

# Planning Presentations for the Westover Multimedia Ministry

<b>INTRODUCTION</b>	<b>1</b>
<b>DECIDING ON A MEDIUM</b>	<b>1</b>
Notes	3
<b>Deciding Which Format to Use</b>	<b>3</b>
<b>THE NEXT STEP</b>	<b>3</b>

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## Introduction

This planning guide is intended for two audiences:

1. Those who are not part of the Westover Multimedia Ministry but require its assistance in producing a presentation.
2. Those who are part of the Multimedia Ministry and will be producing a presentation.

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## Deciding on a Medium

First you need to decide in which medium the final presentation will be produced: as a video tape or as a slide presentation. There are many determining factors. The following chart will help you compare the options.

Consideration	Video	Slide Show
Technology	Nothing needs to be said about this.	This is practically an obsolete technology, and our equipment to produce slide shows is getting older by the minute—not to mention our slide show production skills getting somewhat rusty.  On the other hand, people see video every day. A slide show may be different enough to catch their attention.
Impact on screen	Obviously video is the only option for moving images. If moving images tell your story better, video may have a better impact.	Though not as much a factor with today's video projectors, slides are generally brighter, sharper, and more colorful than video. However, slide shows can't show moving images, except for animation as described below.
Titles and graphics	The video editing software	Any titles or graphics will need to be transferred to

Consideration	Video	Slide Show
	allows direct creation of titles and graphics, and you can import graphics that were created in other applications or scanned from artwork.	slide film. Graphics that were generated on the computer can be shot from the computer screen, and paper-based graphics (including photographic prints) can be shot on a copy stand or with other arrangements.
Creative options for visuals	<p>Video is edited on a computer and allows many creative options for visual effects, including...</p> <ul style="list-style-type: none"> <li>• many types of transitions between scenes</li> <li>• animation</li> <li>• superimposed titles and graphics</li> </ul>	<p>The slide shows that the Multimedia Ministry produces run on two slide projectors controlled by a dissolve controller that receives its cues from a cue track on a sound track tape. The dissolve controller has limited options for visual effects.</p> <ul style="list-style-type: none"> <li>• the only choices for transitions are a hard cut and dissolves of 1-, 2-, 4-, and 8-second durations</li> <li>• the only way you can do animation is by switching rapidly back and forth between two slides</li> <li>• you <i>can</i> superimpose a title over a picture, but you can't switch instantly to another title or have one title fade out while another is fading in—one title has to disappear completely, then you have to wait for that projector to change slides before the next title can be brought up</li> </ul>
Ease of editing	<p>Since video is edited on a computer, editing video is somewhat like editing a word-processing document. The order, timing, and transitions between scenes can be easily changed, as can the sound track.</p>	<p>Slide shows are edited on a sorting table. While it is easy to change the order of slides on the sorting table, it is much more difficult to change their order after the slides are put in trays, and changes to the timing, transitions, and sound track are somewhat tedious to make.</p> <p>The sound track and cues are actually edited on the same computer, using the same software, as video.</p>
Ease of showing	<p>The ease of showing depends on <i>where</i> the program will be shown.</p> <ul style="list-style-type: none"> <li>• If a video will be shown in the Westover auditorium or the multi-purpose room, all you have to do is get the tape to Ken Dillman and request a spot in the schedule.</li> <li>• If a video will be shown in some other large room, you will have to arrange for a video projector and sound system or multiple large TV monitors. If you have to rent these, it will be expensive.</li> </ul>	<ul style="list-style-type: none"> <li>• If a slide show will be shown in a large room, you will have to set up two slide projectors with long-throw lenses and the dissolve controller and sound track tape deck, <i>and</i> arrange for a sound system.</li> <li>• If a slide show will be shown in a classroom or in someone's home, you will have to set up the projectors (but can use their regular lenses), and the dissolve controller and sound track tape deck, and you will still have to arrange for a sound system.</li> </ul>

Consideration	Video	Slide Show
	<ul style="list-style-type: none"> <li>If a video will be shown in a classroom or in someone's home, you just need to arrange for a TV and VCR.</li> </ul>	
Copying and distribution	Video tapes can be easily copied and distributed.	Slide shows are very expensive to copy, and each copy will require the two slide projectors, dissolve controller, and sound track tape deck (and trained people) for showing.

## Notes

- It is possible to produce a slide show for showing to a large group, and then transfer it to video tape for ease of distribution if you need to send out multiple copies.
- Video presentations can include still images if they are scanned into the computer. A flatbed scanner is available to scan prints, but we don't have access to a slide scanner. There are two options: pay someone else to do it, or project the slides on the wall and re-shoot them with a digital camera (we have access to one of those).

## Deciding Which Format to Use

In case you're still unable to decide, this may help.

<b>Produce it as a slide show</b>	If you have a large number of slides to work with, it may be easier and/or less expensive to produce the presentation as a slide show. If you have a few prints to work in with the slides, you can re-shoot them on slide film using a copy stand or other arrangements. Then, if you need to distribute copies of your presentation (or if you prefer the ease of showing a video tape in the auditorium), you can transfer it to video tape.
<b>Produce it as a video</b>	If you have a large number of prints or video scenes to work with, and a few slides, it may be easier and less expensive to produce the presentation as a video.

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## The Next Step

After you've decided whether to produce a video or a slide show, contact the Multimedia Ministry at [multimedia@westover.org](mailto:multimedia@westover.org), or call Lee Dedear at 997-0809 (work) or 248-0636 (home) for instructions on what to do next.