

What Teachers Are Saying About ScreenPlay

"I recommend anyone considering a nonlinear editing system test drive ScreenPlay for themselves. Dollars to donuts they end up buying a ScreenPlay."

Cathy Page-Quail
Mass Media Instructor
Osborne H.S. Marietta, GA

"I have graduates who come back to use ScreenPlay because they like it more than the fancy editors at their colleges!"

Rich Barnett, Media Teacher
Wadsworth H.S., Ohio

"Every school in our county has an Instructional Television Production Program and most have ScreenPlays."

Scott Cole, Media Specialist
Gulf Breeze Elementary
Gulf Breeze, Florida

"ScreenPlay has a quick learning curve. It is far easier to use and has far fewer problems than the Casablanca that sits unused since we purchased the Applied Magic products."

Dr. Darlene Wolf
TV Production Instructor
Dr. Phillips High School
Orlando, Florida

Applied Magic to Showcase ScreenPlay at NSBA Expo 5,000 educators expected at annual school board conference

Applied Magic will introduce educators to the new ScreenPlay Plus during the National School Board Association's Conference and Exposition in Dallas, TX, Nov. 13-15.

Teachers and students have been clamoring for a larger internal hard drive and more creativity enhancement tools. ScreenPlay Plus meets those demands with its hefty 120GB hard drive, IEEE 1394 DV and array of software tools, including Chroma Key, Luma Key, Picture-In-Picture, Page 3D and A/B Roll for \$4,395.

Like ScreenPlay 60GB, ScreenPlay Plus offers point-and-click speed, drag-and-drop simplicity, exceptional stability and real-time functionality. Teachers and students especially like the system's project password protection function and 12 storyboards.



With ScreenPlay Plus teachers and their students can instantly and easily:

- Edit professional quality video and audio
- Edit 4 stereo channels with full audio envelope control and scrubbing
- Add titles: outline, drop shadow, character extrusion and more
- Add transitions: wipes, reveals, dissolves, page turns and more
- Add special effects and color effects like slow motion, strobe, fast forward and sepia tone.

ScreenPlay Plus with its larger internal hard drive means more students can create more complex video productions without external storage support.

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ScreenPlay Helps Coach Look Like a Video Editing Pro



Tom Brown is a full-time physical education teacher and coach at Sheboygan Falls High School, not a multimedia specialist. Therefore, editing game highlights and athletic scholarship application videos using his Panasonic AV5 switcher was always a struggle. There had to be a better way.

During his research for a better editing solution, Brown ran across an article outlining the features and benefits of ScreenPlay, and shortly thereafter purchased the nonlinear video editor with his own money. Although Sheboygan Falls High School does offer students a visual communication

class, there are no viable video editing tools for Brown to use and no school budget to purchase editing equipment for athletics.

"I was looking for an easy-to-use editing system and although I was initially looking at PC software options, Screenplay caught my eye," said Brown. "Its viewing screen (user-interface)

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ScreenPlay Plus offers almost 12 hours of storage capacity when using the S-VHS quality setting and up to 7 hours of broadcast quality video.

Students enjoy the creative options of the new Chroma Key and Pan & Zoom tools according to Mike Vuccola, video production instructor at John Dickson High School in Wilmington, Del.



"Pan & Zoom is a fantastic tool," Mike said. "The power and flexibility of Pan & Zoom is only limited by the user's imagination."

...Coach Continued

appeared to be pretty straightforward, intuitive and easy-to-learn. ScreenPlay also did not require all of the memory and other components needed to edit video on a computer. It's just a great all-in-one system."

Since its introduction in 1999, ScreenPlay has evolved into a family of NLE's, from the high-end ScreenPlay Plus to the basic and affordable Sequel: ScreenPlay Plus, \$4,395; ScreenPlay Academic Edition, \$4,395; ScreenPlay, \$3,795; Sequel Academic Edition, \$2,795; Sequel, \$1995.

Brown has been coaching athletics for 32 years, 27 years in the Sheboygan County Wisconsin school district. He has used ScreenPlay to edit wrestling, soccer, football and softball highlights tapes and game documentaries that he shares with other coaches, students and parents. Shot with a Cannon GL1, his athletic video productions have also played on the local cable station and have been used to highlight offense and defense plays during non-school related football clinics. Brown is also involved with the school's Outdoor Adventure Club. A recent school-sponsored trip to Rocky Mountain National Park was captured on video and edited on ScreenPlay to share with local service organizations and the cable station.

"My ScreenPlay is a dream to use," Brown added. "It is so simple to use and has all the tools I need for doing photo montages, adding sound effects and editing music, and incorporating special effects like slow motion and fast forward. I really like how easy ScreenPlay lets you cut video to the beat of music. I used to just lay music down over the video and if it all matched, fine. If it didn't, fine. Now that I can cut to the beat, the end result is quite striking."

Brown recently introduced the school's visual communications class instructor to ScreenPlay. He outlined the various student applications it can be used for, including class projects, event documentation, career exploration, video yearbooks, community service, athletic and performing arts scholarship applications.

"She was impressed," Brown said. "She said she wished she had three!"



Applied Magic Hosts Video Editing Techniques Seminar During NSBA

Applied Magic will introduce educators to the many benefits of using ScreenPlay and Sequel, and outline the many education-based applications where they are used, during an NSBA breakout session.

Educators will learn how easily they can create high-quality videos to meet a variety of needs. The session will also highlight the fundamentals of incorporating special effect, color effects, graphics, photos, music and voice over into a video.

The morning seminar will take place Thursday, November 14, from 8 a.m. to 9 a.m. Coffee and breakfast treats will be available.

ScreenPlay User Profile: Dr. Phillips High School, Orlando, Florida



Dr. Darlene Wolfe

Dr. Phillips High School, Orlando, Fla., has about 4,000 students representing over 50 countries and 70 languages. The school's Visual and Performing Arts Magnet Program provides students with advanced course work in television production. The school's television program has three ScreenPlay and one Sequel and most of Applied Magic's optional software tools.

Until just recently, Darlene Wolfe was Osborne's director of visual and performing arts. She holds a Ph.D. in committee education administration and has been teaching in Florida middle and schools for 20 years.

It was during her four years at Dr. Phillips High School that Dr. Wolfe discovered Applied Magic's nonlinear video editors, Screenplay and Sequel. Easy-to-use, easy-to-teach and student friendly, Dr. Wolfe incorporated ScreenPlay and Sequel into Dr. Phillips' high school television production curriculum and her adult summer class at Valencia Community College. She also found herself instructing colleagues on how to use Applied Magic editors for educating, communicating, coaching, archiving and more. Dr. Wolfe currently teaches at Lee Middle School in Orlando Fla. where her students are beginning to learn to edit video using ScreenPlay.

What production equipment did you have for student video productions at Dr. Phillips?

- 14 workstations, including the ScreenPlay and Sequel; a Trinity, several editing computers with Adobe Premiere; LightWave 7.0; and other PC-based editing software programs
- 4 video cameras
- A control room with a grass valley switcher, an audio mixer and several professional VCRs for recording and playback.

What type of videos did your students create?

- Public service announcements
- Curriculum support
- News/features for the school's in-house TV show
- Class projects and home videos
- Performing arts programming
- Content for CNN's Student Bureau

Who used the Applied Magic editors?

Mostly first and second year students learning editing techniques using the ScreenPlay or Sequel. Once students demonstrate mastery of editing concepts they move over to the PC editors.

What editing tools did you use prior to purchasing your ScreenPlays and Sequel?

A Panasonic linear editor, a Casablanca and three video-editing computers

Why did you buy ScreenPlay & Sequel?

They have a quick learning curve, are far easier to use and have far fewer problems compared to the Casablanca that sits unused now that we have the "Magics."

What do you dislike about the other editors?

The learning curve is too long. Students often make errors and are easily frustrated.

What do you like most about ScreenPlay? Least?

The learning curve is short and its very easy to use. The video quality is good and the real-time speed great. I don't dislike anything about ScreenPlay after years of using other editing systems.

What do your students like about ScreenPlay

The students like the speed of editing projects, multiple storyboards and password protection. They're not afraid of someone erasing or changing their videos. They hate that they do not have more ScreenPlays to use.



Have you encountered any hurdles using your ScreenPlay or Sequel?

Not at all! Except the kids each want one. Many prefer waiting for the "Magics" rather than using the other available editors.

Do other teachers use your ScreenPlays?

I taught a summer workshop on editing for area teachers. The participants really took to the "Magics" and many of the participants had, or are having, their school or department purchase one, or they bought one for themselves.

ScreenPlay Ignites Campers' Interest For Video Production

In the past, camp usually meant children would spend their carefree days of summer playing baseball, swimming, horseback riding, going on field trips and a cornucopia of arts and crafts activities. Today, camps are moving beyond what was once considered traditional camp activities and offering focused education in high-tech subject areas that are more likely to become a career than just a summer distraction.

One high-tech area growing in popularity with summer camp curriculum coordinators is "movie making" using video cameras and editing equipment. Two such summer camps offering education in video production are Friends School's Technology Camp in Baltimore Md. and the Young Peoples Performing Arts Camp in Glencoe, Md.

The Friends School's Technology Camp, K-12, offers a series of two-week classes in video production. The Young Peoples Summer Stock Performing Arts Camp introduces students to a variety of art forms, including video production.

The video production instructors for both camps are Tom LittleJohn, technology education instructor at Baltimore's Hereford High School, and 18-year-old Jason Berman. The curriculums are basically the same, with students receiving instruction on the many aspects of video production, including nonlinear video editing using Applied Magic's ScreenPlay video editor.

"ScreenPlay is the perfect match for the video editing requirements of the video camps," said Littlejohn. "It's an easy-to-use, reliable, hassle-free editor that delivers



ScreenPlay's drag-and-drop simplicity and real-time functionality allows students to spend more time being creative and less time rendering.

outstanding image quality and the features my students want the most."

A standalone editor, ScreenPlay 60GB is an affordable nonlinear video production appliance that does one thing, and one thing well – edits video. ScreenPlay offers broadcast quality video, real-time performance and an easy-to-learn user interface for \$3,795. The ScreenPlay Academic edition (\$4,395) includes:

- 60GB ScreenPlay
- Royalty-free music & video
- 2-year extended warranty
- Pan & Zoom & Page 3D
- Chroma Key & Luma Key
- Tutorial video & curriculum

Because Applied Magic's video editors are so easy to use, students grasp the concepts of communication through video faster than ever before.

– Tom Littlejohn, instructor

Applied Magic's lower-priced editor, Sequel, offers many of the same features and benefits of ScreenPlay, but is priced under \$2,000 with the Academic Edition priced at \$2,795

"Our video editors were designed with students and non-technology teachers in mind," said Aleta Walther, director of communications for Applied Magic. "The learning curve is short - so short that students just plug the ScreenPlay or Sequel into a power source, connect it to a monitor, attach the AV source, and start editing. No installing cards, trouble shooting system conflicts and wasting time that could be spent editing."

User Friendly Interface Appeals to Students

"The quality of the videos edited by the students on ScreenPlay are the result of the intuitive look, feel and operation of the video editing appliance," said LittleJohn. "It is essential to get students with no formal video editing experience to quickly grasp the concepts of video editing and ScreenPlay helps achieve this."

ScreenPlay and Sequel's key feature is their real-time effects' engine that eliminates rendering, thus greatly reducing the time it takes to complete a polished video production.

"Students love the real-time effects and transitions - that they don't have to wait to render," added LittleJohn. "They grasp the concepts of communication through video faster than ever before, and I have to give the credit to ScreenPlay and its ability to capture and keep the interest of my students."