

### Overview

**Name:** Stacey Jenkins, ICT Faculty Head

**Company:** Langley Grammar School

**Industry:** Education

**Location:** Slough, United Kingdom

**Product:** Corel<sup>®</sup> VideoStudio<sup>®</sup> Pro X5

## Budding reporters go for gold

You know how it is when you're enjoying a chocolate bar – it always seems to end too soon. That's exactly what a team of students at Langley Grammar School in Slough, England, thought when they were asked to think up a fictitious product and produce a TV ad for it.

Another inventive team came up with a flying water bottle that would rush to refresh you while you were playing your favourite sport – without you needing to interrupt the action. The students did their products proud, choosing the actors, costumes, props and lighting and filming the ads in locations around the school.

Once they were done, the Year 9 students – just 13-14 years old – hurried back to the Information and Communication Technology (ICT) department to turn the videos into realistic ads using VideoStudio<sup>®</sup> Pro X5 from Corel. "We tasked them with choosing the music, camera angles, overlays and backgrounds and incorporating these into the videos along with the narration," notes Stacey Jenkins, ICT Faculty Head at Langley Grammar School. "They were just as imaginative with the transitions, backgrounds and other effects as they were with the products themselves!" The panel of judges cast their votes for all the commercials, with the flying water bottle gleaming the most.



Langley Grammar School students enjoying the process of producing a TV ad for an imaginary product.



The Olympic dance event – performed and filmed by students – had an enthusiastic audience.

### Focus on sports against a backdrop of London 2012

At Langley, students have always been encouraged to give full rein to their initiative and imagination – ever since the school was founded back in 1956. These qualities came in very handy with a second major project organised by Stacey Jenkins' ICT department in collaboration with other disciplines. Just a month after the TV ad project and with the Olympics starting in London a few weeks later, the school organised its own Olympics. Teams of year 11 students – 15-16 years old – were tasked with producing professional-looking news coverage of the various events. These included the Paralympics too, with the inclusion of sports for the blind along with wheelchair basketball. The athletes were all from the school itself, putting on an impressive display for all sports from dance to triathlon and beyond.

### Ease of use – for students and teachers

"We chose Corel<sup>®</sup> VideoStudio<sup>®</sup> Pro X5 because we didn't have much time for training," notes Stacey Jenkins. "We'd only installed the software a couple of weeks beforehand and the students were in the middle of their exams in any case, so there was no time for extensive training. That's why we chose a solution that was intuitive but that still had the full complement of features and functions needed to produce professional-looking results," she adds. Ease of use was important in another



The school's Olympic day included Paralympics too, with sports for the blind and those in wheelchairs.



*Students added music, narration, transitions and other effects to their TV ads for a professional-looking result.*



*Students competing in the triathlon, with their efforts captured by reporters during the Olympic day.*

way too – for the teachers. Across all departments, the staff were very involved in the Olympic day too and will continue to use Corel® VideoStudio® Pro X5 for future films highlighting interesting projects in their departments. The science and foreign language departments have already filmed their students engaged on projects and the trend is set to continue throughout the school.

### **Capturing the moment**

Stacey Jenkins: "Sometimes you need to capture the moment quickly – even with the video function on a mobile phone – but still be able to produce a professional result. This was certainly the case at our Olympic day!" The school had already been using an older version of the software, but the demands of the Olympic project – and the number of people involved – meant that students sometimes had to use their mobile phones to record clips. This posed no problem for Corel® VideoStudio® Pro X5, as it can import and work with phone-based formats with no need for conversion.

### **Corel® VideoStudio® Pro X5: top marks from students**

Prior to deploying Corel® VideoStudio® Pro X5, Stacey Jenkins and her team had set up a system of collecting feedback from students about their new tool. "Most said that it was intuitive enough to allow them to work things out for themselves," she notes. "That was important to us, as too much teacher guidance may have hampered the spontaneity of their clips." Several students commented that they were impressed with the wide choice of backgrounds and special effects as well as with the ease of post-processing. Three of the more experienced students even said it was the best video software they had ever used. "They needed to work fast to record the clips and then edit and process them, so the library of ready-to-use templates came in very handy – it helped them produce a professional result more quickly. There were no negative comments at all on our online feedback form," adds Stacey Jenkins.



Corel Corporation  
1600 Carling Ave.  
Ottawa, ON  
Canada K1Z 8R7

Corel UK Limited  
Sapphire Court  
Bell Street  
Maidenhead  
Berkshire SL6 1BU  
United Kingdom

Corel GmbH  
Edisonstraße 6  
85716 Unterschleißheim  
Germany