

## **Guidelines for making a short video case study using Adobe Spark.**

Here are some guidelines for using this app to create a short video case study. These were created from the experience of a PhD graduate who used the app for this specific purpose. This allows you to record audio and film separately to make it easier to create a quality film on your own, and incorporate short film clips, photos and PowerPoint slides.

You do not have to do it this way but we hope these guidelines will help if you do!

1. Download the free app Adobe Spark. It allows you to make a short film in much the same way as you would create a PowerPoint presentation.
2. You have been asked to respond to a number of questions. Create a script by writing down your answer to each question. Aim for one long or two short sentences maximum for each. It could be useful to number them.
3. Practice saying them out loud (on your own or with someone else) and then edit if they don't sound like a real conversation.
4. Record the audio first, using a blank slide for each answer. The number of questions you are answering should equal the number of slides you have.
5. Press the microphone button and speak into your device, as close as you can to record the audio for each slide. You will be recorded while you are pressing the button. If you want to rerecord just press again – the button will overwrite what you have previously recorded. Once you are happy, move on to the next question and the next slide.
6. Once you have done this you will have a record of the length of video you need for each answer. This could be a photo, a short clip of you doing something, a clip of something else or a PowerPoint slide with relevant words or images etc. Choose what you think is appropriate to use for each answer you have recorded.
7. Create your images or video your clips to the length required for each one. You should be able to edit them to length with your phone or tablet but you can also do it with the app. It is advisable to use the mute button to avoid any background noise.
8. Store your clips in one place on your tablet or phone and name them to link with the appropriate slide.
9. Use “full screen + thing” and the ‘+’ button to add your video. You can also add text over the top if you want to.
10. You can keep it straightforward by opting for the ‘simple’ theme – but choose others if you prefer.
11. You can also add music which cleverly blends with your audio. We suggest using the music from the app rather than your own sources to avoid any copyright issues.
12. The play button can be used to play the whole film or a particular slide.
13. Existing slides can be imported from PowerPoint. Export a slide as a picture to do this.
14. Once you have completed your video you can share it or email it to yourself. We suggest you download a copy which you can do from the web version of Adobe Spark.

An example of a PhD graduate case-study created in this way is available at <http://careers.dept.shef.ac.uk/casestudies/students/casestudy.php?id=2459>