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Full Sail University selects ScreenFlow for Media Design curriculum

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Students and faculty adopt screen capture program as ideal tool for learning and teaching – over 1,200 units now in use.

Background

Full Sail University, located in Winter Park, Florida, is an innovative educational leader for those pursuing careers in the entertainment industry. The school currently offers a total of 33 campus and online degree programs, including Graphic Design, Computer Animation, Digital Arts & Design, Game/Art/ Design/Development, Entertainment Business, Internet Marketing, Media Design & Technology, and Web Design & Development. The university was named one of the top three New Media Schools by Shift Magazine (alongside MIT and New York University).

The Challenge

The school faculty was searching for ways to give innovative, real-time feedback on media pieces. They were looking for software that would let students create machinimas (for the generation of computer animation) in Second Life for their digital storytelling assignments.

They wanted to find a software tool that would enable students to quickly create screen captures, edit them, and render them without the need for a separate, stand-alone video editing system. Additionally, the school faculty was searching for a way to give its students innovative, real-time feedback on media pieces, especially in an online environment.

The Solution

In June 2008, Full Sail University selected Telestream ScreenFlow screencasting software as a single solution for both student and faculty use. The goal was to give students an easy-to-use tool for developing high-quality media pieces, as well as a *bare bones* editor for the creation of faculty instructional materials.

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ScreenFlow is interwoven in many ways. Instructors use it for feedback and to create instructional videos for both online and campus classes. Faculty use it to create video tutorials. Students use it in the labs to create *process videos* that show how they create something. They also use it to create assignments, such as machinimas, video tutorials, and feedback for other students.

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Eric Rosenfeld, Program Director
of Arts & Design

The Results:
ScreenFlow has been a great addition to the Full Sail University's program in relation to how instructors give comprehensive feedback to students, and how students giving instructors high-quality media pieces for class assignments.

"ScreenFlow has made a significant impact on the student experience in the Education Media Design & Technology degree program – from how faculty assess student work, to students creating powerful machinimas in Second Life with this powerful tool," said Dr. Holly Ludgate, Program Director, Education Media Design & Technology.

"We wouldn't be able to teach the highly technical subjects online without a capture program like Screen-Flow," added Eric Rosenfeld, Program Director of Arts & Design. "The ability to do quick edits after a capture is a great benefit. A lot of other programs capture the screen, but ScreenFlow's simple editor is just what an instructor needs."

New copies of ScreenFlow are purchased every month for the students who start the Education Media Design and Technology degree program. To date, Full Sail University has purchased over 1,200 copies of Screen-Flow. The university plans to continue to expand its use to more staff and faculty.