

# PowerDirector has made a world of difference in our Digital Media class

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## Introduction

We have been running a Digital Media class for several years at our school. We have run through the evolution of technology moving from VHS, to MiniDV and finally, this year, to flash memory.

## Problem Statement

**Problem 1** Our old video editing software was not compatible with the new format in which we were shooting. We had to upload our video to our computers and then convert them to a different file format. Only then could our students edit their projects.

**Problem 2** We have also switched to higher usage of FlipVideo cameras. This provided a problem similar to the one stated above. Students were either editing on the FlipShare software (of which I am not a big fan) or having to convert their video to use in Premier Elements 3.0. This caused wasted time and memory on our hard drives.



**Problem 3** We have digital photography units written into our curriculum. One of our culminating projects within the unit is to create a slide show. The shows were always very generic as we added simple transitions between pictures. Some of our more creative students would use different software at home to create their shows.

## Previous Options

We previously used Adobe Premier Elements 3.0, Windows Movie Maker, and Flip Share.



**Redwood Middle School** is located in Saratoga, California, and is a part of the Saratoga Union School District (Saratoga Union School District). Redwood Middle School educates students in grades 6–8 and has an average annual enrollment of 950 students.

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## Implementation

The implementation of PowerDirector at our school went very smoothly which is another testament to the product itself. I had it downloaded on our computers one day, went over a quick tutorial with my classes, and they took off with it. I was amazed at how intuitive the software is. I expected many more growing pains, but the students handled the change very well.

## CyberLink PowerDirector Solution

**Benefit 1** The largest benefit for us is the compatibility between PowerDirector and multiple file formats. As stated earlier, we have switched to flash memory cameras and were having to convert before editing. This led to a lot of downtime which is never easy to manage in a middle school classroom. The addition of PD to our class has made life a breeze. Students are able to upload their video and begin their post-production work within minutes of shooting.

**Benefit 2** Along with our flash memory camcorders, we have also implemented the use of FlipVideo cameras on our campus. Previously the only option to edit these files was the included FlipShare software unless we wanted to wait for the conversion. However, FlipShare is not up to our standards as a post-production software. It's slow, clumsy and short on features. Now that we have PowerDirector on our computers, our students and teachers plug the camera in and use it as a removable drive. We're able to quickly import the files in PowerDirector and edit them the way we would like.



**Benefit 3** Another benefit of PowerDirector is when used with still images. Our culminating project for our digital photography units are slide shows. With PowerDirector our students are able to create visually appealing shows by using the software's effects, transition and text animations.

## Summary

The implementation of PowerDirector has made a world of difference in our Digital Media class. It has allowed us to take advantage of new technology which allows us to efficiently control our classroom time. The software has also given our students the ability to challenge their creativity in new ways. I look forward to continued work with this software as our students complete real world Digital Media tasks through our curriculum.

