

QUICK TURNAROUND: A Case Study

Professor Alan Garfinkel wants to record a short video about the Google algorithm and how it relates to research in the Life Sciences. How should he proceed?

STEP 1: Professor Garfinkel goes online and checks the LSCM Studio Calendar. He finds a time and date that works for him. He confirms the session with the LSCM team via email.

Studio Schedule

Today: February 28, 2018

Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29 11am Kara Cooney	30 11am Kara Cooney	31 11am Kara Cooney	Feb 1 11am Kara Cooney	2	3
4	5 11am Kara Cooney	6 11am Kara Cooney	7 11am Kara Cooney	8	9	10
11	12 10am Alan Garfinkel/Jess 11am Kara Cooney	13 11am Kara Cooney	14 11am Kara Cooney 2pm Dan Cohn	15 11am Kara Cooney 3pm Alan Garfinkel	16	17
18	19 8:30am Dan Cohn 11am Kara Cooney	20	21 11am Kara Cooney (Resche)	22	23	24
25	26 11am Jeff Maloy: Student T	27 11am Kara Cooney	28 11am Kara Cooney	Mar 1	2	3

Events shown in time zone: Pacific Time

Google Calendar

STEP 2: Professor Garfinkel arrives at the LSCM Studio. Every shoot is accompanied by staff. LSCM handles all technical matters.



Professor Garfinkel decides to use his own iPad Pro and Apple Pencil. Here LSCM staff member Colin Ho suggests a strategy for anchoring his arm while writing on the iPad.



Professor Garfinkel stops to reconsider an element of his presentation. LSCM removes these breaks from the final video during editing, giving instructors flexibility during the shoot.



STEP 3: Dan Weisman and Colin Ho edit Professsor Garfinkel's video at the LSCM workspace in Terasaki.

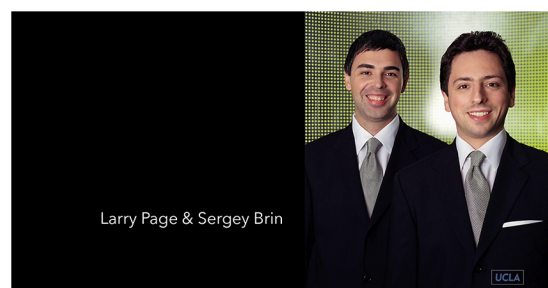
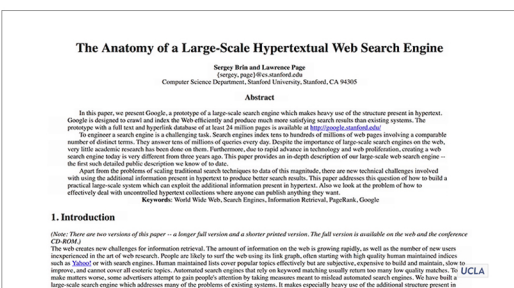
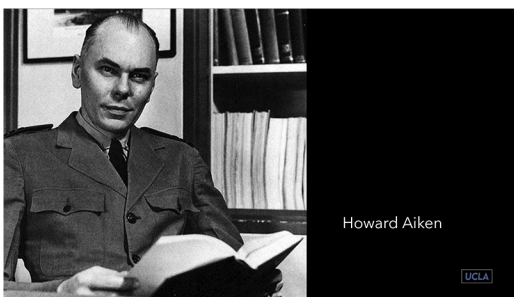
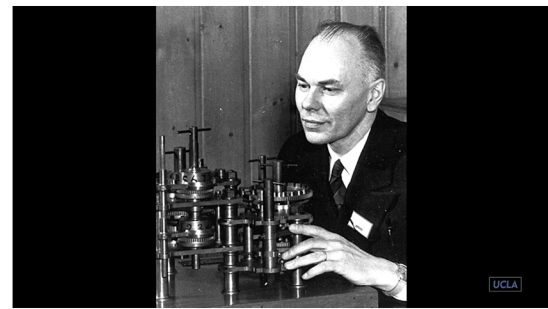
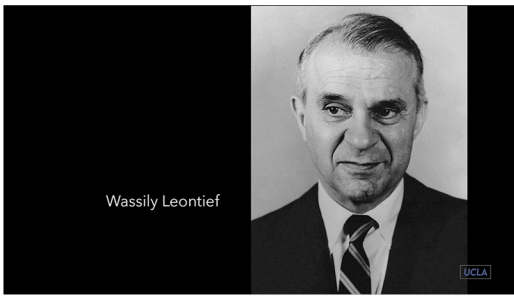


LSCM searches the web for exhibits to illustrate Professor Garfinkel lecture video. LSCM makes editorial choices and presents them to Professor Garfinkel for feedback and adjustments.



Two of the videos LSCM added are shown above. One is a period newsreel, the other an Army training film.

LSCM added the following images and graphics to Professor Garfinkel's "Quick Turnaround" video:



STEP 4: LSCM informs Professor Garfinkel that his videos are ready and available online. Turnaround time is three business days.

Raoul O'Connell 

Sent - UCLA February 21, 2018 at 6:43 PM



WW II and Google

[Details](#)

To: Garfinkel, Alan, Cc: JESSICA GREGG, Colin Ho, Frank Laski

Dear Professor Garfinkel,

Attached are links to the videos you recorded with us last Friday afternoon:

PART I

<https://youtu.be/JLFeC2OPrKQ>

PART II

<https://youtu.be/lpXjcNkfck>

PART III

https://youtu.be/LhdyO4sq3_M

Please take a look and make sure your happy with the work we did. We added some images and video clips. Provide us with the minute and seconds of places where you would like to see corrections or adjustments and we will make any changes tomorrow.

It was great fun working on this!

Yours,
Raoul

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UCLA Life Sciences

Core Media

Studio address: 2890 Slichter Hall

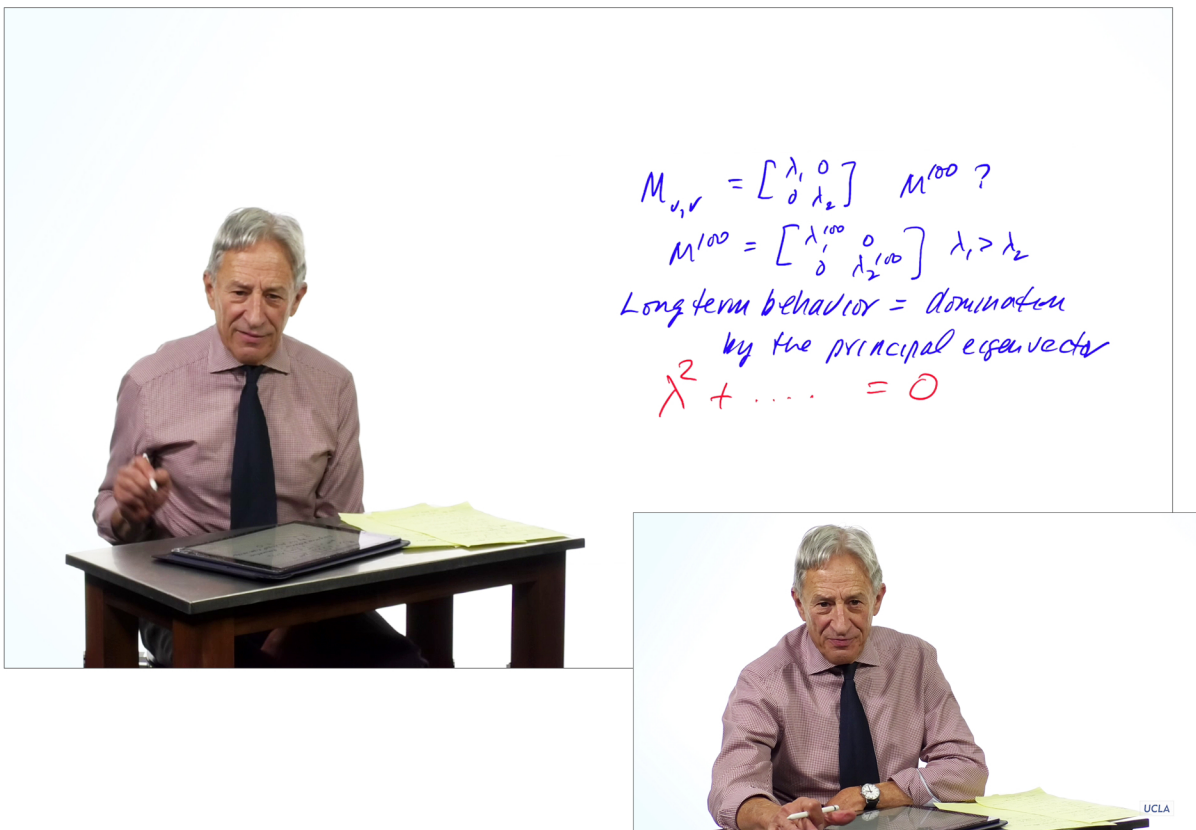
Calendar:

<http://tinyurl.com/LSC-Studio>

Raoul cell/text: 323-717-8280

Colin cell/text: 626-376-2532

Professor Garfinkel's video has two camera angles and realtime annotations.



Watch Professor Garfinkel's "Applications of Linear Algebra: World War II and Google":

Part 1 -
<http://www.kaltura.com/tiny/euink>

Part 2 -
<http://www.kaltura.com/tiny/cvmdj>

Part 3 -
<http://www.kaltura.com/tiny/hnp2u>