Video Production

Moving pictures have long been a standby in classroom instruction. Who could forget the ordeal of setting up the old 16mm projector, the darkened room, and yes, even a sense of excitement from the students—it’s film day! With advances in technology, film day can be every day whether in the classroom, or at your students’ fingertips, literally. And, the films? Well, they can be customized—tailored to your course and student needs.

Instructional Development’s multimedia production unit has the technology and the expertise to assist you from concept to finished product for LARGE projects like the studio-produced, television program Access News http://accessnews.us/2nd-season/lloyd-doggett-congressional-representative-25th-district, or smaller, course-specific programming like the vocational nursing demonstrations. The success of any video project will largely be determined by the time and effort invested in proper planning. Much like your curriculum and course planning, we can assist in defining your objectives and developing your message. Production teams may include an instructional designer, producer, scriptwriter, videographer, editor, and/or a motion graphic designer, depending on the needs and type of the project.

In this Project Profile, we invite you to learn more about our services, explore sample projects and come talk to us about your multimedia needs.
Virtual Fieldtrips give students the opportunity to explore and see places, things, and people not normally seen on a typical classroom day. Whether you are limited by distance, time, or location, virtual field trips can provide access for your students to the world or their local community.

**Hospitality Management, Event Planning, Travel & Tourism Department**

- **Putting Ecotourism & Sustainability into Perspective - Case Study: Austin Convention Center**
  Who knew that the Austin Convention Center hand picks their trash for recycling? This video takes you behind the scenes and allows the viewer to see the Convention Center’s green practices and their impact on operation costs.

- **The Bed and Breakfast: Fredericksburg's Secret Economic Stimulator**
  Many would agree that wineries in the Fredericksburg area have a significant economic impact on the region, but you might be surprised by how much revenue bed and breakfast accommodations contribute to the vitality and growth of the Hill Country.

**Heating, Air Conditioning & Refrigeration Technology Department**

- **A Trip to the Grocery Store**: Imagine the logistics of taking a large group of students through a grocery store to examine and learn about refrigeration. Not only might this upset the store’s schedule for restocking and serving customers, it might also be difficult to schedule or raise safety concerns having students on the roof of a building. Funded through an Innovation Grant, “A Trip to the Grocery Store” provides a virtual experience for HVAC students to learn about practical applications in their field.

**History Department**

- **Texas Cemeteries**: Take a virtual trip to the Texas State Cemetery and Oakwood Cemetery, and see how these sites bear witness to history. Students learn the meaning of gravestone symbols, how different cultures approach the burial ceremony and much more. By providing a virtual tour, faculty can share the experience and save valuable time that might otherwise be spent on travel and logistics.
Demonstrations are a critical learning tool for most of us. The difficulties can come when it’s a live demonstration and viewing is obscured, or a student needs a part repeated, or, in the case of critical skills for certification, demonstrators can often vary their technique, inadvertently causing errors when the student tries to employ the skill. A thoughtfully planned recorded demonstration alleviates all these difficulties and also allows students to review the demonstration at their own pace.

**Culinary Arts**

**Austin Cooks Program:** With twenty-seven videos available online, students can review the numerous skills needed in a professional kitchen. Instructional Development worked with Chefs McCormick and Hay to first align the topics with their curriculum and course objectives. Then we helped develop the concept and look of the show and designed the website to house the videos.

[http://www.austincc.edu/cooks/](http://www.austincc.edu/cooks/)

**Interpreter Services**

**Specialized Signs (American Sign Language):** Instructional programs such as Automotive or Welding Technology have unique, industry-specific terms. For students whose first language is ASL, not knowing the signs for critical terms can slow learning. Funded through an Innovation Grant, Interpreter Services worked with Instructional Development to develop a list of signed words unique to three workforce programs. This allowed both the interpreter and student to familiarize themselves in advance of the class.

[http://irt.austincc.edu/ids/signs/](http://irt.austincc.edu/ids/signs/)

**Biology Course Redesign**

**Multimedia Activities:** To promote active learning and problem-solving in the classroom, an extensive collection of interactive, animated, online activities were created for students to improve learning outcomes. Funded through a Course Redesign grant from the Texas Higher Education Coordinating Board, these materials were made available across the state.

[http://www.austincc.edu/biocr/1406/multimedia.html](http://www.austincc.edu/biocr/1406/multimedia.html)
Biology
Safety Lab Video: These videos were developed to ensure students receive consistent information about laboratory safety. In addition, viewing prior to class sessions as an assignment faculty can save valuable class time which can then be used to focus on practice or core content.

Health Sciences
Surgical Technology: Designed as self-paced study modules, these demonstrations have a unique twist in that students view them to spot inaccuracies. Critical thinking is employed as students work their way through the modules, check their progress with built-in quizzes, and feedback that demonstrates correct methods.

Career Exploration programs provide students with key information about jobs and employment options in a field. Instructional Development has worked directly with the Public Information & College Marketing (PICM) Department to promote programs at ACC. Career videos have been distributed through YouTube, ACC Television (Channel 19), DVD, and departmental websites.

Workforce Education
Career Training: Under two minutes each, these career training videos have helped bring workforces programs to the attention of the community and potential students. Working with faculty to identify key aspects of a degree or certificate, and showcase facilities, Instructional Development has highlighted more than a dozen programs to date.
https://www.youtube.com/playlist?list=PL9uEV3AgsQyZFVqN1xNtsOSRO6nNCObRn

ID/SMT Instructional Development
Biology

Get Smart Program:
In an effort to promote future teachers in science and math, Dr. Alice Sessions, along with our multimedia team, created a packaged interactive DVD to start students on their way. The Get Smart program gave future math and science teachers specialized education classes and hands-on teaching experience. Students were able to complete core requirements for their major at ACC, and then transfer to any Texas university to complete their degrees and earn a teaching certificate.

Expert Interviews & Live Taping: Capture the stories and council of experts and prominent figures in your discipline, and bring these voices directly to your students. Live taping allows you to take advantage of unique opportunities that can be shared with many through interviews with subject-matter experts for your in-person and online classrooms.

Informational Programs: Video is an excellent vehicle for transmitting information, whether it’s part of a marketing endeavor or to support student success. These programs vary in type and style ranging from campus tours produced for a live broadcast featuring College Connection, to a history project resulting in a documentary on the Big Bend region that eventually aired on the PBS Texas Park & Wildlife program.

Live Streaming: College-wide events, like General Assembly and campus openings, have become more accessible for all through live streaming. Live Streaming provides high quality video that can be viewed in real-time by anyone with internet access. We recently streamed a live tour of ACC’s ACCelerator to the EDUCAUSE conference in Florida.
**Instructional Media Production** (in alphabetical Order)

- Amanda Trimble – graphic designer, web developer
- John Breed– studio coordinator, live streaming expert, gaffer, documentation, editor, producer, director
- Melissa Griffith– videographer, editor, producer, director, voice-over talent
- Nancy Holden-scriptwriter, director, producer, editor
- Rich Brown-motion graphics, editor, voice-over talent, animation, videographer
- Robert Ferguson-web developer, web programmer, scriptwriter, editor, producer, director
- Shea Scott- web programmer, web developer

**Instructional Design**

Instructional Designers support video production projects by consulting on project needs, helping faculty define program and student learning outcomes, supporting the review or revision of curriculum maps and content, and/or creating appropriate evaluation and assessment tools to measure student success and impact of instructional materials on student learning. Trained in teaching, learning and technology fields, all Instructional Designers’ credentials include a minimum of a Master’s degree and experience in teaching or training.

**Client(s)**

- Alice Sessions, Biology
- Andrew (Andy) Kim, Director, Environmental Stewardship
- Automotive Technology
- William (Bill) Montgomery, History
- Bob Warniers, Heating, Air Conditioning & Refrigeration Technology
- Brette Lea, Public Information & College Marketing
- Brucie Bowman, Art
- Carol Hirsh, Health & Kinesiology
- College Connection
- Diagnostic Medical Imaging/Sonography
Donald (Don) Morris, Hospitality Instructional Associate
Eileen Klein, Dean Health Sciences (Ret.)
Elizabeth Huss, Health Institute (Ret.)
Health Sciences, EMS Department
Health Sciences, Surgical Technology Department
Interpreter Services Department
Janet Barlow, Sonography Professor
Joey Offer, Mathematics Professor
Kelly Greenwood, Mathematics Professor
Linnea Fletcher, Biotechnology Professor
Lisa McCartney, Dept. Chair, Pharmacy Technology
Elizabeth (Liz) Coccia, Psychology Professor
E. Melinda Townsel, Head Librarian
Richard Espinosa, Allied Health Sciences Professor
Robert Blodgett, Geology Professor
Stacey Guney, Director, HLC ACCelerator
Dr. Stephen B. Kinslow, ACC President/CEO (Ret.)
Susan Alvarado, Philosophy Professor
Tyra Duncan-Hall, Campus Manager (Ret.)
Terry Kotrla, Medical Lab Technology Professor
Welding Department
Yolanda Hall, Vocational Nursing Professor

For more information or to schedule an appointment to discuss your ideas or projects with us:
1. Complete our online form with your request: irt.austincc.edu/ids/initiate.php
2. Contact one of our staff members: http://irt.austincc.edu/irtstaff.php
3. Call: 512-223-7786
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Vision: To lead as a model of excellence in higher education and as a resource, empowering faculty and staff to improve learning environments and advance student success.

Mission: To further the mission and student success goals of the college by providing quality instructional support for faculty and staff to
1. Develop an evidence-based teaching and learning environment to reach diverse student populations
2. Develop excellence in instruction through effective and innovative teaching practices
3. Use current and emerging instructional strategies and technologies to advance the student-centered classroom, whether campus-based or online
4. Evaluate learning outcomes that are based on student needs
5. Participate in continuous improvement through a culture of research, planning, engagement, and equity