Description

UMMS Multimedia Technology Group offers *full service video production* and can transform your original idea into a professional quality movie. MTG staff will walk you through storyboarding, scripting, pre and post-production, and the implementation of your project. Personnel are trained in the production and delivery of digital media whether for web or presentation. With state of the art equipment and lighting for both studio and location shoots, MTG offers professional full service video production at a fraction of the industry standard cost.

Note: Other UMMS created videos include *B-Line* and *Apreso* Lecture Capture

General Strengths & Weaknesses

UMMS users cite video as a *realistic demonstration* in lieu of presenting an actual technique or procedure; *a video brings life to concepts and personnel*. Specific reported uses of UMMS created video include: recording students conducting interviews for the purpose of review and critique; use of B-Line for self-, peer-, and faculty review; demonstration with motivational interviewing; and the use of echocardiogram images.

…main strength is the impact of hearing a thought delivered directly by a patient…as opposed to having it relayed second-hand by a lecturer…

Weaknesses associated with UMMS created video generally fall into the category of *cost* – both financial and time. (*see the MTG fee schedule)* UMMS users also report difficulty gaining access to B-Line video and de-identifying patient studies.

Peer Resources

Sheldon Benjamin
David Clive
Frank Domino
Michael Ennis
Deborah Field
Susan Gagliardi
Lisa Hall-Anderson
Mary Hawthorne
Tracy Kedian
John Mark Madison
Mark Manning
John Paraskos
Ann Perla
Lyn Riza
Shahrzad Shidfar
Melinda Taylor

UMMS Information Services Support

From the UMMS Multimedia Technology Group webpage…

MTG was formerly Biomedical Media and Media Services. As an internal 'service bureau' we have the advantage of understanding your educational, research and clinical needs. We put these needs at the core of what we do and we take pride in the quality of our work. We are still located on B-Level--rooms HB-595 and HB-554. Contact MTG for specific video production information.

Media Services contact information webpage
Contact the UMMS HelpDesk