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National Restaurant Association
Educational Foundation

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ProStart Webinar Series:

Digital Culinary Demos: Ideas for Effective Engagement

June 24, 2020
3-4pm EST



Agenda for Today's Webinar

Digital Culinary Demos: Ideas for Effective Engagement

Welcome & Introductions	Amy Saltzman , Director, ProStart Programs Morgan Golin , Manager, ProStart Programs Leon Spinner , Coordinator, ProStart Programs	<i>2 mins</i>
Guest Introductions	Morgan Golin , Manager, ProStart Programs	<i>3 mins</i>
Digital Culinary Demonstrations	Guest Presenters Brightwater & Gossip Genie	<i>35 mins</i>
Q & A	All Attendees	<i>15 mins</i>
Wrap Up	Morgan Golin , Manager, ProStart Programs	<i>5 mins</i>

NRAEF ProStart Team



Leon Spinner

Coordinator, National ProStart Program



Amy Saltzman

Director, National ProStart Program



Morgan Golin

Manager, National ProStart Program

Brightwater: A Center For the Study of Food



Phil Dreshfield
Chef Instructor



Vince Pinalto
Baking & Pastry Instructor



Marshall Shafkowitz
Executive Director

Gossip Genie



Taryn Rosenburg
Director of Social Media

DIGITAL CULINARY DEMONSTRATIONS

IDEAS FOR EFFECTIVE ENGAGEMENT

Presented by Brightwater

ONLINE EDUCATION

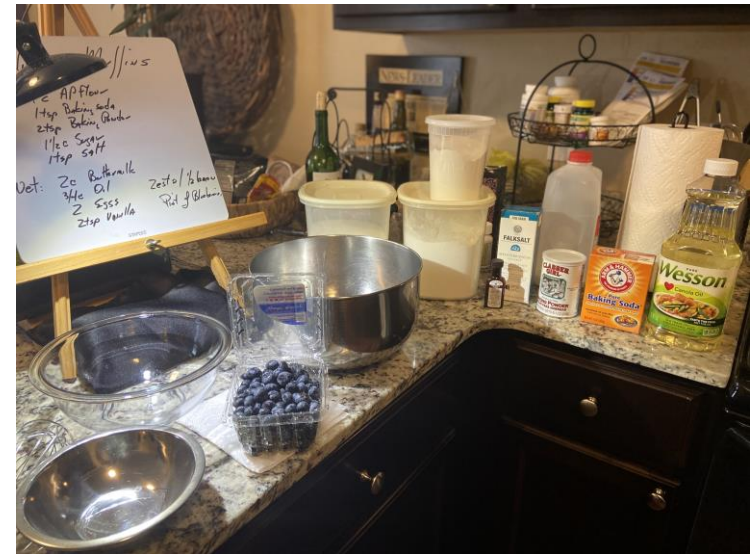
An Overview

1. Learning objectives
2. Managing expectations
3. Tailoring content to the student's needs
4. Designing online student activities and assessments
5. Student collaboration
6. Sharing video files for mobile consumption
7. Communication and feedback
8. Academic integrity

PLANNING A VIDEO SHOOT

THREE STAGES OF COMPLETION:

1. Mise en place with equipment
2. Mid-stage set up
3. Finished product



MISE EN PLACE



MID-STAGE SET UP



FINISHED PRODUCT

Blueberry Bread



Sourdough Rolls



FILMING AT HOME

1. Stay organized
2. Check audio and video feeds
3. Expect the unexpected
4. Have a storyboard and script
5. Look at the camera lens
6. Be natural
7. Have a good laugh if things go south



KEEPING STUDENTS ENGAGED

1. Effective feedback
2. Fostering communication
3. Goals and rubrics
4. Delivery
5. Meeting learning outcomes
6. The entertainment factor

CONTENT CREATION TOOLS

1. YouTube

2. iMovie

3. Audacity

4. Vidgrid

5. Vidyard

6. Blackboard

7. Canvas

8. Google Classroom

Questions?

CREATING VIDEOS

HOW TO USE YOUR PHONE, IPAD, OR
CAMERA TO FILM CULINARY DEMOS

Presented by Gossip Genie

SETTING UP

- Get your camera, phone, or tablet charged and ensure that it has room for storage.
- Unless your video is for Instagram Stories or IG TV, you'll want to make sure you're filming horizontally.
- Make sure the room you're filming in is bright with even light. You may want to turn off overhead lights and open all of your windows to get even, natural light.
- If you don't have a lot of natural light or you're filming at night, you may want to consider ordering an affordable light online.



SETTING UP

- Using a tripod > having someone film you. Using a tripod will help you avoid shakiness.
- If you don't have a tripod, there are lots of hacks you can use at home to get your phone or camera in place! For example, you can use hair clips to keep your camera steady, or you can stack a bunch of books and rest your phone against a mug to stay up.
- Make sure it's "quiet on set" and that there aren't any distracting sounds in the background. This includes fans and the dishwasher.



MISE EN PLACE

- In addition to having your food ready and prepared, you should also have all of your tools and utensils ready and available.
- Jot down your steps before you hit record to ensure you've thought of everything you'll need and that you'll want to say.



LIMIT YOUR “TAKES”

- If you mess up during the video, there's no need to stop recording! Simply back up a few steps and try again.
- The more you stop and start, the more you will have to edit later. You may also accidentally move the camera making the camera angle inconsistent.
- If you want to get closeups of the food your cooking, you may want to consider the following:
 1. Using a second phone or camera for a second angle
 2. Taking close-ups at the end in a separate take
 3. Bringing the plate up to the camera



EXAMPLES OF GREAT DIY CULINARY DEMOS



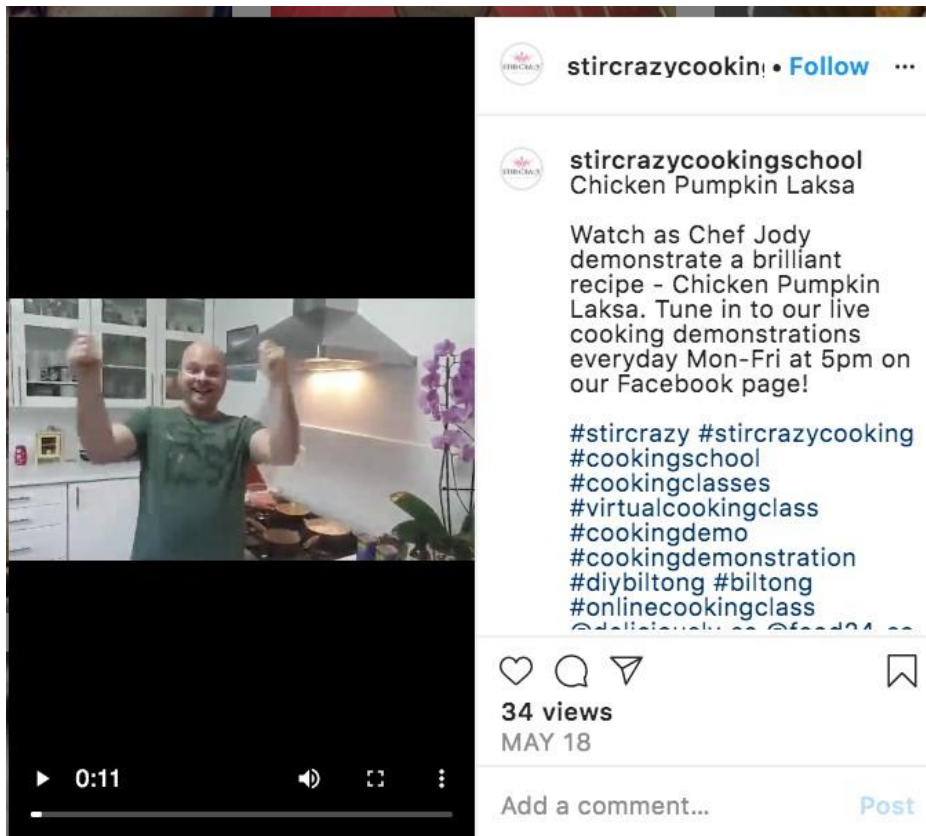
- The CIA and their [CIA Foodies](#) Instagram accounts have posted lots of great culinary demonstration videos, especially recently.
- NOTE: This video is filmed vertically because it was filmed for IGTV and Instagram Stories.

WHAT MAKES THIS VIDEO GREAT?



- Non-distracting background
- Even lighting
- Steady camera
- Loud and clear audio
- You can see the chef and the food he's preparing very clearly

EXAMPLE OF A VIDEO THAT COULD BE IMPROVED



- Things that can be improved:
 1. Incorrect formatting for Instagram which makes it small and hard to see
 2. Shakey/fast-moving camera
 3. Distracting overhead light
Buzzing of a fan in the background
- [Review video here](#)

EDITING TOOLS AND PROGRAMS

- Click the “edit” button on your phone to trim your video, change the orientation, or adjust the lighting
- iMovie for Apply Products
- Phone Apps:
 - QuikApp
 - Splice
 - InShot
- When in doubt, ask if any of your creative students would like to edit the video!

Questions?

Questions Received

**Questions
Received**

Resources:

1. How do you get the necessary resources (cooking tools, food etc) to students to use at home to make whatever I demonstrate?
2. How can we engage students with online learning if they are accustomed to face-to-face?
3. What are some ways to elicit feedback or assess comprehension that is more than a Q+A worksheet?

Recommendations

1. How have you adapted the software tools mentioned when transitioning back to in-person classes?
2. Are there any methods or ideas for cooking using only the microwave oven?

**Questions
Received**

Access for Students:

1. Will students require tools or ingredients at home to practice the dem or is the demo for watching only?
2. How can you best hold students accountable for culinary lab work and ensure that the work is authentic?
3. How can we engage students when they don't have access to equipment or ingredients?
4. Ideas and or assignments for students to complete from home?

ADDITIONAL QUESTIONS?

THANK YOU

Next Webinar:

TBD

Please let us know what you
thought of today's webinar.
Take our [quick survey!](#)

Submit questions or
webinar topic ideas to:



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