

Video Yearbooks

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Video yearbooks contain video clips and digital still images put to music and creative software effects. This commemorative media presentation is meant to supplement regular, book-style yearbooks rather than replace them. Providing such video yearbooks holds many benefits.

Video yearbooks are additional, memorable, action-filled school highlights that can be enjoyed by students, parents and teachers, prospective students and church families. This form of a yearbook is thrilling because school events are displayed in motion featuring sounds, laughter, tears and expressions. The energy, bloopers and familiar voices resurrect past events back to life!

These technological yearbooks increase a sense of community involvement and awareness. The community includes the school, church, conference and local community. Video yearbook productions can also form integral resources to the school library.

In addition, these media yearbooks are excellent recruitment/marketing tools. For example, video yearbooks render a great feature at alumni reunions. Alumnists may feel more inclined to make personal donations to the school after visually journeying back into their unique fun days caught on video or DVD.

As an educational tool, students can acquire effective computer skills during each production stage and accomplish some cross- curricular objectives.

The initial need in creating a video yearbook is a videographer. Because students are usually involved with book-style yearbook productions they can also develop video yearbooks. Teachers, parents and/or local videographers can support students in the production process. With a little training and guidance, students can operate camcorders, VCRs, editing software and manipulate computers to design these fun-filled media presentations.

Videographers should highlight school activities. To ensure capturing these events, it is crucial for the videographer to plan well in advance with school administrators and teachers by following school events outlined in the school calendar.

Video footage may embrace but is not limited to: school week of prayers, school assemblies (with special guests or presentations), pastoral school visits, resource people, classroom presentations, fun days, science fairs, book fairs, fundraising events, worships, prayer groups, community outreach projects, field trips, graduations, sports days, church programs, etc.

To effectively video exciting school moments, equipment is important. Some of the basic equipment a school needs is a good quality camcorder, lighting (may be on camcorder), dedicated computer for editing, editing software, videotapes and/or DVDs.

Purchasing video equipment for a school production lab can cost from \$5,000 to \$9,000. However, don't panic because video yearbooks sell from \$10 - \$20 each which helps raise money to pay for the equipment. One way of attaining this lab is fundraising.

Another option is to ask parents and companies to donate equipment items. When various individuals view the contents of your fabulous video production, they will most likely feel delighted to contribute to your expenses on an ongoing basis. Also remember that Adventist Schools have business status, so some of the equipment may be gained through lease to own payment plans.

Small schools may find this venture unaffordable, but by networking with larger Adventist Schools, videographers can share editing resources.

Once equipment is available for use, it is important to get permission to create video footage. Consequently, it is essential to work closely with the school principal and board to fulfill legal obligations.

To learn more about video yearbooks, I suggest viewing the following websites:

http://www.aciddvd.com/dubbing/video_yearbook.htm

http://www3.gov.ab.ca/foip/other_resources/publications_videos/dp_video_yearbooks.cfm

<http://www.videomaker.com/scripts/article.cfm?id=3158>