



International Federation of  
Library Associations and Institutions

Audiovisual and Multimedia Section



Wrocław University  
of Science and Technology

## Workshop on Video production

*Informing, communicating and disseminating knowledge using audio-visual content*

Online media platforms such as YouTube and Vimeo are very influential throughout society. According to a new report from Cisco, by 2019, online video will be responsible for four-fifths of global Internet traffic. The statistics for the U.S. are even more impressive, coming in at 85%.<sup>1</sup>

With online video, libraries have an opportunity to inform, communicate and disseminate knowledge to a broad audience, particularly youth. However, while video production today is both affordable and easy, many people avoid this media as it requires learning unfamiliar skills.

The aim of this workshop is to encourage participants to engage with video production. The workshop will provide an overview of basic skills needed to produce, edit, and publish video content online. The workshop will be divided into four sections. The participants will be able to ask questions throughout the sessions. In order to assure active participation in the workshop, the number of participants is limited to 20.

### ***10.00 – 10.45 Introduction***

We will start with an overview of several popular video portals. Then we'll discuss the advantages, disadvantages, and importance of using video material to promote libraries.

### ***10.45-11.00 Coffee break***

### ***11.00-12.30 Producing video material***

In this section, we will look into video production. We will first consider video technologies such as smartphones and compact cameras as well as different video formats, encodings, etc. Then we will show how to best prepare for making a video, the important aspects of video production such as lighting and sound, and what can be done to make video editing easier.

### ***12.30–13.15 Lunch. Provided by Wrocław University of Science and Technology***

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<sup>1</sup> <http://tubularinsights.com/2019-internet-video-traffic/>

### ***13.15–14.00 Retrieving video material***

In this part, we will show how to transfer video material from cameras or smartphones to computers. We will discuss what kind of cables or software are needed, video storage, and the benefits and problems of saving video data into Cloud services.

### ***14.00 – 15.30 Online editing and publishing of video material***

In this section, we will first show different approaches to video editing. We will go briefly through available video editing software. After, we will look into online editing services and discuss their problems and benefits. We will show basic video editing techniques using a freely available YouTube service. Lastly, we will show how to publish a video online and how to moderate comments.

### ***15.30 -16.00 Wrap up and discussion***

#### ***About Samo Grasic***

Samo received his PhD from Luleå University of Technology (Sweden), Department of Gender and Innovation, in 2014 where he focused on the development and deployment challenges of the IT infrastructure in remote Arctic regions. Currently he is engaged with technical support at Humlab, <http://www.humlab.umu.se/en> Umeå University (Sweden).

#### Additional information

##### ***When?***

Wednesday 23 August 2017

##### Location

This all day session will be held offsite during the IFLA World Library and Information Congress and 83rd IFLA General Conference and Assembly at Wrocław University of Science and Technology. Directions to the site by public transportation will be provided to registrants.

The Workshop is organized by the IFLA Audiovisual and Multimedia Section, in collaboration with Wrocław University of Science and Technology.

Registration for IFLA delegates is limited to 20 participants. There is no registration fee but registration is required. Please register via email (including name, affiliation and email address) to [lenita.berggren@umu.se](mailto:lenita.berggren@umu.se) no later than 1 August 2017.

No prior experience is necessary.

#### **Bring a laptop, smartphone or tablet.**

Registration will be on first come first served basis.

#### Questions

Please contact Lenita Berggren by email at: [lenita.berggren@umu.se](mailto:lenita.berggren@umu.se)