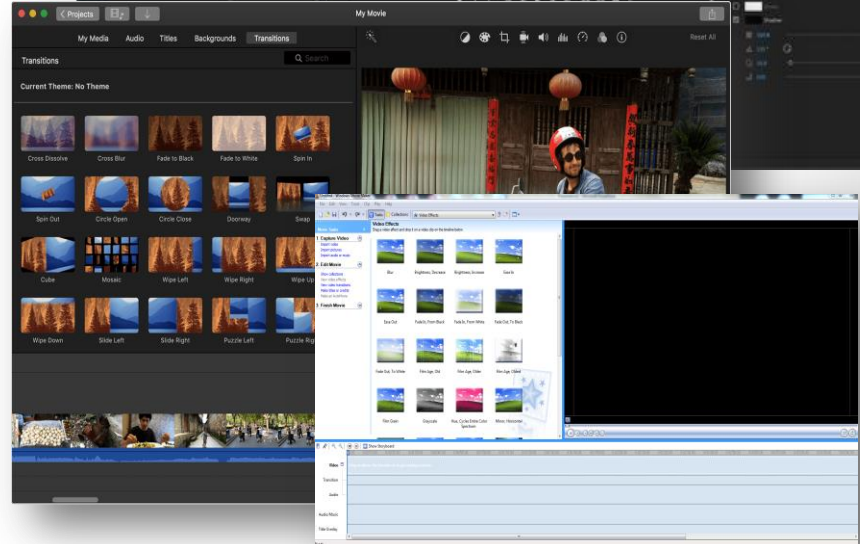
- Time/Budget/Learning Curve
- What's in your community?
- Any file format (raw or output) or compatibility issues?
- Teamwork?



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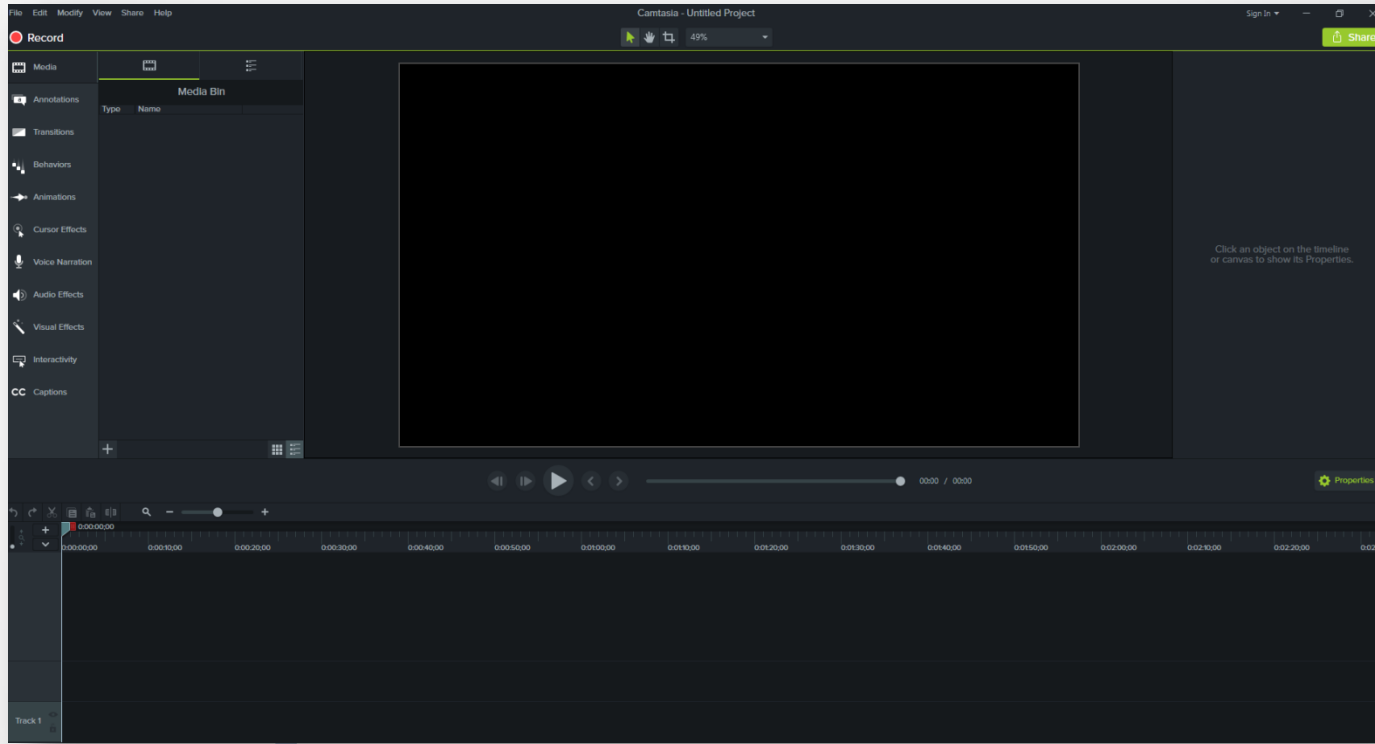
Which tools?

- Time/Budget/Learning Curve
- What's in your community?
- Any file format (raw or output) or compatibility issues?
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Which tool? Camtasia

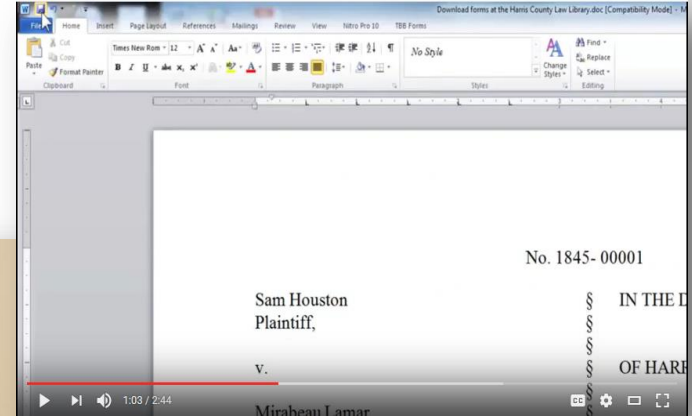


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Practical Video Editing

Generating Media for Editing

- Video content
 1. Live Video
 2. Screencapture



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Practical Video Editing

Generating Media for Editing

- Images

1. Photos

2. Screenshots



3. Graphics

4. Text as Image



Reinheitsgebot
(Bavarian beer-purity law)
celebrated 500 years
in 2016.

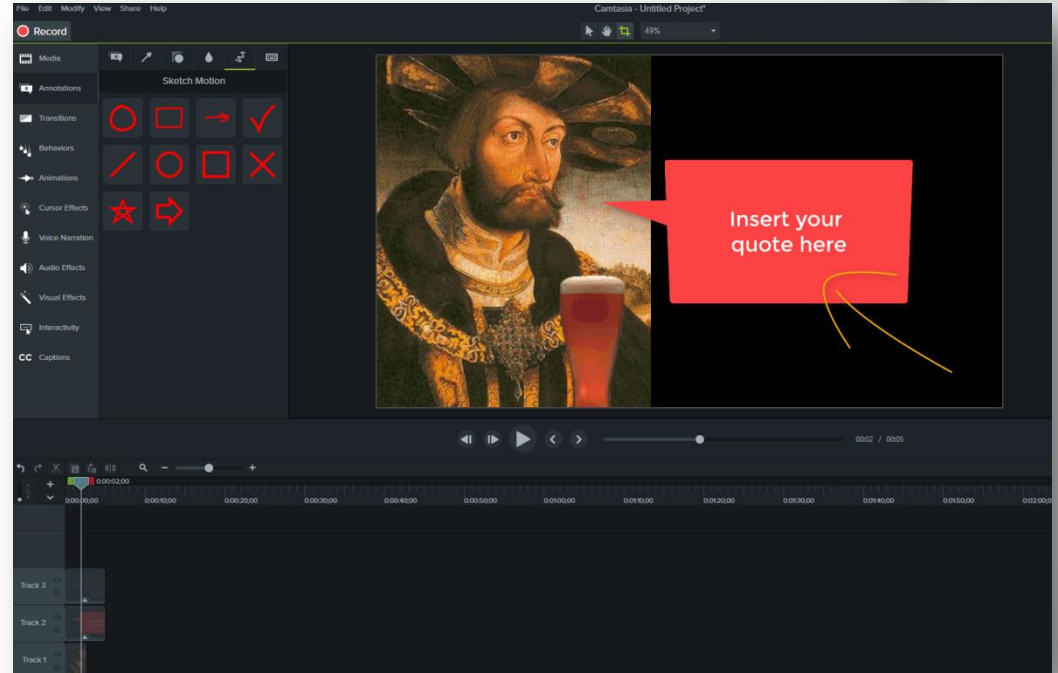


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Practical Video Editing

Generating Media

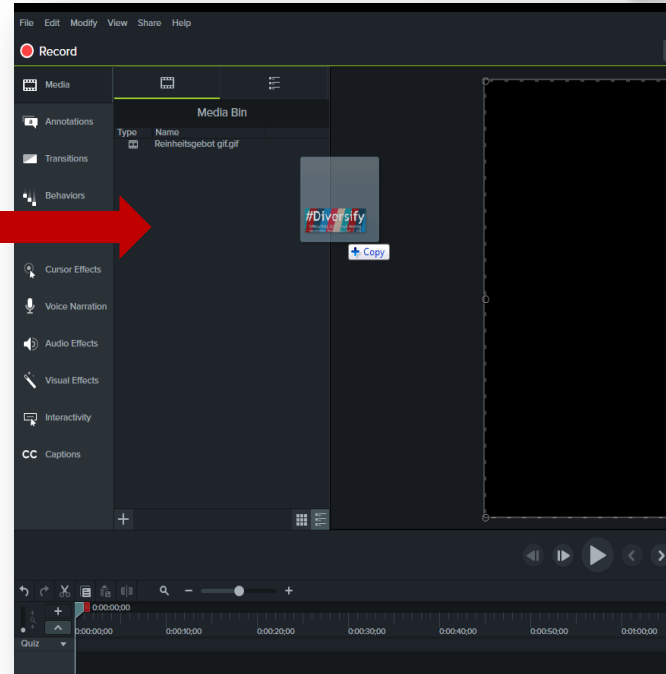
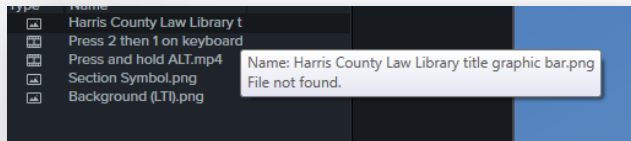
- Text & Annotations
1. Text as Image
 2. In editor text



Practical Video Editing

Importing Media

- Click & Drag
- Adding to Library
- Restoring a file path

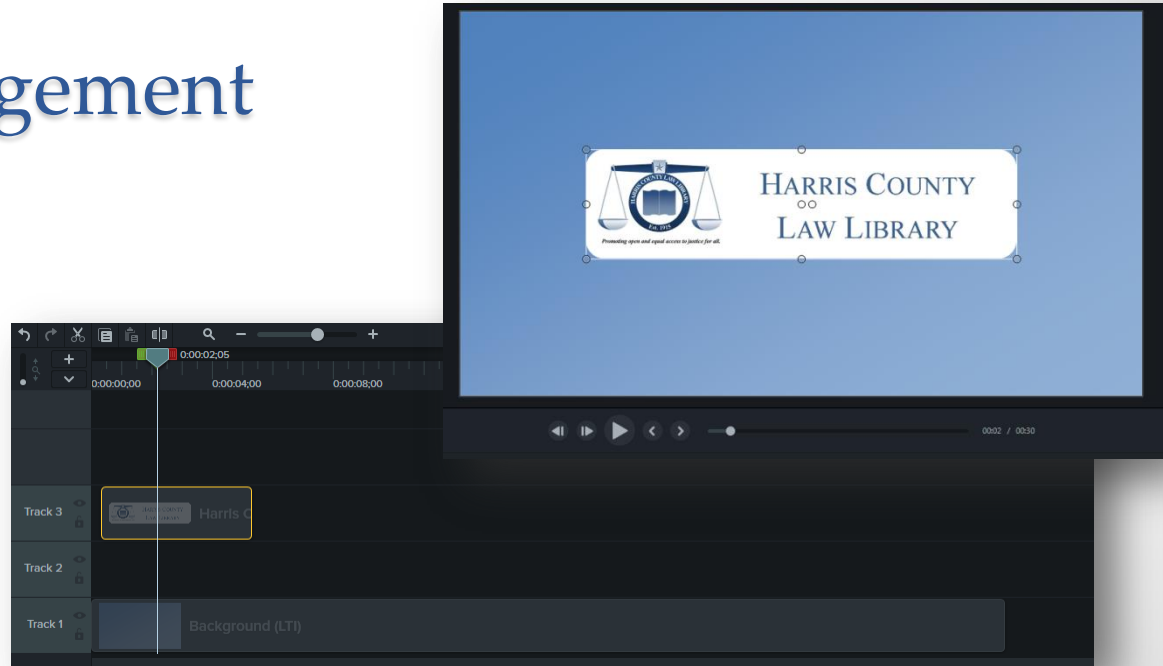


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Practical Video Editing

Timeline Management

- Duration
- Splitting
- Layering



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Practical Video Editing

Canvas Management

- Zooming
- Sizing & Cropping
- Setting Output Dimensions

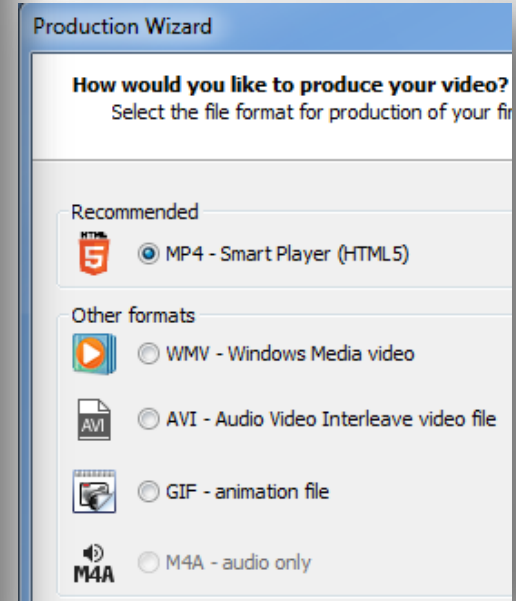
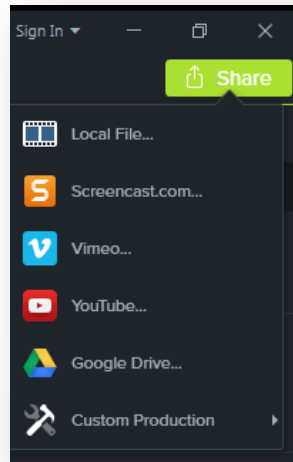


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Rendering & Output

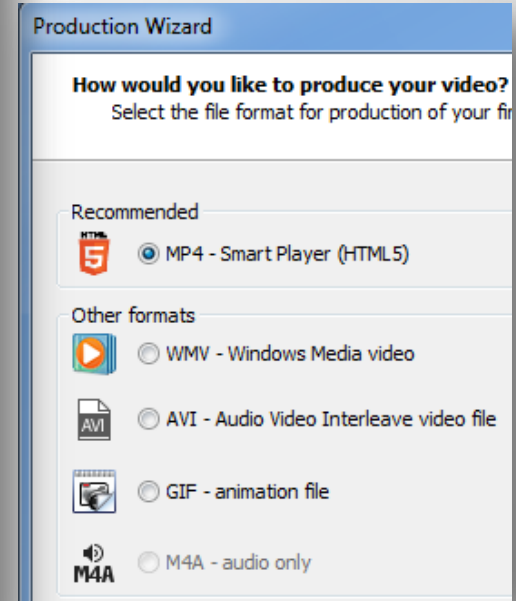
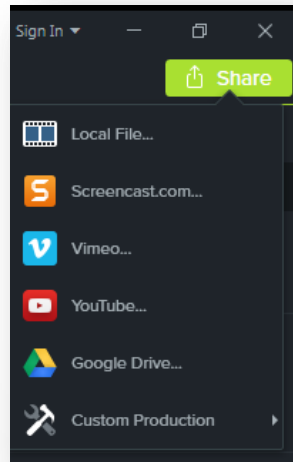
- Format
- Size



Practical Video Editing

Rendering & Output

- Format
- Size



Practical Video Editing

Adding Polish

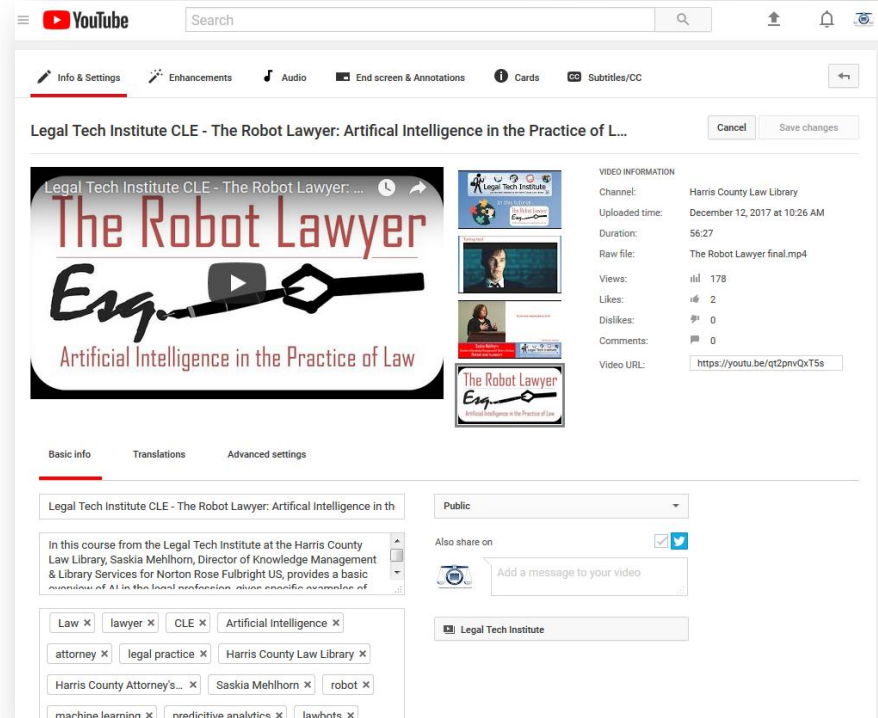
- Transitions & Behaviors
- Animations
- Titles & Credits
- Video Corrections
- Accessibility
- Interactions/Quizes



Getting it out there

YouTube

- Free (-ish)
- Used by all
- Supports HD & added features (tags, cc, lists)



The screenshot shows the YouTube interface for a video titled "Legal Tech Institute CLE - The Robot Lawyer: Artificial Intelligence in the Practice of L...". The video player shows a thumbnail with the text "The Robot Lawyer" and "Artificial Intelligence in the Practice of Law". To the right of the player is a "VIDEO INFORMATION" section with the following details:

- Channel: Harris County Law Library
- Uploaded time: December 12, 2017 at 10:26 AM
- Duration: 56:27
- Raw file: The Robot Lawyer final.mp4
- Views: 178
- Likes: 2
- Dislikes: 0
- Comments: 0
- Video URL: <https://youtu.be/qt2pmvQxTSs>

Below the video player are tabs for "Basic info", "Translations", and "Advanced settings". The "Basic info" tab is active, showing the video title, a public privacy setting, and a share button. The description reads: "In this course from the Legal Tech Institute at the Harris County Law Library, Saskia Mehlhorn, Director of Knowledge Management & Library Services for Norton Rose Fulbright US, provides a basic overview of AI in the legal profession, plus specific examples of...". Below the description are several tags: Law, lawyer, CLE, Artificial Intelligence, attorney, legal practice, Harris County Law Library, Harris County Attorney's..., Saskia Mehlhorn, robot, machine learning, predictive analytics, and lawbots.



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Getting it out there

Social Media



In-house



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Questions?

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