

Using Super 8 As a Video Display Training Medium

effective A/V training on a limited budget

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Every morning at the Kodak Marketing Education Center, each workshop group is treated to what we call an "eye-opener" film. This may sound like just an attention-getting device, but that is only part of its function. The eye-opener film is also selected to set the tone for the instructional unit that follows. Film is used here for a dual purpose. It puts the audience in a receptive mood and it focuses attention on the content of the meeting. I don't know of any other medium that can do this as well or as inexpensively as film.

Training Medium

As a company, you would expect Kodak to be oriented toward the use of film as a training medium. We are, but it is not by dictum. For example, it was almost by ac-

cident that we discovered a series of single-concept super 8 films in use at one of our manufacturing locations in Kodak Park. The short, "how-to" films, each describing a function in a manufacturing process, were made at the production line by one of the supervisors, using employees as actors. It was all taken so "matter-of-factly" that nobody bothered to tell us about it.

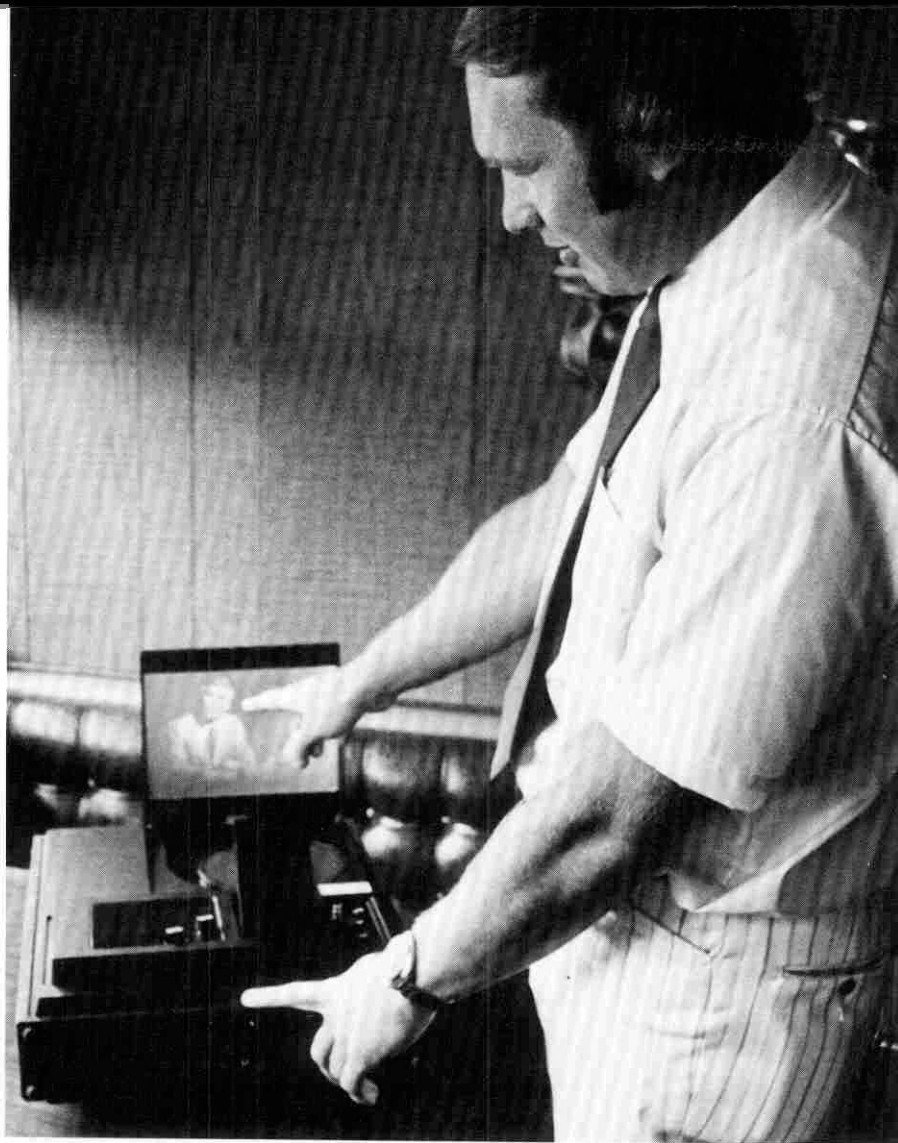
Today, I am more convinced than ever that super 8 film has come into its own as a training medium as I hear of an increasing number of applications at other companies. Part of this growth stems from the ease of producing color/sound programming at very low cost and part of it stems from the versatility in the display of super 8 films.

Since the introduction of film

video players, super 8 film has become an attractive medium for video display. The film video player serves as a table-top film chain which can be connected either directly into a television distribution system or to a video-tape recorder for film-to-tape transfer. It provides an inexpensive way to get into color video for some and for others it provides a means of display for "on-the-screen" filming which can be done so easily with the super 8 medium.

Medical Training

The University of Rochester Medical Center is one example. Since 1969, it has had its own closed-circuit television system reaching 16 laboratories, two auditoriums and eight main conference rooms. Live presentations are



The super 8 sound projectors used by Carl's Jr. restaurants make it possible for employees to learn skills and policies individually and at their own pace.

made from the well-equipped studio and video taping can be done either in the studio or remotely. All presentations can be displayed over the TV distribution system.

The Medical Center recently installed a film video player in the TV control center to display programming in the super 8 format over either the distribution system or directly to an individual monitor for small-group instruction. This also provides a high degree of flexibility for an instructor planning a program. Live presentation, video-tape display, super 8 film and still photos or slides can all be mixed in the same program, and the most effective media can be used to get the main point across.

In another case, Hewlett-Packard Company's Automatic Mea-

surement Division in Sunnyvale, Calif., wanted to document equipment demonstrations and testimonials at user locations. Ron Murdock, television production manager, considered the origination of $\frac{1}{4}$ - or $\frac{1}{2}$ -inch color video tape on location but rejected the idea because he did not feel the quality of the end product justified the hardware cost, which was estimated in excess of \$50,000. Instead, he invested about \$2,000 in two super 8 cameras, a film viewer and editor, and a film video player and produced a 15-minute pilot film.

A Kodak Supermatic 200 sound camera was used for all lip-synch production and in several situations where it was not practical to fully light a scene. Most of the other filming was done with a

Beaulieu 4008ZM2 silent camera and an audio-tape recorder was used to record "wild" sound on location. Murdock and a production assistant finished all the filming in two days.

Distribution was on video tape, so the original film was transferred through the film video player to the video-tape recorder. As the film was transferred to video tape, lip-synch sound from the film and "wild" sound and voice-over narration on $\frac{1}{4}$ -inch audio tape were added to each scene using the editing capabilities of the video-tape recorder.

The completed film cost less than \$6,000, including the time of the two people who did the research, wrote the script, shot all of the film and assembled it. In contrast, a 15-minute super 8 film made by Dr. Paul Grover and Ruth A. Lortz, RN at the University of Rochester, demonstrates a specialized procedure for feeding premature infants for students at the School of Nursing. Being a "how-to" film, sound was needed. Color, which is one of the observations nurses must make during feeding, also was vital.

With a limited production budget, Dr. Grover handled the filming using a Bolex Macrozoom 280 camera and Nurse Lortz demonstrated the procedure on a live, healthy child. After editing, Dr. Grover had the film duplicated and a magnetic sound stripe added on which he recorded his narration. The cost of this production was the time of the two people and the price of the film, processing and striping.

Individualized Study

A print of the completed production is available in the Nursing School's media center, along with a super 8 sound projector, for students to view at their convenience. During their individual study of the film, the students can stop the projector whenever they wish to study a point or rewind as much as



A simple stopwatch can be used to help manually synchronize the film video-player and videotape recorder during the film to tape transfer. It is simpler and faster than tape-to-tape editing using helical machines.

they wish to review a whole section. After they have studied the film, the students are taken into the nursery where they learn much more quickly to perform the procedure on a live child.

Just having it on film offers a lot of display options. The film can be used for individual learning, but if an instructor wants to reach a larger audience, for example, all second-year nursing students, the same film in the same cassette can be used for projection on a screen. The compactness of today's super 8 projectors allows film to be shown almost any place an electric outlet can be found. For television display, the same film in the same cassette can be put on the film video player and displayed either on an individual monitor or over a distribution system.

Fast Food Training

Industries where there is high employee turnover and a need for constant training of new people also are finding film a valuable tool. Carl's Jr. restaurants, a growing Southern California fast-food chain, is producing a series of films showing how to prepare each

of the 26 menu items offered. Darrel Buker, the training coordinator, and his assistant did all of the initial filming themselves on location at the company's restaurants, using a super 8 movie camera.

The movies now are used by field supervisors, each having responsibility for six to eight restaurants and by one special training crew which helps open new units. The plan, however, is to make a library of how-to training films available to each restaurant, along with a projector, so employees can train themselves on the job at their own pace. The short, single-concept film is the most effective way to get across one point or one action. And it doesn't have to be an extravagant production to do the job.

Producing super 8 training films can be as simple or as complicated as you want to make it. The essential equipment is a camera, simple editor-viewer and a projector. Fast films and low-light cameras will record excellent images in normal room light, so there is often no need even to carry extra light-

ing to the location.

A single-system sound camera will record lip-synch sound on location or the film can be shot as silent and the sound recorded as voice-over narration later on any of several projectors. Another super 8 innovation is the 200-foot cartridge of film. Now available from audio-visual dealers, it holds enough film for 10-13 minutes of uninterrupted shooting, which makes it possible to film longer, continuous scenes or a greater number of shorter scenes without changing cartridges. For sophisticates who wish to get complicated sound mixing, double-system sound recording equipment is available and laboratories will print optical sound on super 8 film.

If you do not wish to produce your own training films, there is a growing pool of professional photographers, both still and motion-picture, to assist. For the last several years, Kodak has held super 8 production workshops for members of the Professional Photographers of America and many who are not filming in super 8 are transferring their experience to commercial and industrial filming.

We live in an age of recording devices. Audio-tape recorders are universal. Still photographs, slide-tape presentations and filmstrips are commonly used for training. Film and video are the two outstanding media for visualization, communicating ideas or processes, showing direction, movement and color. The versatility of super 8 crosses the line between film and video to provide a relatively simple, inexpensive means to convey a message to only one person or to hundreds at a time. **USENET**

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