

How to Use VideoANT: Creating Your First Annotated DTC Ad

The following procedure results in:

- The ability to access VideoAnt to annotate your video
- A URL to send others whom you want them to view your annotated video
- A URL for you to access to revise current annotations or add more annotations

Step-by-Step Instructions:

- 1) If you have not already done so print the document, “*Media Literacy: A Primer and Practical Strategies for Ad Deconstruction*” prior to moving to Step #2. You will use the two tables contained in this document to both critique the video and create an annotated video. Finally, you should have watched the video, “How to create an annotated video” before moving to Step #2.
- 2) Proceed to <http://ant.umn.edu>
- 3) Click once on, “Click here to launch VideoAnt”
- 4) Create a title (this will be seen by all visitors to your annotated video). The title should be one of the five titles you find, below, associated with a URL and your X500 (example: “Avodart-brown123”).

Title: Video# – X500 (example: “Video1 – brown123”)	URL
Advair DTC Ad video	https://mediamill.cla.umn.edu/mediamill/download.flv/67120.flv
Abilify DTC Ad video	https://mediamill.cla.umn.edu/mediamill/download.flv/67127.flv
Cymbalta DTC Ad video	https://mediamill.cla.umn.edu/mediamill/download.flv/67121.flv
Lipitor DTC Ad video	https://mediamill.cla.umn.edu/mediamill/download.flv/67122.flv
Lyrice DTC Ad video	https://mediamill.cla.umn.edu/mediamill/download.flv/67124.flv
Plavix DTC Ad video	https://mediamill.cla.umn.edu/mediamill/download.flv/67125.flv
Symbicort DTC Ad video	https://mediamill.cla.umn.edu/mediamill/download.flv/67126.flv

- 5) Enter your e-mail address – URLs to both the VideoAnt editing area and the viewing area *for your particular version of the annotated video* will be sent to this address (see figures 1 and 2, next page).
- 6) Enter the URL to the .flv video that you want to annotate. You can simply copy and paste a URL from above into the relevant field on the web or type the entire URL (very carefully) into the textbox.
- 7) Click once on, “Begin ant” NOTE: It may take one minute or so for your video to load. If it does not load after three minutes, return to ant.umn.edu and re-enter VideoANT. It is likely that you mistyped the URL to the “.flv” file. (Return to step #1, and begin again.)
- 8) Annotate your video. Annotate your video using the dimensions outlined in Table 2 of the document, “*Media Literacy: A Primer and Practical Strategies for Ad Deconstruction*,” the FDA regulatory guidelines provided in the assignment handout, and theories and concepts learned in class. You can create as many annotations as you like within the video.
- 9) When finished annotating your video, simply point your browser at a different URL (i.e., web page). There currently is no “Completed” or Finished” button to push when in VideoANT. Moving to a new URL will complete the annotation process. **Relevant editing and viewing URLs for your annotated video will be sent to the e-mail address you entered at step #5, above.**
- 10) Access the “viewing” URL that you receive via e-mail (see Step #9). If you are comfortable with your annotations, send the *viewing* URL (NOT the editing URL) to jhuh@umn.edu. Enter the title of the video (including your X500) in the subject line of your message. If needed, you can use the “editing” URL to revise your annotations prior to submitting them.
- 11) When ready to do so, simply repeat steps #2 through #10 to annotate your second video.

Editing and Viewing Annotated Video

By completing step # 9, above, you will automatically be sent, via e-mail, two URLs: one for editing your annotations, and one for viewing your annotated video.

To edit your annotations: Proceed to the editing URL that is sent to your e-mail address (Figure 2)

To have others view your annotated video: Proceed to the viewing URL sent to your e-mail address (Figure 2)

IMPORTANT POINTS:

Support is Available.

- The <http://ant.umn.edu> URL includes links to a blog dedicated to discussing VideoAnt updates, bugs, etc. In addition, the web site will be fleshed in with additional resources over time.
- E-mail brown123@umn.edu for direct support or with any questions you have.



Figure 1: Several incoming e-mail messages, due to re-editing of a VideoANT project. The most recent message will always contain the URLs to use when viewing or editing the annotated video. Note that there is no sender. This is the result of a bug within the VideoANT software product.

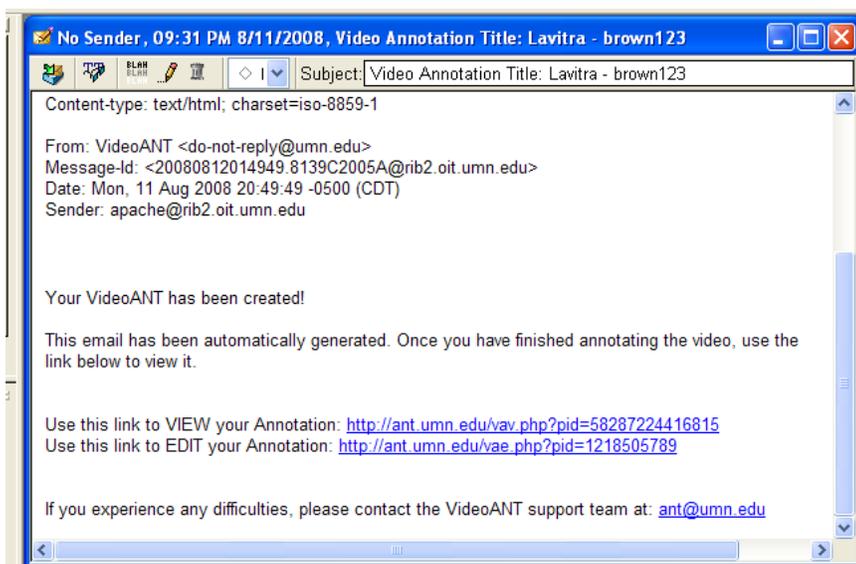


Figure 2: A sample e-mail message sent from the VideoANT server. Note the two unique URLs, one for viewing the annotations and one URL for (re)editing the annotated video clip.