Introduction to Phenology Activity

Create a Phenology Movie Trailer

Introduction

Phenology "Trailers" are an exciting way to introduce the science of phenology and the Phenocam network. Students can use the fun and super easy iMovie app on an iPad to create professional looking movie trailers to present an introduction to phenology or to explain a particular phenophase. Videos can be saved and projected on an interactive white board or uploaded to Vimeo or other video sharing websites.
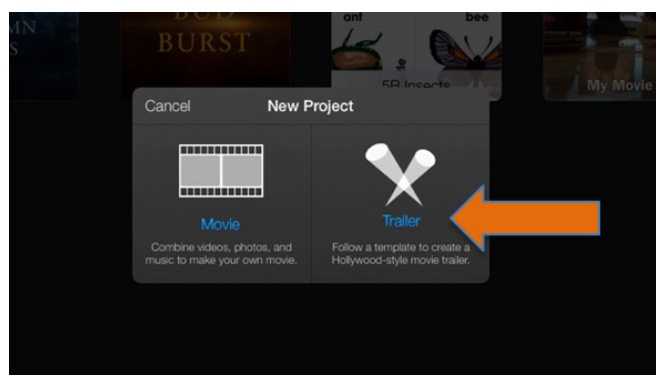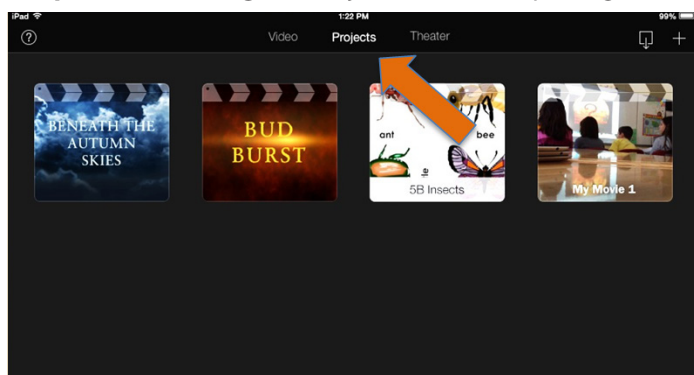
Estimated Time:
1 - 2 hours

Materials: Internet connectivity, an Internet browser (e.g., Google Chrome, Mozilla Firefox, etc.), ability to print from the Internet, writing utensils
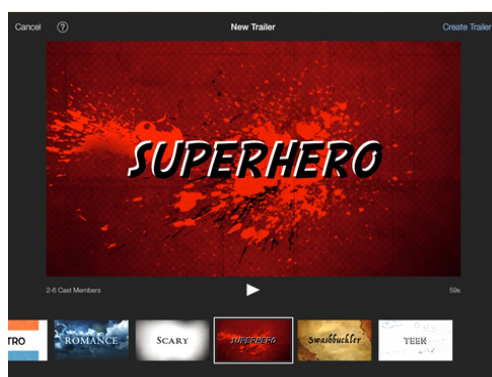
Activity Instructions

Task 1: Setup your movie trailer

Get started! Remember, a trailer is like an advertisement for a movie. It is short- but powerful.

1. Open iMovie and go to Projects. Touch the plus sign. You will have a choice of a movie or trailer. Choose Trailer.

2. Select a Template. A screen will come up with a variety of trailer templates on the bottom. You can preview the trailers by highlighting one and pressing play. Remind student to think about the focus of their trailer and choose one that will fit well with their objectives. Tap create trailer. *Note: Students can (and will!) want to preview the trailer templates. Remind them to turn the sound down.*
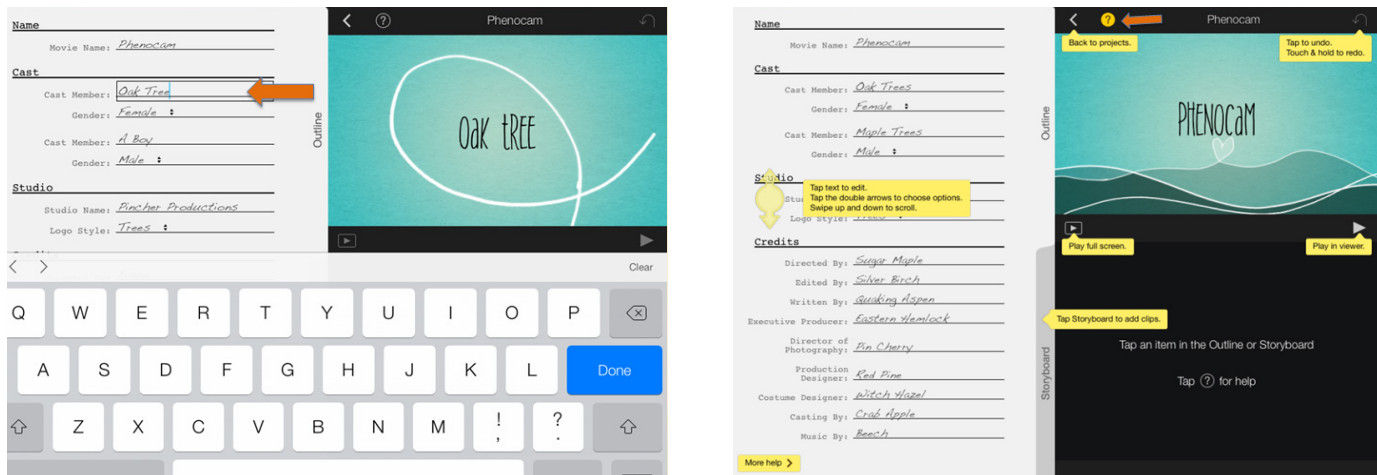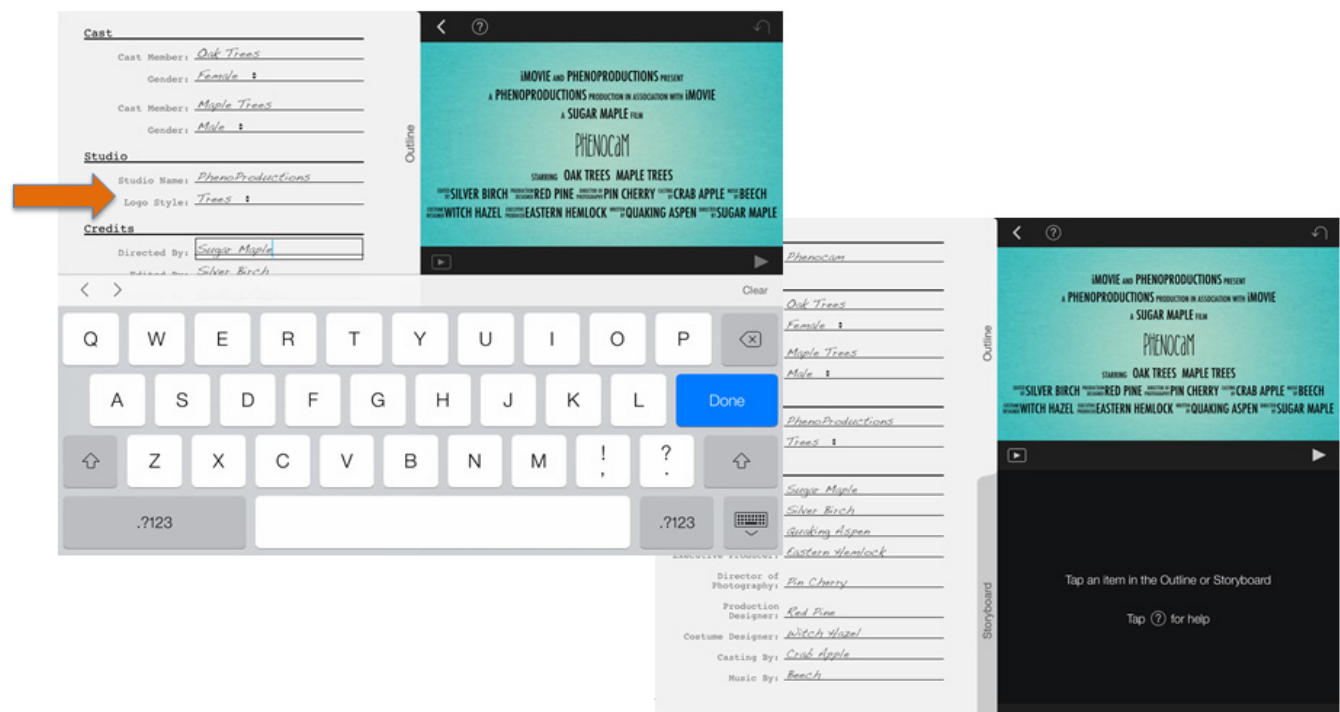

Looking for more information?
Check out the Unit 1 Background Guide online at budburst.org/phenocam

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Task 2: Add your content

3. Set up your trailer's outline. You will come to your starting page. Set up the outline. When you click on a line you can change the title, etc. Go through and change them to what you want (If you plan to upload the videos remind the students not to use last names. This will show up in the credits.). If you need help, tap on the little question mark. This help screen (see image below) is useful, although students quickly figure this out.
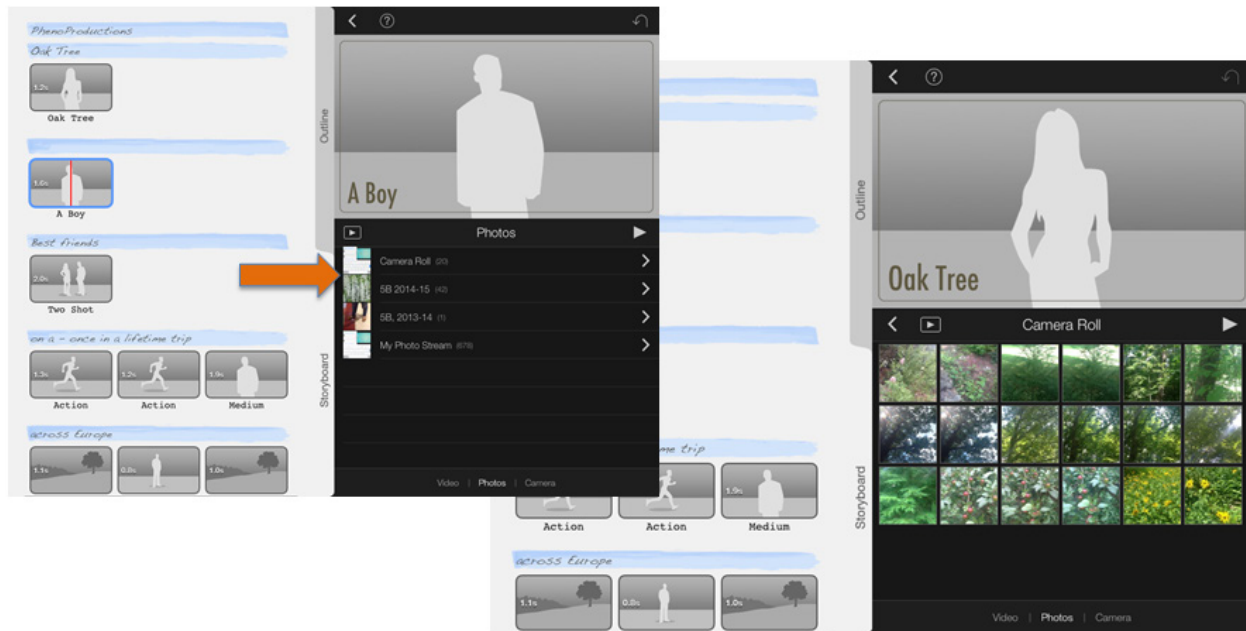

4. Switch to storyboard. When you tap on the writing, you can change it. It's best to read the whole template over first. Put in the writing you want- you can edit it later. Students always want to get right to the pictures. It's important for them to do this step first to help them focus on the kind of pictures they will need.
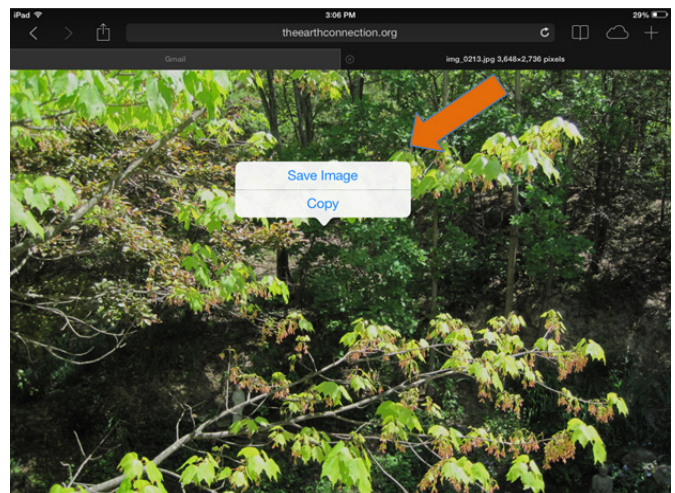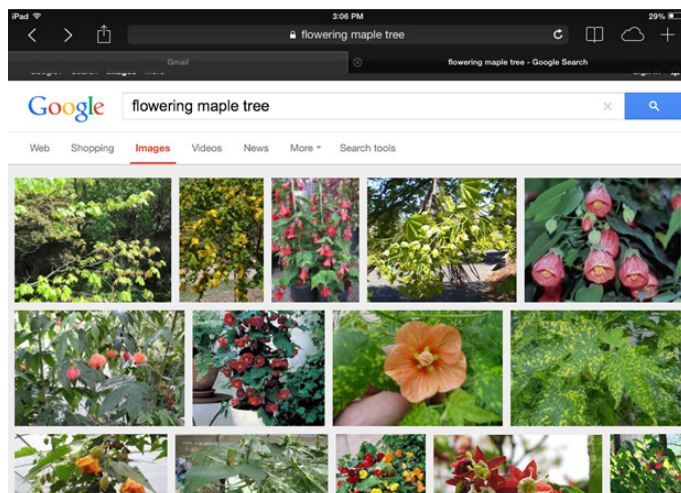
SEASON SPOTTER

Task 3: Now the fun part- adding pictures!

5. Choose pictures. Choose a few more than you will actually need. You can use pictures that you have, take pictures with your iPad, import them from Google images, or take screenshots. You can use video clips in these trailers as well. It is best to just use pictures in the beginning. Using video clips will most likely take more time.

6. Import your pictures into your camera roll. You can save a picture to your camera roll by holding down on it. The save option will come up. Remember to open the actual image before you save!! The image in the Google search is very low quality and will look blurry in your presentation. You can explain Google images and thumbnails as "pictures of pictures" to avoid blurry pictures.
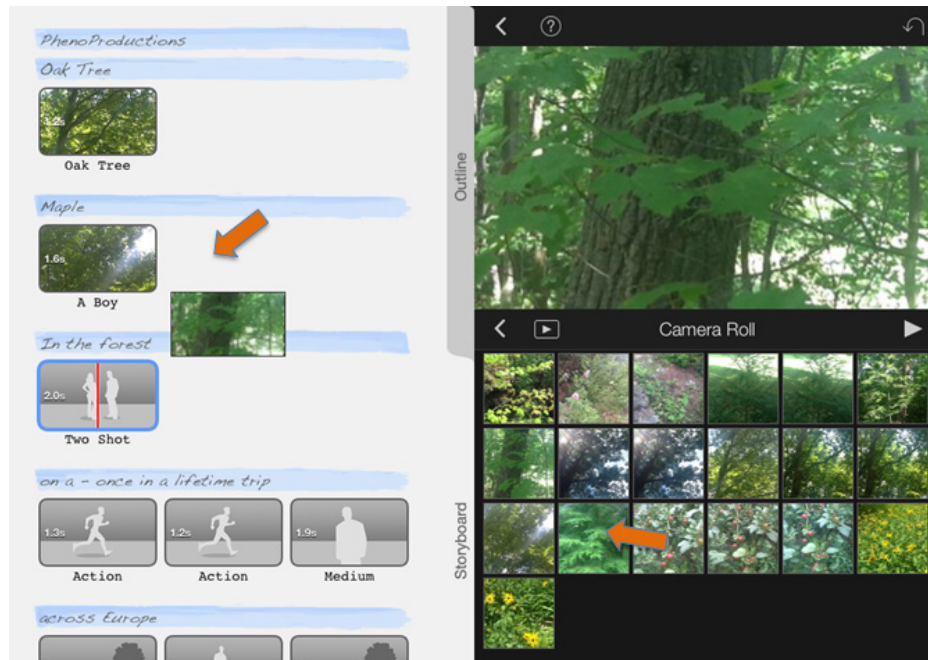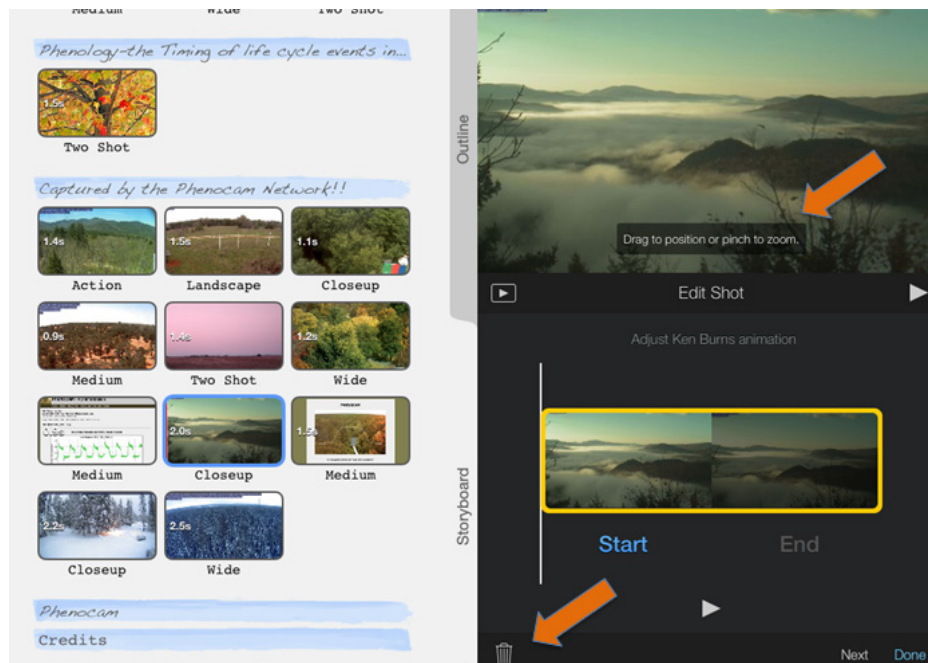
Task 3: Now the fun part- adding pictures! (cont.)

7. Add pictures to your storyboard. When you click on a picture in the storyboard it will give you the camera roll option. All your pictures will be there. Tap on the picture- it will go to that location.

8. Adjust or delete your pictures. If you tap on the picture when it is in the storyboard you can delete it or adjust how it scrolls in your video. The template has built in scrolling.
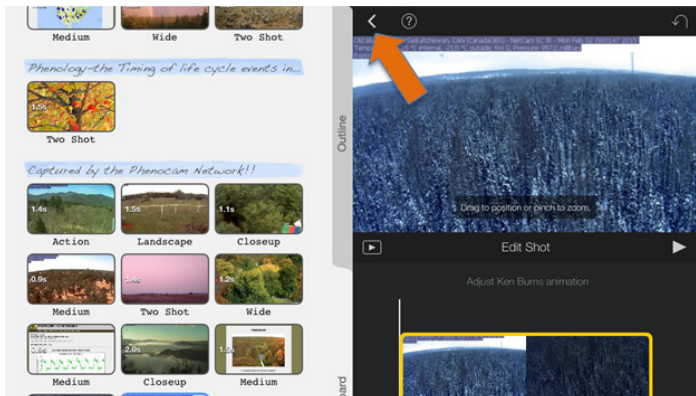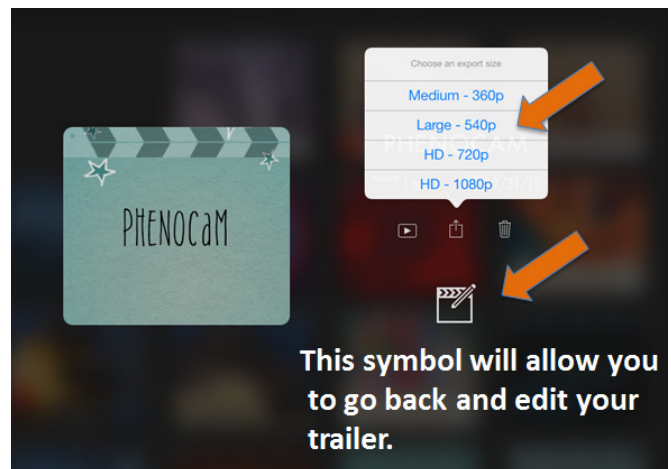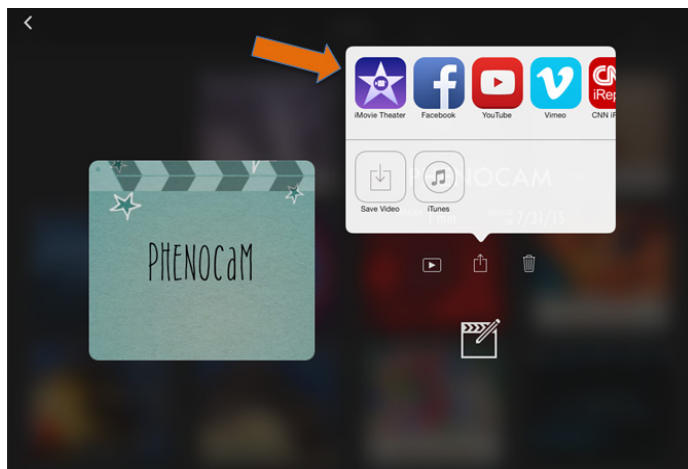
SEASON SPOTTER

Task 4: Save and upload your movie trailer

1. When you are done adding the pictures, tap the arrow. You can preview your movie trailer or tap the "upload" icon.

2. Decide how you'd like to upload/save your video. There are the options for uploading or saving your video (see image below). If you tap Save Video, a pop-up will appear with export size options. Saving a large file is a good option, especially if you'd like your learners to project their video on a screen or interactive white board.

This symbol will allow you to go back and edit your trailer.

Wrap-Up

By creating phenology movie trailers, your learners will be put their knowledge of phenology to use. Have your learners create their own individual movies or break out into teams to create movies around different phenology themes. After creating the trailers, have a movie trailer showing to showcase their work.

Sharing the videos also provides a great opportunity for discussion. Ask your learners how they decided on a theme and how it relates to the topic of phenology. What does their trailer say about phenology? Why did they select the images they selected? If they were to make a full-length phenology film, what addtional scenes/content would they add?

Want to learn more?
Check out the Unit 1 background guide online at budburst.org/phenocam