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Welcome everyone to doing digital on a budget.

My name is Jenni I am a museum education freelancer and open source advocate my background is in libraries and schools and I have been including digital in my practice for about the last 10 years mostly on no money whatsoever.

So lately I've been seeing a lot on webinars and things like that on the best ways to integrate digital best things to do with it but not many people seem to have mentioned that that is super difficult without access to expensive software something that it will actually install and all that kind of thing so today we are going to take a quick look at several different tools for several different purposes that are either fully online or open source most of them I have been using for years now so I can vouch for them and I just a little something to get you started without having to install and/or pay out and everything else.

I'm on my own today everybody so I will occasionally looking over letting people in

A little bit of housekeeping everyone should be entering the room on mute please do not unmute yourself the webinar is being recorded and the internet is forever so please don't do anything you don't want to be seen on there

There will be a chance to ask questions at the end so anything that's general save it till then if you do have any specific questions during the presentation pop them in the chat I promise I will try and get to them at the end or during if I can I'm by myself today so you may have to wait until the end of the session. The session is to run for about an hour an hour and 15 minutes give you a quick rundown of a online and an open source product that does for editing audio editing video editing zoom etc we will have demos they are all pre-recorded because nobody wants to watch me lose the button I used two minutes ago and be entirely unable to type so they will be fed up don't think that you have to be able to do everything in that speed if you using the software yourself and I will try and pause on key features to be clear on what I'm doing and what's interesting about it

I will be going into what open source means in the second don't worry so I know a lot of you are new your approaching digital or are just starting to really integrate digital into your practice so a few words on that to start with don't let it intimidate you I have heard this fallacy that you for some reason need to be an expert in any software you pick up before you can use it it's totally rubbish you do not need a degree in engineering to hammer nail into the wall it's that simple if it does what you need it to do in the way you need it to do it it's what you need it may be able to do a million more things but it doesn't have to the computer works for you you don't just because you can doesn't mean you should this is the one I really struggle to master which is why there is a massive 3D non-euclidean gallery sat on my hard drive somewhere because I'm in the interesting only if you have content you need to start with it may be awesome that you can do xy&z but if it doesn't serve you don't worry about it.

If you need to get something done right now the Golden formula is Googling how to x in program version especially when you're using open Source software they tend to add a lot of functionality between versions so if there isn't someone who's made a video telling you how to do it all then that is probably someone who's asked a question about it and you can follow their lead.

If you actually want to sit down and learn the software make yourself a space safe space and just press buttons save often save separately so if you do anything you like you don't lose it and just go home see what happens knowing you can't ruin anything it's 90% of what I do

Open source is kind of like the creative Commons movement it's a community of programmers and creators who value transparency co-oporation etc and will release software free under these auspices usually making it do what they want it to do you come across a lot of different open

source licences these are the most common available

Though there are many more and basically all that they actually mean is that you're free to use this you're free to reproduce this you're free to edit it and make it do what you need it to do the only thing you aren't free to do is burn it on a disc and sell it yourself.

Forking in the open source is where you take an existing piece of software and you iterate on it you change it to the what you need it to do it is actually quite relevant soon so jumping in.

For online photo editing and image editing have chosen Pixlr it's what we call freemium so it is supported by ads and has some functionality locked behind paywall you find most of the online software you look at is but you can still get a lot from it.

Then our free open-source version is the GNU Image Manipulation program otherwise known as GIMP has been forked in 2017 so branched off to produce Glimpse which is an absolutely identical piece of software apart from the fact you don't have to ask your IT guy to install a GIMP for your computer literally the only reason it was changed.

So here we go this is Pixlr.

You can upload images yourself or you can start fresh if you start fresh actually have the option to choose native sizes and styles for most social media which is really helpful if you're just getting started and you're not so familiar with Instagram needs to be a square of such and such and a Facebook cover is only so large that kind of thing so it's includes your usual standard drawing tools for those if you that have any sort of artistic skills I don't very much on the photo manipulation side so I will say most of the software both of the choices today do use layers which means that you can stack images on each other and if you are looking to make a cartoon version of an image you have a great way to do it is actually to put in the background and work on top of it with shapes just add layers of shapes

I will be providing some info after the session will be resources and slides going out

So what I'm doing here is called masking I'm going to make an image and put this lady into that image of the Tower of London in background masking is kind of like helping the computer of making the computer help you cut around anything you want to come out it'll it is a premium feature on Pixlr so we will get an ad when it's done but it will help you put things out it also has a feature where you can replace people or anything else you want to remove from image so if you've got one of those images with one random person standing awkwardly in the background when actually want a picture of your site it can smart replace them as well as smart identify what's going on in your image

so masks can be used in a couple of different ways here I'm going to use it to remove the background you can also use it to copy things out and duplicate them which we will see in a second great feature that picks actually should do is lucky background so you don't accidentally mess with it which I do far too often so just using cut-out to will here to take away that up to copy out that bit of wall so looks like she stood behind it there are a lot of different effects and things like that you can do on Pixlr and got a few good options in picture you can still use a lot of your premium things for free just by watching an ad I admit I do have ad blocker on which is what you're seeing black balls here you can buy an ad-free version as well though it's up to you if you use enough I'd say it's worth going for it really interested to pick up it's lovely and it has descriptions of each of the tools but one of the things that is limited in as you saw there is how you can save so you can save as a png which gives you that lovely clear background if you want it and need it so that's one of the reasons my lady didn't just have a background on her anyway in the end but basically you get to png and jpg here which is 90% of use case but if you're working with a designer or you wants a bit more high-quality it's going to leave your little stuck

pros and cons of Pixlr fully online no need to sign in or sign up you can just upload your Image and

off you go it's actually what I use when I'm in a rush nicely this needs to be done and good and quickly downsides however if you are thinking of using it long term it will only save your documents to the cache on your computer so like cookies so if you are wanting to come back and edit something later again and you are on a work computer that is going to clear all your changes to the browser at the end of the day your work will be gone and you cannot think download it as anything other than a solid image so you can't keep those layers when you download it but if you can incorporate that into your use case it's ideal

GIMP on the other hand is one of those easy to learn hard to master things it has so many different options for filters drawing changing up your photos to be honest here I got a little bit obsessed with all the different filters cos I love this one and I need to find a way to use it

Yep you can download the final in the final image you can save to your computer which is what I did to bring this image into GIMP

So this actually is a filter I've discovered recently and I need to find a way to use it

Great thing about GIMP is it gives you a massive range of different brushes so you can scuff up your image and you can actually install your own so if you have particular shapes sizes branding of tools same with the fonts fonts all come over from your computer so if you have to do anything with branding your good

I'm adding some text beautiful thing about GIMP's text work is it loads as a separate layer which means if you want to later on you can treat it as an image and do all the same manipulation you saw me do they're all the bending and twisting and everything else on it it does have a 3D deform options so if you want to set it up to look like it's on a piece of wall round the corner or something like that you can brilliant function here does have a split view so when you add filters or Shadows like this you can see what it looks like before this is awesome when you colour editing if you just want to bring hues down or make it look cold or all the colour correction things you can do with photos you can see how it looks compared to where you started without having to do it and take it off and do it and take it off off.

So my text has become suddenly much more visible it turns out by adding that little shadow on it and what I'm going to do here is copy that layer of text and merge it down so by merging layers it's kind of like taking a glue stick and gluing it to the one underneath it means the same thing now you can actually fully flatten images in GIMP so you can just squish it all down and call it one good set thing what I'm going to do here is turn this now into an animated gif don't at me it's gif not jiff so one thing it can do is Script-fu, so it uses programming to do it, it will work out the differences between the layers that it needs to make and create all of those layers so that you can make a gif like this were things fade in and out or run across the screen or anything else it can also optimise that just for you so especially if you're uploading to things like Instagram Facebook there are upload limits on how big something can be by identifying only the bits that change game helps you keep your file size down quite significantly and you can export it as anything I think any and every obscure file format a designers ever asked me to send them something in or try to get me to open I can do on GIMP and it is yeah absolute godsend I need it in EPS blah blah blah format

So on GIMP it's free is open source it's incredibly Powerful it's one of those things that it can take a little bit of learning to do the basics but you've got so much room to grow depending on what you want what you want to do, it's easy to install but it does need to be installed unfortunately and well I would say you'll have to ask someone to put again for new computer but now you can ask for Glimpse which is identical anything you load may look different to what I just showed you because everything on that screen is undockable and rearrangeable so you can make your Workspace look exactly like you wanted to

Zippping along desktop publishing Canva is a free online incredibly easy-to-use is what we call a WYSIWYG interface what you see is what you get and Scribus Scribus is to a certain extent the exact opposite of Canva it is desktop publishing for grown-ups but it is really good if you're doing

things like guidebooks or your handling massive areas of text if you doing repeatable things like if you're making worksheets that you want to have a format for a template for

So as you might have guessed I'm obsessed with Canva right now because that's what this presentation was made in it makes it incredibly easy to do things that look good it has a massive number of different formats again it has all those native sizings and styles for social media it has so many templates to get you started one day I want to use this one because it's pretty and I nothing about space but I will find out to use that template

You can set it up to show all your different margins your different rules your print bleeds Canva is actually a printing company so if you particularly wanted to you could get things printed straight from the website where you've created it

It can actually as you seen here save your branding so you don't have to keep importing whatever it is that you want put on there all the time if you are doing a set of leaflets it's all going to be there you can set up your own different colours fonts etc it has massive libraries of different shapes clipart videos photos it has used Unsplash integration so you can just look up free cc0 images the fonts natively are a bit interesting I've gone as bright as humanly possible for this whole leaflet

But they are very stylized in a way that makes it easy to make things look good here you can see it's pulled the colours from the images I've used so that I have an easy way to recolour anything I'm doing so it matches and as quite a lot of different customisable effects going on for its fonts and lots of it's other bits and pieces and facilities

So a few things can be a little bit challenging with Canva it does get a bit out sometimes it wants to clip things to specific lines but if you fight it it's fine just filling in space putting colour in and when you come to download it you can get printed anywhere and or you can just do simple download I will warn you when you come to link or share it which you can do nicely online you can't revoke access so if anyone been given it they got it forever unless you delete it

It does require a login at honestly one of the main things against it yep all the images are free to use unless they have the premium little crown on them one nice thing about Canva actually that gives you some flexibility although you can just do everything entirely with free assets if you want to use a freemium and you fall in love with just this one image you can just pay for that one part that will give you the option the only thing you have to sign up to get is larger storage space

Everything so far I've talked about should be compatible with Apple certainly open-source actually usually primarily developed for Linux first which is what the Apple operating system is based on so you might actually get it before the Windows peeps

You can export everything as a PDF you also have some interesting options there currently in beta with savings everything's as videos I've been able to save this presentation as a video on its own right and they do have some decent embed options though I do warn you if you are embedding on your own website and haven't pushed it to live yet be embed won't work so if you're just having a look at a preview

You can get Canva Pro free if you are a non-profit there you go then that kind of ups it in my estimation as well!

So Scribus this is but just ate quite complicated but very powerful professional level editing and publishing program it is setup and designed for things to be sent to publishers in the style of proofs they need to print so I would say always start with a tutorial on this thing like these leaflets would give you a separate page for every page so that when it goes to the Printers they can compile it all if you're printing it yourself you probably want single page for everything and then fiddle with the print options at the end but that said that is so much you can change about this you got different margins different bleed settings everything setup on a grid so that you can get everything in place you can get all your divisions right choose to include margins and divisions which so many things

don't do and that annoys me because then everything ends up slightly out of whack

I think custom rules and guides you everything is done in boxes in Scribus so it's really easy to keep track of what you got were and control how it all works there are several options for adding text and how you manage text this is a text and I've never got along with it this is how I prefer to it's just writing in the box and then adding all my fonts and sizes and my turning you can change your line space soon the Works you can really finagle things down to a very fine level the font by the way IM Fell is from Google Fonts it's a really great place if you're looking for Free Fonts but you want to fit a style or anything else weirdly as a dyslexic I find the super easy to read I think it's why I'm an early modernist by education the font by the way that my captioning is using on my image is OpenDyslexic which is another free open-source font which is easier for dyslexics to read if you are thinking design wise

Another great thing that Scribus does is you actually can put in layers so like with the image editors you can stack things up keep them separate edit them but you can also do a lot of fine grain marking on what you do and don't want to appear in print so doing these leaflets I started out with large bits of text this is the front which I knew wasn't going to appear in the back with so many times images as with everything else boxes you just put in your area that you want to fill with an image you can choose whether you're going to make print run through it or you're going to write over it under it around it make it make space for it so like you can see the box here with my little early modern dude is clipping through the text don't want that just another setting in that massive menu

yes the best feature of Scribus you can setup your text boxes anywhere on the page and you have this little function up here but tells it to to take text from one box to another so when you're doing guidebooks and you've got a tonne of text going on you've got descriptions etc you don't have to go alright I need this and that doesn't fit and this one word sticking out the end you can just go through and go well it's going to run around here then to this box then to this box then to this box and just click through to get it to go all the way it's gonna pop out because I want to put an image in here so I've told it yeah this is what image can be adjust the image size to the box or the box size to the image and actually is you can pick colours from what you're working on and give them their own custom names so you know what you're putting in and around things get rid of my heading for that one again this tougher is smarter than me so many options

can export PDF it'll tell it I'm not doing those backgrounds on a do this bit yeah especially when it's just like I know you have put an imaging I should go a million miles away it is much better if you're dealing with those huge blocks of text or if you want to do something where everything needs to look the same so a series of worksheets for an education session or something or a senior publishing regularly you can just save it as a template and it's always can I have those same options so pros and cons of Scribus time intelligent Handling of large blocks of text is 100-percent it's best feature if you ask me it has a colorblind mode so it's great for accessibility you can take a look at your designs and see how we're going to work if you are if the world ever gets back to normal and sending things to physical Media world's sending things off to a printer it gives you absolutely everything you need to do it gonna love you when we get all the right proofs and such it is very much for that publishing for grown-ups I would recommend sitting down with the tutorial just to set up your Workspace but after that it's fairly intuitive and like most open Source software actually

Video editing online surprisingly we have a freemium Adobe products Adobe spark its actually really good for taking you to task and keeping you to the style and format for social media videos keeping you to that quick few seconds at a time kind of thing can stuff look good very easy

Free version we have Lightworks semi professional kind of software and one of very few freemium open-source things I found it does have a paid version but most of the difference I found is how it wants to talk about how it exports things which will get to at the end

Just say if you are making things for YouTube YouTube editors where is that but not every everyone has access to YouTube I know a lot of institutions don't let you get on there and not every video you make so he's going to be for YouTube so these are your alternatives if that's not accessible to your it's not where you want to go

So Adobe spark again native socials like canva you can insert your branding so you can make sure you get your logos your colours your font all there and waiting for you

I'm going to make a little video of the very terrible visitor experience experience simulator I started making for create with code this summer because I started experimenting with unity and making 3D games

It has another one of those massive list of templates that make it so easy to make anything look good but thing with Spark is it does actually really lock you down to where you can put things like text in order to enforce that on brand looking good when you're working with short clips they little video editor is actually kind of ideal once it bothers to load your little thumbnails here at the bottom it's really easy to find those areas you want to use of your film it doesn't have audio you can't bring in the film audio unfortunately but it does Strictly keep you to 30 second clips which is unfortunate that's the most you can ever put in in a single slide but it does have a great function that will let you continue on a slide so like here I've put down tiny little area I only want this little bit because I'm gonna pop some text over it because my dude is just gonna hang out there tell it to continue so my text only appears when I need it to I have the option of putting in the middle or at the top I can't put it over the head but it keeps it regimented for wherever you're going to be posting it so it makes a certain amount of sense that they've done it that way you can pop in lots of different things with the slide you can use icons and images it keeps you to the front of the thing you chosen so everything at least looks regular

I've had about 40 minutes with a video clips in this thing it just becomes really difficult in the editor to find the clip you're trying to use because it's about the width of that yellow line that's telling you what's going on

30-second limit keeps you to your snappy socials styling on top of that it has a pretty decent music library so you can pop over this any sort of themed music you like you can also use this icon here to record your own commentary so per slide again if you want to narrate over the images you can do preview if I'm honest seems to be broken for me but you can download and save your work so it's not the end of the world to actually have to run it properly to look at it so game

I quite like that you can record your video inside it I think that works quite well so how's your confident doing that if you want anything longer than that 30 seconds you can have to go continue next continue next

I was under the impression that the music in in spark was copyright free it may be copyright to Adobe which is why they have their own branding on it but you shouldn't get copywriting if you leave that branding their voice over and Slide by which I mean those set-ups down here so it works a little bit like a really well integrated slideshow if you are looking for free music it's in the resource pack of you sending out at the end or tomorrow because I have to tidy up my transcript I really don't know how this thing feels about my accent for free music I would recommend Incompetech Kevin MacLeod he does cc0 music or CC attributes the music and will help you fight copyright claims if there his performances of classical pieces yeah kind of made up of multiple slides on spark

It is good that it keeps you too to the standards of a lot of the places you will be posting it if you're looking for something that deals with much longer things that's where light works I'll come in you do need a login to use Lightworks that gives you access to all of its free bits

Bit more complicated you can choose what framerate you going to be working at you can choose

you can look at the frame rates or any other clips we're going to be importing here I'm importing about 2 or 3 hours worth I think of film of me making a little puzzle box

You can have as much or as little in one continuous cycling as you like you can load that full hour and run it as is or you can go through crop out bits that don't work that's too long here I've gone and cropped myself a little area that I'm going to put this text over because not end up being one day build it's got quite a lot of functionality in terms of the the effects you can add quite easily so so little fonts like this but I can change where is White shadow where it looks like I can go through and has an effect so it's going to type itself across the screen you got access to all the usual crawls and rolls and things set off in their usual banners that come across the screen that it's snowing so from such and Such so if you're doing your documentaries and you interviewing curators and things like that pop all that in pretty easily it's literally just added to the film one of the best things about it here is that you can speed up and slow down your film so here I am about 400% or something I need to get these two or 3 hours with the film down to a 10-minute video you can pop different levels the film on you'll see later on that actually mixed to videos you can do tricks when you forget to film yourself cutting all the stuff up cos your tablet fell asleep so this is what I call this old Tony he's a YouTuber and he likes to do these kind of things he's definitely worth a look if you're trying to put together make a video you can crop and resize all of your video you can add title cards you can add music so this is one of those incompetech Kevin MacLeod free attribution pieces of music just going to pop it in Let it Roll you can change it you can crossfade it comes with a native audio editor which you can use to chop it up you can actually install and put images and middle of your things as well so she got a logo you want to pop up you sorted this old Tony he is a machinist and does a lot of different making videos where he is a lot of little editing tricks absolutely worth a look if you're thinking of trying to make these kind of entertaining Craft videos or things like that

you can get it crossfade you've got your screen up here again you can rearrange a lot of your Workspace here you got your feet up here to see what your actual film looks like you can open up another window to double check what you're uploading into it

I've never actually used to hit films express express story the advantages of Lightworks to be be its pretty simple it's got quite a good community around it for finding out how to do different things and for your so tutorials and things like that I've seen some quite impressive things done with it though my limits are cutting bits out and making it faster

film to see if they're actually better a lot of these things are products I've been using for years so they're what I've become comfortable with and what I'm happy saying if you need it doing use that they may be better things out there because these things are always evolving one thing we did miss at the end there I suppose that is that for some reason in Lightworks free you can only Express in YouTube or Vimeo they both export as MP4 which is the standard format so so why I have decided to do that I don't know

It may be that one works better for you I think thing with choosing any software is working out what you actually want it to do and what it does well and with an easy but workflow I say if you were feeling artistic and you want to do lots of you know channel openers and artwork you things and that kind of thing I would recommend using blender is a free video editing and everything else it does 3D imaging it does animation all that kind of thing I'll be honest it's in the pieces that I suspect is smarter than me by a long way I'm only just managed to get to grips with its 3D editing past its 3D modelling parts but amazing things have been done in blender so if that's your kind of jam if that's where you want to be heading with your learning it's a great piece to pick up and again free

ok bonus mention for Wick editor I discovered this and looking around for a few alternatives

I haven't used filmora you find the best things to work with might be changing after this weekend

It is a free open-source fully online little animator it's really accessible so if you are wanting to get into doing animated videos you got the artistic Talent for that so you have someone in your heart that he does or you wanting to get into making 2D games it actually has native point and Click and

keyboard controls so you can go on there mate you and rain for the website and it's really accessible so it gets a little bonus mention

online meetings so there is an argument go where your audience are which is why what I'm doing today but I've tried to balance my Focus with these between so I safeguarding classroom style things and more meeting focused things because I know everyone has different use cases first one is Big Blue Button which is a classroom style really easy to lockdown breakout rooming whiteboard using on my meeting solution second one is Jitsi it's a bit more grown up a bit more for we're having a conversation meeting Styles working with adults Style and I have an honorable mention for Discord which does everything right in the safeguarding and security aspects that needs to be installed so nobody wants to use it

one of the weirdest videos I have ever had to record

bare with me it's going to be a lot of me and a second

you can create as many rooms I should like set codes if you want to and your visitors can access them just through the shared link and the code if you set it there are lots of different ways you can control your rooms in the blue button so what you see there I chose to have a moderator allow people in you could just let people arrive so start your room you can choose how you want to join so you can actually just choose listen only as I know a lot of us want to

do a lot to quite a granular level when it comes to how people can interact when they arrive so I know there's been concerns about people seeing each other's webcams when people giving you know online learning events and that kind of thing you can say it he is so the only you can see your everyone's webcam people can just eat themselves and you otherwise you can say it so no one can share the mic you can set it so they can or can't chat that can I can't share notes even so I can't see who else is in the meeting so when you're working with multiple families with small children it's a godsend closed captioning is currently typing only in BigBlueButton which is great if you can type really fast but it does give you a function to upload your you're

your hands which is nice since you don't have to fast for home with screen sharing and am I sharing the right screen and is it going to crash on me and everything else getting closed captions you can choose how they look and so can your users so it's a great win accessibility wise that they can decide how things need to look for them to be able to access them

how to type fast if you get a closed caption I do believe that is a move at the moment on big blue buttons part 2 include Web Captioner integration which is what I'm using for captions on my screen right now which is an automatic captions

have you reactions you can tell people to be quiet or not a lot of me about to arrive

so you can set up your Workspace a little bit there are some restrictions on how well this is the visit of you so this is what they say when they go to the link all they need to do is popping that code and proper name to join so you can have your user list and wait for the right people to arrive when I visit joins that way from approval since that's how we set it at the start you can allow deny allow all or allow authenticated so if you're working with the same people over and over again you can offend Kate them and just have them join as and when or have colleagues join as and when to help moderate GC visitor sees just me and scream we're going to see themselves the best way to have a fresh presenting different people on the same screen right now and they only see that then and you're in the room they know they can't edit it just tell them not to 2B only thing they can do is set their status which you can clear as a moderator

so you can turn visitors in presenters so if you have someone you want to 2share their work or something like that that's easily done and you can revoke those permissions pretty easily as well this is our second visit adjoining as you can see on left they can't see visitor one they don't know their and they can't see them in the camera up here either so they're totally isolated from each



other as much as you want them to be but you can see everything that's going on around you

and it's super easy to just kick a user if you need to and you can prevent them from rejoining the session so even if they still have that link in that code you can make sure you're certainly secure if you are getting unwanted participants

it is fully online if you want to use it that way though currently they do have a 60-minute limit meeting for obvious reasons and they cannot do recording at the moment because of the demand you can actually download and use BigBlueButton in house you can run your own server it sounds super intimidating but don't be scared it is not that difficult to do actually it runs on a believe Debian which is a very stable very simple to install Linux format and this kind of thing in Jitsi which is another installable is great if you have that one weird laptop but every office I've ever worked in house locked in a cupboard and never works quite right because you can convert it to be the server for this and only have it on when you need it probably want to talk to 80 about but don't think that you can't do it yourself I have had to have IT sitting next to me just with a cup of tea in the biscuit and say put your password in occasionally I've installed them and I'm not back to the it

Jitsi has really gone hard on its open and secure platform it doesn't take your data etc like that it's very easy to use literally all you do to set up for meeting and it's online version is go to the website username and if you go you can invite people to the meeting here I've got installed on a server so I had to put in a password before I could create meeting just to make sure I was one who owns the server and have permission to do it you can set a password for any meeting it does not with some interesting names for meetings if you don't put one in and by installing it you get a few more controls over what's going on at your meeting really easy to share it so you can set up everyone to come in muted here's me as a visitor still don't know quite why it decided to flip on if my cameras assistant don't have to set a name which is fine if you using it as a corporation for using with other people in your organisation you probably don't need to but it is possible to set names

it's there's not a lot of functionality going on in Jitsi it's very just very simple and very easy to hop in a meeting you can make everyone follow you so you can share your screen you can do a few little bits ever starts when you said everyone everyone follows me so everyone looks at my screen and me but you won't be able to control things like what visitors see of each other I'm gonna Jitsi simple easy does what it says on the tin it really embraces the meeting style so it might not be ideal if you're using it in a school setting

so compared to zoom and MS teams Jitsi has a lot less control over what your meeting participants are doing but it is significantly more lightweight you can on their own servers start

just rock up start a meeting there's no need to login as no need to set up an account or anything like that and there is absolutely nothing to download unless you want to run your own server zoom and teams both need download to do a lot of their functionality zoom even if you're using the browser version by the way does put a little

installing your app data folder without telling you which can really mess it up if the permissions that's a set on it work computer that so you can never download or install anything mean it's not going to run properly

it's free for as many people as you want whenever you want for however long you want and it's lightweight enough that you can run your own server fairly easily again Debbie and runs forever designed be super stable so it runs off so it's a bit of a set it and forget it once you got it set up it's just a case of plodding through install instructions

mention to Discord it uses a role setup so you can invite people to a zoom meeting just send them the link so simple is that if you want to set a password set password you can just put to join that's what I mean it's very lightweight and very simple

Rose function you can really micrograin control how users experience and use the space it's

brilliant for safeguarding it's brilliant for using the same space for different people with different access and different requirements when it comes to invites and a few of you were panicking and I've done the same that an invite hasn't arrived yet because we tend to send out webinar invites quite late to try and avoid zoom bombing and things like that discord has a time-limited number limited set of invites so you can say only 30 people within the next hour I can use this link after that is invalid you can say when they've joined that's it what's left they can't come back or you can say nicely this place is going to be a regular visitor we doing these sessions every week they can come back with the same level of access every week it really gives you a lot to work with I'm by using its box function so you can use computer scripts basically automated scripts to send messages welcome to the room this is the this is the requirements of the rules move users that right now we going to the classroom we're going to have a look at this

it requires you to install it especially if you want to be using the screen sharing options so everyone can screen sharing a room if you set them to be allowed to it's brilliant if you're trying to work collaboratively or you want to set up a classroom setting kind of thing we can see what your users are working on but without an install it doesn't work on both parties sides which is a :( for accessibility

speed up audio editing Twisted Wave free online, Audacity is one of the old mainstays of open source I first remember using about 13 and having a terrible time within A level Physics when I had to record the pitch of coffee it's another super Powerful relatively easy-to-use OS software

so you may have to bear with me if I got this right because it's very hard to describe audio documents without audio fairly simple fully online does require a login and can only use mono without purchase very simple so this is a little sample from an audio guide I'm going to crop out my very northern Castle because this is my best attempt to RP so very easy to just go through highlight and delete ideal if you're working on things like podcasts oral Histories you're working with short

it does have an hour's limit on it in twistedwave unfortunately

don't press the weight on the keyboard no more bum note of Yorkshire accent

really if you're just doing quick bits of editing it's absolutely

that bit where someone shuffled off to get a drink the giggle fits you had in the middle of recording your podcast it's got a decent amount of functionality when it comes to editing the sounds here I'm going to pick myself down because I sound a bit throaty maybe it's not that much the fading in and out is literally just on the bar it's simple it's easy and it does the job you need it to do it does only export as mp3 ever leave and it can only save an hour as Max recordings at a time so if you are doing longer form work it might not be for you but for a queen quickly and pass of putting little bit of a reformatting a fade in and out it's exactly what you need and it's easy to access

bit more complicated you can import multiple audio channels so you can have multiple levels of audio here I'm going to put together a binaural soundscape which is pointless cos I found out yesterday that zoom only year does sound in Mono but I assure you I'm moving things around so it sounds like they're coming from the left and right

a game very simple easy ways to just flip out bits you don't need fading in and out is really easy see. you can listen to tracks individually as your editing them all together so you can get the whole soundscape going to Cliff out here that little bit of intro free sounds here mostly come from freesound.org creative Commons library of different Foley again will be in the resource pack

now lots of effects available in Audacity it's one of those again easy to learn hard to master you can do some serious things with Audacity

one of the best I think I found is adding reverb because you can choose the size of the room you

would like it to sound like the reverb is it in you get really elaborate so each of these you can edit separately so here I've made it sound like the person is walking on your right I can change it so but different tracks are quieter compared to others louder compared to others change the direction they're coming from or pretty easily

so you can go through remove background noises remove certain pitches of Voices

is tracks like this so they can all be edited separately I can move this along so person walks back in a different Direction in some ways it may be more than you need but it's one of those things that will grow with you format wise you can export it as virtually anything again but it has a really nice function of in the same way audio tracks when you import them onto your computer do you can put all your tracking info who made it or the ship or your copyright info or your attribution info that kind of thing in ok and last one

is newsletters scheduling and CRM groups all these together because nowadays so many products seem to do all three and integrated and makes an awful lot of sense as well the only thing is with the online ones they are all pretty much identical

of me using MailChimp and Zoho they're the ones I've chosen because of a couple of us because they have their unique selling points but as you can see they're incredibly similar shout out to Lightworks as well for that me to smush videos together like this so Zoho MailChimp both have great templates are both WYSIWYG design you can just drag and drop the brilliant thing about the Zoho is it does have Unsplash integration so you've got all that free artwork available to you just directly in their meanwhile male Chimps another one that lets you load your own branding anywhere a template will have an option for your logo in automatically loading logo if you've got it there are there all incredibly simple to use they've designed to be as accessible as possible CRM customer relationship management so basically you're stalking diary if everyone you want to work with

sorry I did the York St John's digital marketing course over the summer as part of my lockdown/furloughing mess and it's all become a bit automatic that kind of thing to me now

so great customizability they both that you preview the emails in different format so you can see what's going on you can both send test emails in both of them both allow you to import from that CRM M2 personalise emails so dear person you can put in

shelter uploading on a website you can actually design your own template in the HTML as well as an option if you're feeling fancy to be honest I'm not a designer I go with the templates most of the time

yes this is the difference this is the main difference to be honest they are all freemium in different ways when you're setting up to use one of these I honestly would sit down write out a list of what you want to do how many people you want to work with how many emails you want to send at a time I'm and what you want to integrate with they all integrate really well with social media they do the scheduling there are some variation in which Media they integrate with they all integrate with one or the other e-commerce system so Shopify things like that you need to choose what you want and then I think you go out and take a look at these systems because the biggest differences apart from those little us peace like Unsplash integration interface

Soho is it actually has a really strict GDPR compliance tools and privacy tools like you sending to anyone in Germany because you need to follow different privacy rules there and you need to sign up to this and do that and assurance you've done all this so it keeps you on the straight and narrow only difference between them apart from those little things is how much you get from them and the main thing about choosing which one works for you is looking at that approaches cynically they're all going to tell you how good they are there on an email to help you help tell you how good you are the most needy products I have ever encountered it but you've got to do what works for your organisation if you are working with lots of people if you do want to store a lot data or you're

concerned about how data would be stored on these services Mautic what I suspect is the back-end of most of them is another free open source run from in-house option again different templates excellent integrations if you're into your data you can do a lot of Analytics look at how your audience behaves who opening what run it be campaigns so sending two different emails two groups to see which gets wetter the better response and then adjusting you're sending from that but it is a pretty heavy duty pizza software if you're going hard on marketing if that's your choice then it is probably ideal for you again you'll need a server of your own because you will be talking to the internet through it sending emails etc but it does all of the things that the online ones do while being in house and without any restrictions on what you're working on

things that just do one thing very well I recommend Sendgrid for using your newsletters another one does a b campaigns it's got a pretty generous allowance for what you can send think it's something like 1000 a month but don't quote me on it you can see a lot of different mailing tools and things it is like Scribus a bit grown up tools to grown-ups but it does what you need it to do if it's not pretty about it

Hootsuite is the Old standby if you doing social media scheduling it's great in the way that it presents all your streams to you so you can monitoring replies as well and it integrates with virtually everything though a word of warning if you are scheduling things it may be better to do it and natively on a platform that you're putting it on things like Facebook actually downgrade posts that come from external companies so if you're using Hootsuite to schedule your Facebook post rather than scheduling them directly on Facebook you will get a lower return lower clicks less use because they want you on their platform

For CRM Hubspot is the industry standard it's got the full workflow from people expressing interest in your product your Museum library whatever through to re-marketing to them

yeah anything that comes from external to Facebook apparently even social sprout they've been making sure it doesn't get as much for using not promoting it's heavily I think it may be the same for Twitter but I'm not entirely sure because that's a different kind of audience setup but yeah it's a little dodgy on Facebook's part if you ask me but everything's a little dodgy on Facebook start now I am running super overtime so Q&A

I think I've caught most of the questions that come through the chat but if you want to unmute yourself and ask anything now is the time

ok so when I say natively I mean as an inherent part of that platform you don't have to go outside to get any of it one of the things for example I've included in the resource sheet is a great blog post that tells you all the shapes and sizes and ideal timings and things like that for different social media so an Instagram story must be this pixels by this pixels and last this long ideally in marketing terms you can do that absolutely yourself setup Lightworks to be x pixels by x pixels and only use the video that long but things like spark you can just go it's there that's natively

free sound Bites in videos if you are wanting sort of folly stuff sounds a train glass breaking that kind of thing I have put it in the resource pack let me have a look yeah you got freesound.org free SFX and soundbible.com do actually have a section of royalty free but you have to be careful to make sure you're on that section

the BBC I believe do have some sounds that you can use for free but I think they have a lot of restrictions and I avoided including them because one of the things they said in their bumf about how they can use them is is we reserve the right to change this at any time and remove all of them and you have to remove them yourself from anything you put them in which is more trouble it's worth

I've not really done a lot of exploring of online exhibitions for a while I've been generally unimpressed to be honest by Google arts and their exhibition stuff because it seems like there's so much more you can do with digital in the internet I think the one I mentioned earlier when I said I've

made a exhibition site gallery was unity which is a computer game and animation make a thing it's is another easy to learn hard to master you can do massive things as they have not had a good idea for the space I've made yet but I don't see why when you can use them to integrate 3D graphics on a website you couldn't do a walk around gallery I know there was one of the Ren fairs in America did amazing 3D version of itself when it can open during Covid that might be worth looking up I will add it to the resource sheet if I can find it

Copyright free music for videos highly recommend incompetech which is Kevin McCloud's Productions he does all sorts of different types of music they are listed by beats per minute genre style etc you can also take a look at ccmixter and the free music archive again being little bit careful when you using things like ccmixter that you are creative Commons zero creative Commons attribution etc just to make sure you get the right thing and give your artists credit

think that's everything so I think if everyone is pretty happy there's no more questions then we are are about that time I hope it gives you somewhere to start I know sort of starting to engage with software that's free because people like making free software seems a bit intimidating you feel like this should be a payment somewhere but techies love tech go for it

Sorry yeah I think it'd be very boring watching need to lose buttons at 3 5-minutes that I've just used and we would have been even more overtime that's

if anyone has any questions later on there you can find me at these I'm happy too happy to answer anything I'm afraid my Twitter still comes from back in the days when librarians gave themselves adorable nicknames but that is a promise resources I will be sending around an email via eventbrite probably tomorrow when I have cleaned up the transcript with a copy of the slides a resource pack and the transcript of today's session so you've all got it assuming eventbrite decides to actually work and not ignore me again because it has not been liking me recently and I know a couple of you had trouble getting in today because of it it

any 5 minutes overtime I think if everyone's happy we will call it there have a good day everybody