

Western Carolina University  
A Community of Scholarship

College Music Society  
Association for Technology in Music Instruction  
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**Multimedia Development:  
Promoting Your Ensemble**

Presented by  
**Bruce H. Frazier**

CMS

ATMI  
Association for Technology in Music Instruction

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**Topic Description**

- In this demonstration session, the participants will follow the assembly of a complete project integrating various types of media used in classroom instruction including music, text, graphics, and digital video.
- The presentation will include video and audio capture, media editing, and mixing of the elements for final delivery on DVD.
- Equipment & basic techniques will be demonstrated, including video production software and multimedia authoring tools.

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**The Project: What's It All For?**

- Promoting the WCU Jazz Ensemble
- Artistic display & Creative Multimedia Projects
  - CD, DVD & Broadcast
- Information & Advertising
  - Internet
- Archive of Performance & Classroom Activities
- A tool for pedagogy
  - An aid to applied instruction
  - Presentation and demonstration
- Recruitment for the program

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**Overview**

**Two Step Process**

- Media Importing and Editing
  - Using iMovie
- Media Assembly
  - Creating a DVD

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**Software: Using iMovie**

- Connecting to the computer - FireWire
- Video Capture from the Camera and from Tape
- Importing Clips and Still Images
- Audio
  - Soundtracks, Importing Audio, Editing Audio Clips
- Editing
  - The Timeline, Navigating, Trimming & Splitting a Clip
- Transitions
  - Creating a transitional effect: The Transitions Catalog
- Titles
  - Creating a title, Inserting and Rendering a Title, the Titles Catalog

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**Outputting the Completed Movie**

- Full-Screen Playback Mode
- Exporting to the Hard Drive
- Exporting to the Camera
- Exporting for the Internet
- Exporting to iDVD

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### Media Assembly Using iDVD

- Media compilation
- Choosing a Theme
- Importing audio tracks
  - Using background sound
- Importing movie tracks
  - Creating labels
- Importing graphics
  - Using drop zones
  - Creating a Slideshow
- Burning the Disc

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### Conclusion

- How do I get started?
- Promotion on the Web
  - Media in Web Pages
  - Blogging & Podcasting
- Discussion and Q&A

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### More Info - System Requirements

- Macintosh computer with a PowerPC G4 (500MHz or faster) or G5 processor; HD features require 1GHz or faster single or dual processors
- 512MB of physical RAM; HD features require 1GB of RAM or more (2GB recommended)
- AGP or PCI Express graphics card
- Mac OS X v10.3.9 or Mac OS X v10.4 (or later)
- QuickTime 7.0 or later
- 1GB of disk space required to install application; additional space required to install all optional templates, content and tutorials
- DVD drive for installation

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### More Info - Hardware & Software

- For Video Capture
  - DV Camcorder: Sony VX1000
  - Tripod: Venton
  - Microphone: Sony wired lavalier
- For Video Editing and Assembly
  - Computer: Macintosh G4 Powerbook
- iMovie - <http://www.apple.com/imovie/>
- iDVD - <http://www.apple.com/idvd/>
- Other iLife applications: iTunes, iPhoto, iWeb  
<http://www.apple.com/ilife/>

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### More Info - Video Capture Basics

- The DV Camcorder
  - Three CCD camera (charged-coupled devices)
  - Standard features: LCD, zoom, audio focus, image stabilizer, external microphone input, ND filter, still shot, etc.
- Lighting
  - color and intensity
  - Three-point lighting: backlight, fill light & keylight
  - Lighting kit (Lowell)
- Sound
  - Microphone proximity
  - Mounted shotgun microphone
  - Alternate microphones: Lavalier, Wireless

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### Multimedia Development: Promoting Your Ensemble

With Bruce H. Frazier

LINKS

[www3.wcu.edu/~bfrazier](http://www3.wcu.edu/~bfrazier)  
[www.apple.com](http://www.apple.com)  
[www.IAJE.org](http://www.IAJE.org)