

Adobe Grant: Premiere Pro

Todd Cherner, Ph.D.

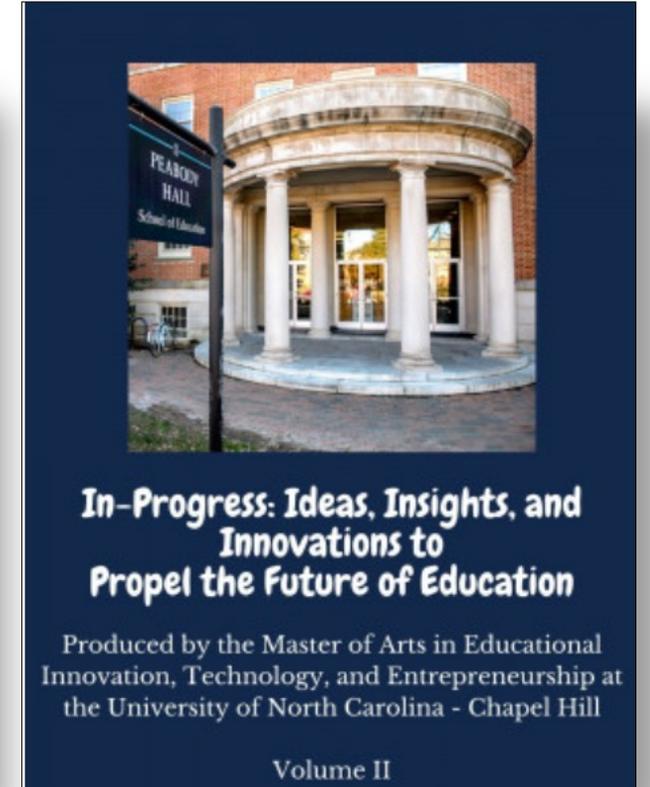
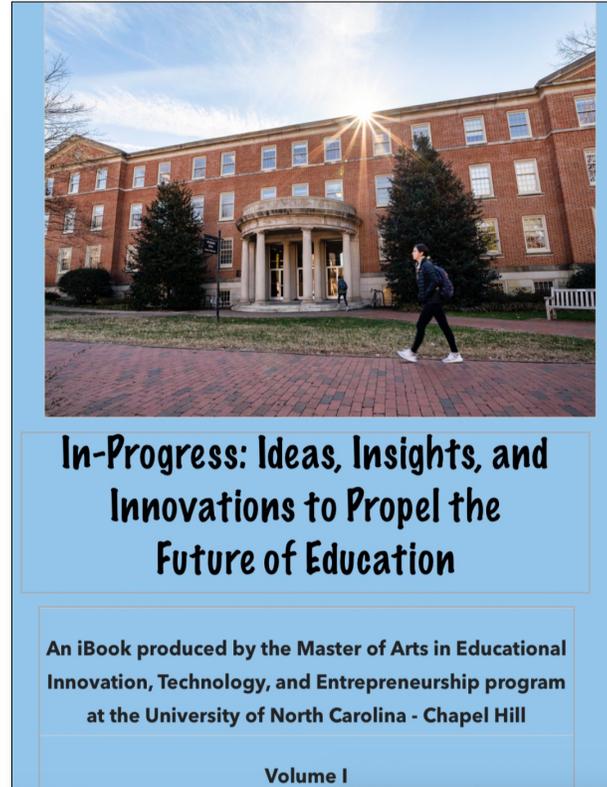
Director of the Master of Arts in Educational Innovation,
Technology, and Entrepreneurship Program

PROPEL
the **WORLD**



Purpose

Learn to use Adobe Premiere to make videos for the MEITE program's ebook series.



About “In-Progress”

Highlights from Assignment Description:

Theme: Design thinking can be used to identify educational innovations for the social good

Chapter Prompt: Explain an area where an educational innovation designed for the social good can strengthen society

Assignment Vision: If each MEITE cohort creates their own volume, it can serve as an archive of work

Student Benefits: Professional level writing, have work published, and experiment with thesis idea



Student Deliverables

Chapter Structure:

Notice: Describe the context of the problem you plan to address.

Empathize: The articulation of the problem includes the voice of the population(s) impacted by the problem.

Define: A specific call to action is offered.

See rubric for full details

Nuts & Bolts:

Length: 7-10 pages total

Intro Video: 30-90 second video preview of the chapter, which will be part of the chapter's abstract;

Outro Video: 30-90 second video summary of the chapter that should further explain the call to action

Visual Elements: Two elements (graphics, images, charts, images, tables, etc.) that communicate the main points



Technologies Needed

OBS: Screen and built-in camera recording functionalities

Adobe Premiere: Edit videos and add effects

- **Help videos:** UNC Media Resource Center & YouTube

Canva: Visual design work

MS Word: Compose books chapters

Zoom: Host writing workshops

Panopto: Host videos

Smashwords: Publish the ebook (not easy) ([Vol. I](#), [Vol. II](#))



Lessons Learned

1. Adobe Premiere used with OBS is a very useful tandem.
2. "Adobe Literacy" transfers across the Creative Cloud, like Microsoft products.
3. Teaching students to fish by providing video resources. Do not use class time for "how-to" lessons.
4. Smashwords is very hard to use, but it can be done.
5. Examples of chapters and finished products are needed.
6. Writing workshop is effective for revisions.
7. One round of instructor revisions.
8. Publishing should be optional, not required.
9. Writing a chapter is a new genre to students. #portfolioworthy

