

Make Your Own Music Videos in the Target Language

NECTFL 2009, New York City, Thursday, April 16, 2009 - by Mohamed Esa, McDaniel College



Dear Colleagues:

Thank you all for filling out the survey for the workshop on April 16th. From the survey, I see that half of you have PCs and the other half have MACs. This is both great and problematic. PCs and MACs use different film making software (Windows Movie Maker and iMovie). We also have 4 languages represented: Chinese (Mandarin), French, German, and Spanish. The majority of you (8 out of 11) want to learn how to make your own music video in the target language. Therefore, I would like to suggest that we all learn how to do that, and in the afternoon I'll work individually with those who want to do something else, i.e. learn how to make and edit a simple video using a Flip- or a digital camcorder. (See end of message for more details).

In order for all of us to have a very productive workshop, I would like to ask you all to come prepared for the workshop. I am not sure how fast the Internet connection will be at the hotel. NECTFL didn't say anything about that, although I did request it when I submitted my proposal. Therefore, I don't want to take any chances and I want you all to come prepared in case that we either have a weak Internet connection, or even don't have one at all.

I have put together a website for the workshop with various links and handouts. Please explore it prior to coming to the workshop. PC users should explore the tutorial for Windows Movie Maker and MAC users the one for iMovie 6 or iMovie 8. The URL is: <http://www2.mcdaniel.edu/german/musicvideos/>

Here are a few things that you need to do before April 16th. In order to create your own music video in the target language you'll need to bring with you the following items (1-4 are crucial):

1. Your Laptop. Don't forget power cord or any other cables you think you have and can use.
2. One or two songs on CD or in MP3 on a Flash drive (if you download songs from iTunes, please convert them to MP3 using the Advanced Tap > Create MP3 Version). The song must be one for which you really want to create a music video. It must be easy to understand and also have words and structures for which you can create or find images (objects, people, times of day, seasons, directions, adjectives, colors, etc.)
3. Bring the lyrics for the songs both in hard copy on paper, as well as downloaded on your computer. Just use google.com, google.de, google.fr, google.cn, google.es and search for the songs, i.e. "Sur le pont d'Avignon paroles" and add the word lyrics in Chinese, French, German or Spanish.
4. Underline all words in the lyrics that relate to potential imagery, and then find images either on Google, Flickr, Clipart, wikispaces, etc. Best is if you can create or take the pictures yourself. Then you don't need to worry about copyright issues. However, we are doing all of this for educational and not commercial reasons. I don't see a problem for using images from the Internet in a video solely for educational purposes.

Important: The images you choose MUST be large. Otherwise, they will look fuzzy in the film. Search for images that are at least 800x600 pixel in size. Here is how you do that: go to Google and search for example for "Chicago", then click on images on the top left hand corner of the screen where you will see taps for "Web Images Maps News Video Gmail more". Once you have done that sort the images by size by clicking on the window below the Google logo "Showing: All image sizes". The drop-down list will have 4 options: "Extra Large Images," "Large Images," "Medium Images," and "Small Images". Click on

Extra Large images. This is the best quality and size for making films. In case you don't find any good images for the word you are searching, then click on "Large Images," and so on until you find the image you need. It looks like this:



5. Example: I have created a music video for the song "In the Ghetto" by Elvis Presley, which deals with the story of a child born in the ghetto in Chicago on a gray winter day to a poor mother who has other kids to feed. He grows up without a helping hand, he learn to steal, to own a gun, and murder, etc. It is a very powerful and sad song from the 1970s. I have searched for images that correspond to words in the song (Chicago on a gray winter day, ghetto, a hungry little child, etc.) and added them into the iMovie project, added the music, synchronized images with audio, added transitions and a title at the beginning and then made the video. Please watch the video on YouTube and look for yourself what kind of images I have looked for. The URL is: <http://www.youtube.com/watch?v=UKb44QBO54A> You'll notice that some of the pictures are repeated. This is the refrain. This helps us use less images and then just copy the part we have just produced.
6. Additional **optional** accessories **if** you have them:
 - a. a digital camera or a Flip- or digital camcorder including any cables or software that came with the camera. (If you don't have any, I'll have at least 2 camcorders that you can use to make your own film on the spot.)
 - b. a tripod, including the anchor needed to mount the camera to the tripod.

Those who want to create educational videos, e.g. a city tour, a description of a trip, a description of the life of a famous poet, politician, painter, musician, etc., please bring with you:

1. Any films you have shot yourself. Make sure to bring the digital camcorder you used to shoot the film and the appropriate cables to transfer the film onto your computer.
2. Your own digital images from a trip or the city you want to talk about (on CD or on a flash drive). If you have pictures on paper, then scan them (at least at 300 pixels) and save these on a CD or onto your laptop.
3. Bring a CD with your favorite music that you want to use as background music.
4. Write a script about your trip, city tour, etc. The script should describe all of the images you will be using.

Tentative Program:

9 – 9:15	Introduction
9:15-10:15	Introduction film making software (iMovie and Windows Movie Maker)
10:15-10:30	Short break
10:30-12:30	Producing your own music videos using iMovie or Windows Movie Maker
12:30-1:30	Lunch break
1:30-3:15	Editing and making your own video
3:15-3:30	Short break
3:30-4:15	Showtime
4:15-4:30	Evaluations