

PODCASTING, MOVIES & MORE

INCORPORATING MOTION & SOUND INTO YOUR MARKETING



Jeff Curto – PhotoPlus Expo – NYC

Resources Website for this Seminar:

www.jeffcurto.com/photoplus

For More Information, See The Web Page

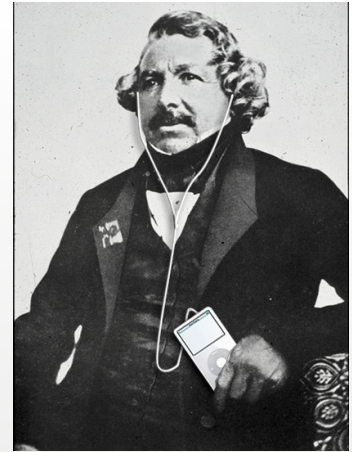
So much information! So much that I put together a web page with links to details about my presentation as well as info about hardware, software, tutorials and other useful resources.

At www.jeffcurto.com/photoplus you'll find:

- 🎧 **Presentation Handout** – PDF file of this handout
- 🎧 **Slides from the Presentation** – PDF of the presentation slides
- 🎧 **“Quick Start” Guide** – Get started fast with these resources.
You'll find some of this information in this handout, more on the web
- 🎧 **Software Links** – Software I mentioned and other useful tools
- 🎧 **Microphones & Audio Hardware** – A short list of “good to better” resources
- 🎧 **More:** You'll also find articles about podcasting & storytelling, links to “Podsafe” music sources, how-to websites, links to a few currently published photo-related podcasts and stories.

Podcasting and digital storytelling has re-energized my photography, introduced me to photographers and clients all over the world, given my students a larger view of the world and given me a new creative outlet as a photographer and teacher.

Start talking and keep moving!



Louis says:

**“Tell Your Own Tale
with a Podcast or a
Digital Story! ”**

Think of the ways audio or audio/visual content can be of use to you. Whether it's content for your website, information for prospective clients or another venue for your work as a photographer, there is a podcast or digital story that uses your ideas, your voice and your images.

Podcasting Quick Start Guide – Some Basic Tools To Get You Talking

Microphones – All Platforms, All Uses

For good quality audio, use a mic that's better than what's built into your computer. The easiest solution is a USB mic, which plugs into your computer's USB port. You'll also need headphones to better hear your audio as you edit it, but you probably have those already.

- Inexpensive USB Microphone – Logitech Desktop Microphone (around \$20) www.logitech.com
- Better USB Microphone #1– Samson CO1U (around \$80) www.samsontech.com
- Better USB Microphone #2– Blue Snowball (around \$100) www.bluemic.com
- Plug your existing mic into your computer – Griffin iMic – (around \$30; if you've already got a simple microphone, but it's not a USB mic, this is an adapter that converts that mic's input to USB) www.griffintechnology.com/products/imic
- Use your iPod as a CD-quality recording device – Griffin iTalk Pro – (around \$50) www.griffintechnology.com/products/italkpro

Macintosh – Audio Only Podcast – Record to your Mac

- Free Audio Recording Application – GarageBand (allows mixing and creates finished file) www.apple.com/ilife/garageband/
- Free Audio Recording & Editing Application – Audacity (open source for Windows and Mac) <http://audacity.sourceforge.net/>
- Inexpensive Audio Recording Application – QuickTime Pro (\$30 for the "pro" version that allows recording and multi-format export) www.apple.com/quicktime/pro/mac.html
- Wonderfully Flexible Audio Recording Application – Audio Hijack Pro (if it makes noise on your Mac, you can record it; great for recording multiple sources on one computer) www.rogueamoeba.com

Macintosh – Enhanced Podcast – Record to your Mac

- Excellent "All-in-one" package for enhanced Podcasts – ProfCast (take your existing presentation and create an enhanced podcast, complete with RSS feed creation and file uploading) \$60 – www.profcast.com
- Free Audio Recording Application – GarageBand (allows mixing and adding of images, links and metadata, then creates final file) www.apple.com/ilife/garageband

Windows – Audio Only Podcast – Record to your PC

- Free Audio Recording & Editing Application – Audacity (open source for Windows and Mac) www.audacity.sourceforge.net
- Free Audio Recording Application – Windows Media Encoder – (free; allows for capture of audio) www.microsoft.com/windows/windowsmedia/forpros/encoder/default.mspx
- Inexpensive Audio Recording Application – QuickTime Pro – Yes, this Macintosh software is available for Windows (\$30 for the "pro" version that allows recording and multi-format export) www.apple.com/quicktime/pro/win.html

Windows – Enhanced Podcast – Record to your PC

- Enhanced Podcasts on Windows in a reasonable alternative to the Mac's ProfCast – Snapcast (\$80, very similar to Profcast in that it can take PowerPoint slides and integrate them into presentations) www.snapkast.com
- Another Windows alternative to ProfCast – Podium (\$100) www.podiumpodcasting.com

RSS Feed Generators and FTP Software

• Mac:

- Free RSS Generator – VODCaster www.twocanoes.com/vodcaster (use for enhanced podcast, too)
- FTP Software – RBrowser <http://www.rbrowser.com/> (use for enhanced podcast, too)

• Windows:

- Free FTP Software – SmartFTP – www.smartftp.com (use for enhanced podcast, too)
- Free RSS Generator – FeedSpring – <http://usablelabs.org/feedspring> (use for enhanced podcast, too)

Digital Story Quick Start Guide – Basic Tools To Get You Moving

Macintosh-Only Digital Storytelling Tools

- iMovie - Comes with every Mac and is easy to use for both images and audio. Allows panning and zooming of images. Makes QuickTime movies that can be played on computers, on the web or exported to iDVD for distribution on DVDs. (free)
www.apple.com/ilife/imovie/
- iDVD - Apple's simple-to-use DVD authoring tool makes a DVD that can be played on a computer or a DVD player (free)
www.apple.com/ilife/idvd/
- iPhoto - While iPhoto doesn't allow you to do much with regard to changing of image-by-image timing or transitions or audio, it does do a pretty spiffy job of making a QuickTime movie out of your photographs. Great for a quick "test" of your ideas. (free)
www.apple.com/ilife/iphoto/
- FotoMagico - A silly name for a very nice package that makes movies from still photos (\$50) www.fotomagico.com

Windows-Only Digital Storytelling Tools

- ProShow Gold - A Windows only software package that's sort of like iMovie, but doesn't do video, just animated still images (\$30 to \$200, depending on version) <http://www.proshowgold.com/>
- Moviemaker - A freebie from Microsoft (free) www.microsoft.com/windowsxp/downloads/updates/moviemaker2.msp
- Easy DVD Creator - While there are about a bajillion options for creating DVDs on the Windows platform, Roxio's product is one of the leaders (\$80) www.roxio.com/enu/products/creator/suite/overview.html

Cross-Platform Digital Storytelling Tools

- Soundslides Plus- This inexpensive (\$70) flash-based software has become a defacto standard for multimedia presentations for online newspapers. It makes only Flash files, not QuickTime, WMV or any other format, so it's not the right choice if you want to distribute your story on DVD or CD-ROM. For Web presentation, though, it's affordable, fast and easy. www.soundslides.com
- PhotoToMovie - Sort of like iMovie, but without the video capabilities. A very powerful, yet easy-to use tool for making motion (with audio) out of still photographs (\$50) www.lqgraphics.com/software/phototomovie.php
- JumpCut - An online, web-based video editor that looks a lot like iMovie. You upload photos, audio and video and edit online. You then "publish" your movie to JumpCut's website, but you can eventually embed that movie in your own site if you choose.
www.jumpcut.com

Resources for Music for your Stories

- Freeplay Music - Royalty-free music that you can use in your Podcasts – www.freeplaymusic.com/
- Podsafe Audio - Music created specifically for use in Podcasts – www.podsafeaudio.com/
- Podsafe Music Network - More established than the above resource, another place where you can download good music created specifically for use in Podcasts or other shared media – <http://music.podshow.com/>
- TripleScoop Music - License (at very reasonable prices) extremely high-quality music (some created by Grammy and Emmy winners) specifically designed for use by photographers in their presentations – www.triplescoopmusic.com/

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www.jeffcurto.com
website

www.cod.edu/photo/curto/1105
photo history podcast

www.cameraposition.com
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