

Project 2 Reflection
Kristine Hall

Creating a Facebook Event

I started this class with the goal to keep my project simple. Even though most of us know how to create a Facebook event the content really wasn't the focus. For me it was learning how to execute the steps needed to produce a halfway decent video. Having a scope and storyboard really helped outline the project and allowed me to record in a conversational style instead of sounding robotic.

I kept with the theme from Project 1, but did change the title from 'Creating an Online Facebook Event' to 'Creating a Facebook Event' because vaccinations are taking place and I wanted the video to be current with what is happening in society. I chose to record my video using PowerPoint. I can't believe I have never used the recording tool, it was simple and easy to use. (Shout out to Micah Rodriguez for the tip!)

As far as recording I went in knowing that if I had to create multiple videos, recording myself over and over, my confidence level would waiver and video quality would slowly decrease. In my first attempt I stumbled over uploading the photo, mumbled, and eventually lost my place. I knew I needed to make some changes or my audience would definitely suffer from my shortcomings.

The article 'The Minimalist Approach to Online Instructional Videos' by Ehren Helmut Pflugfelder states, "paying more attention to users' needs results in videos with a higher attention to instruction-specific language, actions, and error representation." I applied this ideal by reviewing my storyboard and highlighting the areas I needed to improve when speaking, slowed down and spoke more clearly, and opted to use my gaming headset to record rather than a microphone which picked up way too much background noise. I live downtown and have 1 teenager, 4 cats, and a dog...my house is never quiet.

Using the gaming headset really helped to reduce the signal-to-noise ratio I learned from Jean-Luc Dumont's 2005 article 'The Cognitive Style of PowerPoint: Slides are not All Evil for Technical Communication.' Signal-to-noise ratio measures sound quality; recordings with high quality and low amount of background or unwanted noises are more successful in delivering message content to audiences.

The changes I made really did come through in the video. This was my second take recording and I am beyond happy with my part of the video. As a perfectionist, I'll note I can still hear myself swallow before speaking (which is annoying), and I know it's a small issue for now, but in the future when recording my video series for my thesis I'll have to work harder to reduce background sounds. Also,

the video was not blurry before I changed it to an MP4 format. I'm not a techy person so I don't really know what happened there.

I do have to say I anticipated the hardest part of this project was going to be transcribing the closed captioning. Since I started working I knew I wouldn't have enough time to process the transcriptions myself. I sent the video to Ceilo24 for a human to transcribe. The process took 24 hours and had me on my toes the whole time, I was fretting it wouldn't be returned in time.

Luckily, it arrived today and I was able to double check the work. I know you stated YouTube had CC but I wasn't sure exactly how to upload the transcription so I watched a video on YouTube closed captioning. OMG using YouTube's CC was so simple to use and edit, I literally wasted \$21.00, but it was a small price to pay to learn something new. Sadly, as soon as this class is over I will be removing the video only because it does show my friends list and my home information.

All in all, I have to say I can't believe how much I learned over such a short period of time. I am truly thankful for your teaching style; you don't micromanage or overburden your students, it's a perfect mix.

Thanks Dr. K, I look forward to your summer course on freelancing!