

**Title of Session:** Pepperdine Alumni Speaker: Arthur Rouse

**Moderator:** Margaret Riel

**Title of File:** Pepperdine Arthur Rouse

**Date:** July 19, 2006

Room: Malibu

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**Arthur Rouse Profile**

When Arthur Rouse enrolled in the Pepperdine Online M. A. program, he was deeply immersed in music and studio. He attended Berklee College of Music in Boston and spent 8 years on the road with time spent playing drums out of New Orleans, Nashville and New York. In the late 70s, he received a degree in Cinematography from Florida State University. Rouse started Video Editing Services in Lexington, KY in 1982, which has expanded to include an international clientele including the World Trade Centers Association, IBM, and Lexmark plus education clients such as the Coalition for Essential Schools and Big Picture, inc (also a proponents of project-based teaching/learning)

Since Pepperdine Mr. Rouse has become a convert to concepts of teaching to multiple intelligences, the power of collaboration and project-based teaching/learning. These concepts continue to inform his current and future work.

Keep-it-Real ( <http://www.keep-it-real.us> ) is an internet/video contest that allows high school students to explore their feelings about underage drinking by working in teams to create their own public service commercials about the dangers of underage drinking (check factoid page for project based learning). The entries are posted on the web, a winner is chosen and the winning entry is played on MTV and ESPN during SuperBowl week.

The Kentucky Film Lab is a not-for-profit organization recently formed by Mr. Rouse and three other collaborators with the goal to increase the intellectual and economic development in Kentucky by promoting filmmaking education and the filmmaking industry.

Mr. Rouse is creating a new curriculum/certificate program for Bluegrass Community and Technical College that will launch January 2007. The certificate promotes filmmaking as the ultimate multiple intelligences, project-based, teaching/learning platform. This series of master classes is a unique curriculum design that should be transportable to other community colleges in KY and beyond

Since the May launch of Harriet Van Meter: A Life Extraordinary, Rouse remains active in documentary production with upcoming projects like Bumper Crop which is the story of the bumper crop of innovative thinkers and ideas capable of implementing sustainable and renewable energy practices in the United States.

Mr. Rouse emphasizes continued connection with the Pepperdine faculty and his cadre colleagues saying, "I owe a great debt to Pepperdine for opening my mind. I enjoy staying close with professors and classmates...we've written several grants together and who knows....you can't win if you don't play." Video Editing Services <http://www.veslex.com/>

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Room: Malibu

**MargaretR:** Thanks for coming

**MargaretR:** I will get us started formally

**MargaretR:** I would like to introduce Arthur Rouse

**MargaretR:** He is a documentary producer and a terrific person from cadre 5

**ArthurGst3:** Greetings everyone

**PamGC:** Hi

**MargaretR:** And he will start by telling us a bit about himself

**ArthurGst3:** First of all, I appreciate the chance to visit TI again

**ArthurGst3:** I'm making movies these days

**MargaretR:** and then if you rest of you can also introduce yourselves and your interest in films and movie making that would be good.

**ArthurGst3:** and pretty deeply involved in online collaboration

**ArthurGst3:** How about You?

**PamGC:** I am a student in the Online Ed tech master's from APU. I am just checking out everything new that is happening on the web these days.

**MargaretR** hopes that each of you will tell us your interests

**LisaLo:** Grad student in APU - Master's program in Educational Tech. Curious about incorporation of multiple intelligences in education.

**ArthurGst3:** I'll tell you that OMET really helped change my career...and life

**LisaLo:** OMET?

**MargaretR:** Oh tell us more Arthur...I would love to know how.

**ArthurGst3:** Right Lisa...I use Gardner today!

**MargaretR:** OMET=Online master in ed tech

**LoraAB:** middle school math science and social studies teacher in NJ curious on how to use film making to enrich my classes

**LisaLo:** thanks Margaret

**SusanKT:** I'm another Pepperdine alum (cadre 7). I'm also an avid photographer, performer (sometimes in student films), and I spent 8 years managing an independent cinema theater... so my love of films goes way back.

**ArthurGst3:** OK Lora...we'll cover that

**SueWW:** I am Sue Wolff, Cadre 8, work with high school students, and know very little about movie making. My interest is twofold. I want to know where to refer students who do want to make movies, and I want to film student projects to tell their story.

**MargaretR:** Arthur also teaches workshops on film making.

**ArthurGst3:** Well to answer some of these...

**MargaretR:** And I suspect that he is thinking about how to help us think about film making

**ArthurGst3:** First Margaret...

**ArthurGst3:** I really began to embrace collaboration and project based learning after OMET

**ArthurGst3:** These things really changed my practice

**ArthurGst3:** I learned how to incorporate more ideas into the "stew"

**ArthurGst3:** I'm sure you all are into project-based learning

**ArthurGst3:** After OMET I began to use Gardner in the way I approach filmmaking

**SusanKT** nods

**ArthurGst3:** Lora, you want to use film in middle school??

**LoraAB:** yes

**ArthurGst3:** The tools are there now to let the kids explore the medium

**ArthurGst3:** And as a teacher you can guide them to express themselves in teams

**MargaretR:** And I think that Sue wanted to know how to help students who want to explore film making.

**SueWW:** What tools do you like to see students playing with in school? Software etc?

**ArthurGst3:** I give workshops for students of all ages

**LisaLo:** Beyond college as well?

**ArthurGst3:** Yes

**ArthurGst3:** But for the kids.....

**ArthurGst3:** I find they are all very good with ideas

**SueWW:** Arthur your contest sounds like something I want to send some students to right away. I have a pair of girls who are planning to make a film about avoiding peer hazards

**ArthurGst3:** and they all have their hands on technology

**ArthurGst3:** Like imovie

**ArthurGst3:** Sue, they can visit the keepitreal contest as it goes back online this fall.

**MargaretR:** Welcome Xing

**SueWW:** I will send them. Thanks Arthur.

**ArthurGst3:** Use the link in Malibu room

**MargaretR:** we are talking about movie making

**XingK:** Hi all

**ArthurGst3:** Sue you can create your own contest like this.

**MargaretR:** Arthur is a documentary film maker.

**ArthurGst3:** Mine is a direct influence from OMET!

**MargaretR:** and has done a great deal to help students of all ages make films.

**XingK:** great

**MargaretR:** and Arthur, Xing had her students make films teaching Chinese when she was in omet (cadre 7)

**ArthurGst3:** I find that filmmaking requires the whole brain and the whole team....great for projects

**ArthurGst3:** Sounds great Xing

**ArthurGst3:** Filmmaking was a natural for me because that was my career.

**MargaretR:** When you put people in groups, do you assign roles or let them figure it out?

**ArthurGst3:** But OMET showed me the value of filmmaking as a project-based learning experience

**XingK:** yes, they still want to do that

**ArthurGst3:** Margaret...I let them find their way...

**MargaretR:** oh I like that...

**ArthurGst3:** with a little attention paid to their various technical expertise

**MargaretR:** That is what I do in learning circles

**ArthurGst3:** The participants go through some changes

**MargaretR:** I think that it helps from the group to have a sense of equal participation

**ArthurGst3:** Really...most people can be great story tellers

**LisaLo:** They just need encouragement.

**SueWW:** I am finding that many many of our senior high school students want to incorporate video into their presentations, but not knowing what all is involved technically, I do not know how to push them toward quality. Should we expect any standards of quality? I am most interested in getting students to tell their story.

**MargaretR:** film is a great way to promote story telling

**ArthurGst3:** I don't emphasize quality

**ArthurGst3:** Just getting the story done through collaboration

**XingK:** yes, film is just a tool

**ArthurGst3:** Of course, the "audience" must be able to see and hear it

**SueWW:** Do you have a favorite resource for learning to tell a good story on film? Like hints on scripting?

**PamGC:** So there is a level of expertise needed?

**MargaretR:** George Lucas (starwars) was a poor student in school until he started film school. And the starwars was just one long story written in film school.

**ArthurGst3:** The cool thing about filmmaking-videomaking-is that you incorporate graphic learners, linguistic, aural, visual, ...everyone can play

**MargaretR:** what do you have your students read?

**MargaretR** builds on Sue's question.

**ArthurGst3:** Pam, most young people have some experience with simple video tools. In groups there will be "experts" The key is to keep them from dominating

**LisaLo:** What type of assessment do you have at the end of these projects?

**MargaretR** wonders how you keep the experts engaged and not dominating.

**MargaretR:** great question Lisa

**ArthurGst3:** We've used peer review quite a bit. Subjective panels on technical prowess....

**ArthurGst3:** and sometimes a "film critic"

**MargaretR:** don't you have internet people also rate the student films?

**ArthurGst3:** It is difficult to know how a project works

**ArthurGst3:** Yes Margaret...

**ArthurGst3:** for example, KeepItReal has on online voting component...people's choice

**MargaretR:** do you get a good response from people?

**ArthurGst3:** We typically get 40-60 entries from 17 counties...and about 9,000 vote on the voting day

**LisaLo:** wow

**SueWW:** I liked the concept of the Amazon short film festival. I think it was Amazon. I was pushing that to teachers who had students wanting to do film projects.

**MargaretR:** that is amazing!

**ArthurGst3:** Kids are making films on cell phones

**ArthurGst3:** ...so are adults....!

**SueWW:** Really? wow!

**MargaretR:** is the quality on cell phones good enough to project on the web?

**ArthurGst3:** Disney is aware of this and enhancing the ipod ...Jobs is on the job!

**ArthurGst3:** Yes Margaret

**MargaretR:** amazing to think of what we have at our finger tips.

**ArthurGst3:** There was a contest from Verizon for "best cell phone video" \$5,000 purse

**PamGC:** WOW that is amazing!

**MargaretR:** so these are online?

**LisaLo:** I'm switching to Verizon.

**ArthurGst3:** Imovie is a great application

**PamGC:** I have SO much to learn:)

**ArthurGst3:** Margaret...I'm not sure where to find those films...probably can google

**MargaretR:** imovie is very intuitive

**ArthurGst3:** Pam...you and me both!

**ArthurGst3:** the kids will teach us

**LisaLo:** I'm assuming imovie is just for mac platforms

**ArthurGst3:** but we can help them express themselves

**PamGC:** Margaret, does that mean I could probably figure it out?

**MargaretR:** all of us have loads to learn... and that is what makes life fun.

**ArthurGst3:** Imovie is just MAC

**LisaLo:** any good apps for PC?

**SueWW:** MovieMaker is not bad

**ArthurGst3:** ULead and others are PC...Pinnacle is good

**SueWW:** for coming with XP

**ArthurGst3:** Yes...Moviemaker is fine

**SueWW:** I am trying to learn with that

**SusanKT:** I like the ULead apps... so far for the price they are the easiest I've worked with.

**PamGC:** So, how do you set up a project? Kinda beginning to end?

**ArthurGst3:** I collaborate with composers and graphic artists online for high end support. I live in KY but "work" in LA and NY every day

**PamGC:** Neat way to work, huh?

**ArthurGst3:** If any body wants more detail....I'm an email freak. [abr@veslex.com](mailto:abr@veslex.com)

**MargaretR . o O** ( another great feature of the technology!!! )

**ArthurGst3:** right now I'm in a music practice facility in Michigan. We've rehearsed online and are just meeting tonight for the first real practice

**MargaretR:** and will this be a movie?

**SueWW:** Tell us more about that

**ArthurGst3:** We share MP3s, create a set list and chat about it online

**SueWW:** When you say you have rehearsed online, how? Like in voice Skype?

**ArthurGst3:** Then we're ready for one rehearsal before the show.

**ArthurGst3:** Two of us share files and build tracks

**ArthurGst3:** Sue...just be listening to MP3s

**SueWW:** musical tracks for a movie?

**ArthurGst3:** For movie track I send a composer a quicktime with numbers over the visual and he composes to that.

**ArthurGst3:** He sends me the final as a hi-res mp3



**ArthurGst3:** Back to education....

**SueWW:** cool, how do you find and hire composers to work this way?

**ArthurGst3:** Sue...I knew a couple that "came up" with me. The younger ones never knew anything else

**ArthurGst3:** I've found that these contests

**ArthurGst3:** Really turn the kids on

**MargaretR:** and their work is really incredible.

**SueWW:** what are some other contests besides yours? Can you tell us some?

**MargaretR:** I have so enjoyed watching them.

**ArthurGst3:** Of course what we want them to do is express themselves and internalize the message

**MargaretR:** I always have trouble voting as I want to see all of them before I vote and there are so many that I like.

**ArthurGst3:** I've heard about other contests...I'll have to think about it. I'm certainly not alone

**ArthurGst3:** But I feel that OMET gave me an edge.....we were on the cutting edge of this

**ArthurGst3:** And I give OMET all the credit

**MargaretR:** Did you make a Public service announcement in your leadership course Arthur?

**ArthurGst3:** uhhh...probably

**MargaretR:** Not every prof does it. But I love seeing them when they are done.

**MargaretR:** It is so fun to watch people shift mediums for expression.

**ArthurGst3:** I remember writing a song about Thomas Edison

**ArthurGst3:** RIGHT

**ArthurGst3:** shifting mediums is great

**ArthurGst3:** and key to getting people to express themselves...Pam, Sue and Lora will know this

**ArthurGst3:** from their students

**MargaretR:** I think that movie story telling will be a required job literacy skill

**LisaLo:** really?

**ArthurGst3:** Lora...Middle School is not too early

**BarbaraF** joined the room.

**MargaretR:** brochures will soon be multimedial

**PamGC:** That's probably true

**MargaretR:** Hi Barbara ...welcome

**BarbaraF:** Hi All sorry I'm late

**MargaretR:** we are talking about movie making

**ArthurGst3:** When middle schoolers work on these, they get into doing things they don't do...like drawing, voice, acting, music, etc. none really great...all fun

**MargaretR:** no problem...we are happy to have you join.

**LoraAB:** I've seen my co teacher use film in having the student make commercials and they came out great

**ArthurGst3:** Really ...some of these young people's messages are high impact

**ArthurGst3:** Sometimes teachers are afraid of film and music....

**ArthurGst3:** They say...I'm not a music teacher...

**ArthurGst3:** I'm not a filmmaker.....

**LoraAB:** when let loose their creativity will blossom

**BarbaraF:** My art history class got into video making and loved it, so creative

**LisaLo:** Right Lora!

**ArthurGst3:** Do you guys have that fear?

**SueWW:** nah, my only fear is of treading on the toes of the video teacher in the building.

**PaulS** joined the room.

**ArthurGst3:** Hmmm.

**BJ:** hi, Paul!

**MargaretR:** welcome Paul

**ArthurGst3:** Hey Paul

**PamGC:** Yes, new things are hard for me. I do music, but film is really an unknown for me

**PaulS:** Aloha!

**BarbaraF:** Hi Paul

**ArthurGst3:** Well, I feel like this....

**ArthurGst3:** You are not supposed to be a film or music teacher

**LoraAB:** the teacher which I last mentored helped me to see all the possible ways to use various mediums

**BarbaraF:** Let the kids lead they are very adventurous with no fear

**ArthurGst3:** The kids often know enough about the program

**ArthurGst3:** and in fact, might be way ahead of you.

**BarbaraF:** they were

**ArthurGst3:** but they need to understand how to collaborate

**PamGC:** More than likely!

**ArthurGst3:** and you are the expert

**BarbaraF:** they became my leaders

**ArthurGst3:** Right Barbara

**ArthurGst3:** They love to lead.

**MargaretR:** Tapscott talks about the generation LAP... that kids are way ahead of us on the technology that is likely to be critical for our futures.

**BarbaraF:** absolutely

**ArthurGst3:** And we love the new ideas!

**LisaLo:** How do you have equity in leading?

**ArthurGst3:** The team process of filmmaking kind of guides it.....

**ArthurGst3:** Each process...linguistic, aural, visual, graphic, etc, requires leadership and integration into the whole...the final product. This requires both leadership and giving

**ArthurGst3:** Generally someone rises to the occasion in each of these areas...mitigating competition

**BarbaraF:** so true

**MargaretR:** how do you decide to start a new project?

**MargaretR:** it is grant driven?

**ArthurGst3:** I do these workshops for young filmmakers. They react to one line of copy...like "I'm drowning"

**MargaretR:** or idea driven?

**ArthurGst3:** Then they work in teams to create 3 minute movies

**ArthurGst3:** The results are fantastic.

**ArthurGst3:** all the different way to interpret one line

**MargaretR:** oh what a good idea

**ArthurGst3:** IDEA DRIVEN

**MargaretR:** that is for kids...I was asking about you and your projects.

**ArthurGst3:** Same for me

**BarbaraF:** futile minds of the young are so creative

**ArthurGst3:** I get an idea and look for funding...keeping several balls in the air

**MargaretR:** so you see something that triggers an idea than then you go and find funding?

**MargaretR:** That is a great way to work!

**ArthurGst3:** Last week Discovery called me about a project I pitched 6 years ago!

**MargaretR:** wow!

**LisaLo:** amazing

**MargaretR:** I didn't know they keep things alive that long.

**ArthurGst3:** Yes Margaret....most of my stuff revolves around the same ideas...so eventually I think I'll find funding

**MargaretR:** can you tell us what it is?

**ArthurGst3:** I'll find support for those ideas

**ArthurGst3:** Discovery likes a proposal I have....

**ArthurGst3:** for creating short films...really music videos about characters from American history

**ArthurGst3:** for 4-8th grade

**MargaretR:** oh that would fun

**PamGC:** That sounds really interesting

**ArthurGst3:** Good online components

**ArthurGst3:** Whole brain stuff

**MargaretR:** I think we should all applaud Arthur

**ArthurGst3:** No kidding. If anyone would like to continue I'm at [abr@veslex.com](mailto:abr@veslex.com)

**PamGC:** Thanks Arthur

**MargaretR:** Arthur we appreciate your time

**XingK:** Thanks Arthur for the great talk on the film making

**SusanKT:** Yes, thank you Arthur

**ArthurGst3:** Bye everybody

**MargaretR:** Bye Arthur