LSC TIG Conference 2013: **Video to Reach Clients**

**Northwest Justice Project**

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**All slides will be posted on Slideshare:** <http://www.slideshare.net/lsntap>

**(1) Where to find our videos:**

NJP’s YouTube channel: <http://www.youtube.com/user/NWJusticeProject>

WashingtonLawHelp: <http://www.WashingtonLawHelp.org>

NJP’s Vimeo Page: <http://vimeo.com/njp>

NTAP’s YouTube channel: <http://www.youtube.com/user/NTAPvideos>

Various live trainings for advocates, clinics for clients and embedded on partners’ websites

**(2) Short list of influences and precedents in legal educational videos**

<http://www.educaloi.qc.ca/en/>

(Éducaloi: live-action with some titles and animation on specific legal points)

<http://www.kylawhelp.org/videos>

(Kentucky Legal Aid Society: animations on legal issues)

<http://www.youtube.com/user/IllinoisLegalAid>

(Illinois Legal Aid’s YouTube channel: diverse selection of public legal educational video series)

<http://www.publiclegaled.bc.ca/media_resources/consumer-law-animation-series>

(BC’s People’s Law School animation series on consumer/debt issues).

<http://www.commoncraft.com>

(CommonCraft’s instructional animations: non-legal topics, but short, simple, and effective)

**(3) Funding for this project**

Funding for this video project is made available through a grant from the United States Department of Commerce under its **Broadband Technology Opportunities Program** to expand broadband access and adoption in communities across the U.S.

In Washington State, the grant is administered through the **Communities Connect Network**,

a project of the **EdLab Group.** To learn more, visit [**http://www.communitiesconnect.org**](http://www.communitiesconnect.org)

**(4) Some tools NJP uses to make legal educational videos**

**• MS Office PowerPoint** & **Apple Keynote:** to create on-screen graphics/text and animations

**• Apple iMovie:** video editing and rendering software

**• Camtasia:** video screen-grab/editing software to zoom & highlight on-screen processes $300

**• Snagit: Simple** video screen-grab software $50

**• Camstudio: Simple** video screen-grab software **FREE**

**• Panasonic DVX100B miniDV camcorder** and **iPhone 4S:** audio**,** video and still photography

**• Animation techniques:**

* dry-erase marker on whiteboard drawings played in high-speed
* paper cut-outs/hand-drawings: still frames made in Keynote., shown at ~10 frames/s.
* greenscreen cloth to insert on-screen narrator or animation in front of graphics/text

**(5) The Five (Plus One) Phases of Video Production**

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| **1. Research / Assess** | What do the clients need to know? What’s already out there? |
| **2. Script: Write / Edit** | How do we say it? Is it accurate? |
| **3. Screenplay: Visualize** | How do we show it? Is it effective? |
| **4. Video: Shoot / Edit** | How do we make it? Translate. Is it ready? |
| **5. Show / Distribute** | Make it available. Advertise. Are people watching it? |
| **6. Survey / Critique** | Track results. Is it being used? What could be done better? |