

AV HUB



On location digital production

AV HUB is an integrated package of equipment selected by AgriVisual to perform the key functions demanded of a busy TV, radio and print design studio. This self contained, independent media centre has everything needed to produce DVDs, video, CDs and audio files and graphics and websites.

AV HUB is a complete solution for the in-house pre and post production of media messages so that development projects can communicate effectively with their stakeholders at all levels.

AV HUB for:

- DVD based video programmes for TV broadcast or local screenings
- DVD based PowerPoint presentations for the mobile unit or conferences
- DVD based still photographs and charts for teaching and information
- CD based audio programmes for radio broadcast and mobile unit replay
- CD based standardised messages for behaviour change campaigns
- Design and maintenance of websites for professional partners and staff

Software for video and audio editing, finishing and replicating for digital products (includes software for print and web design)	Adobe CR3 Master Collection: adds Adobe InDesign® CS3, Photoshop® CS3 Extended, Illustrator® CS3, Acrobat® 8 Professional, Flash® CS3 Professional, Dreamweaver® CS3, Fireworks® CS3, Contribute® CS3, After Effects® CS3 Professional, Adobe Soundbooth™ CS3, and also includes Adobe Bridge CS3, Version Cue® CS3, Device Central CS3, Dynamic Link, Adobe OnLocation™ CS3 (Windows® only), and Ultra® CS3 (Windows only).	1
DVCAM edit VCR	Sony HVR-M15E	1
twin cassette deck	Tascam CD A500	1
mixing desk interface	Behringer Xenyx 1204	1
microphone stand	Boom mic stand	2
CD/DVD duplication tower: 7 copies at a time	SD Premium 7, 18x speed DVD / CD duplicator	1
CDs	Ritek printable 100 cake	1
DVDs	Ritek printable 100 cake	1
multipurpose A4 printer, scanner, fax	Canon Pixma MP530	1
cartridges	Canon CI 18 colour pack	2
cartridges	Canon CLI-8 BK	2
Intranet that connects the computers and the internet	Netgear GS608 8 port Ethernet switch up to 1000 mbps	1
Link for internet use and receipt of local and national TV signals	Either connection to local cable or ASDL	1
	Or SatIP: VSAT system for internet connection Plus 1m+ satellite dish, stand, LNB and satellite receiver, signal finder with cable and connectors	1
All connection cables for AV and design equipment	miscellaneous cables	5
Location Equipment		
Digital camcorder, tripod and accessories	Sony PD-170 kit comprising:	

	PowerLok NP-F970 type Li-Ion battery	1
	Sennheiser ME-66 (ME66) short gun microphone + K6 power supply + Rycote Softie with pistol grip / suspension	1
	Selvyt high quality 14inch lens cloth	1
	Sennheiser 09585 radio microphone kit	1
	Manfrotto MN501 / 525 video tripod kit	1
	Sony DSR-PD170P DVCAM PAL Camcorder	1
	Portabrace camcorder soft carry case	1
	6m balanced XLR audio cable	1
	zoom / focus remote controller	1
	Sennheiser HD-25 Pro 70 Ohm Headphone	1
	Sony AC-V700A AC charger for NP-F batteries	1
lighting kit	Dedolight DH4 camera light kit	1
DV tapes	Sony DVM60PR2 tapes	20
12.1 mega pixel digital still camera	Canon PowerShot G9 Hi speed SanDisk 4GB SD card	1 2
Portable video / photo editing system	HP / Compaq nw9440 (Avid Certified) Laptop c/w 2.33GHz Core 2 Duo / 17inch Screen / 2GB RAM / 100GB HDD	1
	laptop soft case	1
	Adobe Premiere Elements 3.0 and Photoshop elements 5.0	1
portable CF drive pro-audio recorder:	Marantz PMD660 digital audio recorder soft carry case SanDisk 4Gb Ultra II CF card	1 1 4
reporter's microphone	AKG D230	1
headphones	Beyer DT 100	1

AgriVisual strongly recommends its professional training programme for all **AV HUB** production staff. The core induction course lasts 3 weeks, and will train up to 6 staff per set of equipment at any one time.

Intermediate and advanced training programmes can be arranged to suit the client's needs as the ambitions of the HUB staff grow. AgriVisual also offers an optional 12 month on-line support service to all new **AV HUB** users. Details of the Training Courses are on the following pages.

This publication is for international use and whilst AgriVisual Ltd take the utmost care in ensuring that all details are correct, we are constantly striving for improvement and thereby reserve the right to alter model specifications and

equipment without notice.

AV HUB Training

The **AV HUB** comprises a sophisticated package of hardware and software solutions for gathering audio and visual material on location and then turning this source material into high quality radio and TV programmes. To get the best out this integrated package requires skilled and creative producers who are able to capture and tell a message effectively. AgriVisual believes the best way to realise the potential of the **AV HUB** is to make sure that production staff are comprehensively trained.

Our training support package consists of three main components:

- a 3-week introductory training programme for all media producers
- 2 x 1-week follow up training, tailored to the specific needs of individual production centre
- 12 months on-line technical and creative support

Introductory training

The 3-week introductory training programme covers the entire media development process from initial concept through to duplication and dissemination. One aim is give media producers sufficient technical skills to enable them to shoot and edit video, record and mix radio, conceptualise and design print materials. But it is also important that technical competency is matched by an ability to create media products that have a real impact. So the training programme also includes sessions on developing a message, writing effective outlines and making sure materials are attractive to the target audience.

At the end of training programme, each production team should have sufficient skills to produce simple but effective video, radio and print. The intensive course includes supervised “mini-productions” that the teams can take back to their centres as evidence of their new skills.

The 3-week training programme takes the production staff from each HUB and gets them working together as a multi-skilled team able to handle the varied demands of development projects with confidence. The 3-week training programme is usually held in a convenient central venue, where multiple sets of **AV HUB** equipment can be temporarily installed for the duration of the course. Around 20 participants can be trained at a time. To ensure that all participants get adequate hand-on experience, trainees are limited to 6-7 per set of **AV HUB** equipment.

Follow up training

The 1-week follow up training programme builds on skills learnt in the introductory programme, typically this begins by critically examining samples of video, radio and print that have already been produced by the local production team. Expert review of media production is a recognised method for building quality into in-house media production. By taking a detailed look at the output from each production centre, the opportunity is created to address the specific issues that each HUB faces. These may be relatively straight-forward technical mistakes or installation problems, specific skill-gaps, or more significant problems to do with the creative approach. Management issues can also be identified. The first day of the training will consist of a group review recent productions and develop a list of issues that need to be addressed in the remaining 5 days.

AgriVisual recommends that two 1-week follow up training programmes are organised for each **AV HUB** centre, these can be scheduled to match the QPR for each local project. Follow up training is held at each **AV HUB** worksite and is open to everyone involved in media production. However staff involved in dissemination of messages can also benefit.

At the end of the follow up training programme each **AV HUB** team should have an enhanced ability to produce professionally competent video, radio and print and should be able to respond to the more complex communication needs of their local organisation. They should also have a better grasp of how their media can become more effective by adhering to defined technical standards and should be able to further refine a message so that it has most impact.

On-line support

As the ambitions of **AV HUB** production teams grow, they will inevitably encounter technical and creative problems that need to be solved. AgriVisual offers a unique on-line support programme to help **AV HUB** crew through their first year of operations. AgriVisual's technical experts will be on hand through e-mail or Skype conversation to resolve issues as they come up. Usually these are mainly hardware or software queries but our production experts are also happy to discuss creative issues or to identify internet resources for researching content.

We recognise that local capacity for problem solving can be very limited in developing countries, so rather than feeling isolated **AV HUB** staff need to feel that there is friendly support readily available. We aim to ensure that each team has quick access to advice on both technical and creative issues. Our on-line support service will respond within 48 hours from the initially query. In this way the **AV HUB** can be continually productive and be able to meet deadlines reliably.

If a serious technical problem arises, all **AV HUB** equipment is covered by a one-year warrantee.

A sample training programme for the 3-week introduction to media production course is outlined below but AgriVisual is happy to put together bespoke training programmes tailored to the specific skill needs of the client organisation.

Sample AV HUB Training Programme

Course Objective: By the end of the training programme all participants will have basic competency in operating the equipment supplied in the **AV HUB**. Participants will be able to use these technical skills to respond creatively to the communication needs of their organisation.

Participants: Up to six trainees per set of equipment to a maximum of 20 per course. Participants need to have good computer skills to benefit fully from the course

Duration: 18 days on-site

Week One

Preparation

Monday - introductions
- check equipment against shipping notes unpack equipment and check condition

Tuesday - install DVCAM and audio equipment
- install DTP equipment
- install satellite and internet equipment

Communications for development

Wednesday - course introduction, course objectives, course structure, teaching style
- overview of development communications: communications strategies and tools, uses of various media,
- capabilities of new equipment: demonstration of video and sound equipment
- overview of production stages: developing a message from an idea: preparing a media project: brief, outline, treatment, script, budgeting

Video Production Skills

Thursday - camera operation: video formats, basic camera operations, power and batteries, focusing and the zoom lens, automatic settings, tripods
- a simple video exercise

Friday - review exercise: framing, when to zoom, composing for light, shooting sequences
- analysis of a video sequence: point of view, use of sound, music and commentary

Saturday - briefing for 5 minute video exercise,
- interview conventions, interview techniques,
- location sound, using microphones, sound levels
- preparation for shooting

Video Production Skills cont....

Week Two

- Monday - location shooting
- Tuesday - introduction to non-linear editing: logging and capturing material, simple cuts and trims, transitions in audio and video
- editing 5 minute video exercise
- Wednesday - further NLE editing: captions, motion effects, sound mixing
- editing 5 minute video exercise
- Thursday - introduction to After Effects compositing software
- complete edit of 5 minute video

Audio Production Skills

- Friday - location sound recording for radio
- short radio exercise: record interviews
- Saturday - editing sound on a computer: using Soundbooth software with the audio mixer
- complete radio exercise

Week Three

Computer design

- Monday - What is DTP?
- Design idea of the day
- Introduction to InDesign: page setup, master pages, choosing fonts/size/style,
- moving text blocks, lines
- simple exercise: design a certificate
- Tuesday - Design idea of the day
- Further InDesign: importing text and images, scanning images, placing and sizing images, scanning and printing
- simple exercise: design DVD case liner
- Wednesday - Design idea of the day
- Introduction to Photoshop software: working with images: scaling, cropping, adjusting brightness, contrast and saturation, layers
- simple exercise: design DVD case liner

Computer design cont....

- Thursday
- Design idea of the day
 - Introduction to Illustrator software: vector art tools
 - simple exercise: scalable diagram
 - making pdfs with Acrobat software
- Friday
- Design idea of the day
 - Introduction to Encore software: building DVDs; encoding your video
 - Project, building menus, adding chapters, alternative soundtracks
- Saturday
- Design idea of the day
 - Complete combined print and video exercise
 - Further questions and revision
 - Round up session and course evaluation, identifying further training needs