

Take the Plunge into Podcasting: Tips and Techniques to Make Your Jump Easier

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technologytrainingwheels.pbworks.com/podcasting



Podcast Preparation

- Know your audience
- Know your purpose
- Learn scripting and storyboarding basics



Basic Principles of audio/video production:

- Use a combination of words and verbal narration
- Present info in bite sized chunks
- Use clear outlines and headings
- Present in a conversational style
- Remove extraneous information
- Use attention grabbers
- Slow it down
- Focus on the big picture
- Set specific goals for your podcast



And specifically for video:

- On screen text should be located near corresponding images
- Synchronize animation and narration



Podcasting tools:

- Microphone
- Computer
- Camcorder/webcam optional
- Audio/Video Software
 - Animoto <http://animoto.com/>
 - Audacity <http://audacity.sourceforge.net/>
 - Camtasia <http://www.techsmith.com/camtasia.asp>
 - Captivate <http://tryit.adobe.com/us/captivate/>
 - Jing <http://www.jingproject.com/>
 - Imovie (MACs) <http://www.apple.com/ilife/imovie/>
 - Movie Maker <http://www.microsoft.com/windowsxp/downloads/updates/moviemaker2.msp>



Basic Principles of podcasting:

- Outline/storyboard
- Write a script (ADA compliance)
- Podcasts have a basic form which includes several elements:
 - Show ID—name of the podcast series & presenter information
 - Program ID—what this episode is about
 - Episode—the content of the podcast
 - Credits—very similar to Show ID but may also include a plug for website/contact information
 - Music—Some podcasts include intro and outtake music while others have music throughout

Podcast Format



- When displaying podcast information on your website, blog, or wiki, it is helpful to include these elements:

What to Include on a Podcast Page

The screenshot shows a web page for 'The Library Minute: Academic Search Premier' on the ASU Libraries website. Several callout boxes highlight specific features:

- Podcast description:** A callout box points to the text describing the podcast's content.
- Onscreen play options:** A callout box points to the video player interface.
- Download options:** A callout box points to the 'Download iPod Ready Video' link.
- Podcast length:** A callout box points to the duration '3:22:15' in the video player.
- RSS feed:** A callout box points to the 'RSS feed' link in the sidebar.

*May also want to add a link to the text of podcast to make it more accessible to users with disabilities.