

PRODUCT FEATURES

"I LOVE the HD footage, and Liz said the same thing... On our 24" iMac screen, it looks awesome."

Tripp Robbins, Menlo School

FEATURE: **Footage is Hi-definition.**

BENEFIT: Can be projected onto large screen/wide-screen televisions.

Suitable for submission to film festivals.

Technology will still be relevant in five years.

DRAWBACK: Some schools may not have adequate editing facilities.

SOLUTION: Create workflow protocols to allow schools to downgrade footage to standard def. upon import.

Make lower-resolution footage available online.

FEATURE: **Subject is conflict region.**

BENEFIT: Encourages students to consider complicated global issues and potential resolutions.

More interesting to students and teachers.

DRAWBACK: Parents/teachers may object to graphic content/subject.

SOLUTION: Graphic footage is clearly marked. Footage is sent to teachers, not students.

FEATURE: **20+ hours of footage with 250+ potential storylines.**

BENEFIT: Students have wide choice of storylines and subject matter.

DRAWBACK: May be overwhelming.

SOLUTION: Provide smaller modules for less sophisticated/younger students.

Create detailed support materials and teaching guides.

In future years, limit raw footage to <20 hours.

FEATURE: **New conflict zone footage available each year.**

BENEFIT: Sustains interest from schools who have participated in prior years.

Student/teacher feedback improves footage over time.

DRAWBACK: Significant investment (time/money) to shoot new footage every year.

SOLUTION: Continue to offer footage over several years.

In future years, limit raw footage to <20 hours.

FEATURE: **Footage is free of charge.**

BENEFIT: Low cost of entry encourages teachers to join.

Circumvents time-consuming grant applications and/or school budget requests.

DRAWBACK: Some teachers do not take project seriously or do not complete docs.

SOLUTION: Require schools to complete one infrastructure task upon joining program and to undertake one public service event upon completion of project. This has the additional benefit of creating a sense of ownership among teachers and schools, keeping *Take 2's* costs down, and creating an infrastructure that reflects the needs of the teachers and students.