



## Flip Camera

### What is it?

The Flip Camera is a digital camcorder that can hold up to 60mn of videos, which translates to 1 GB in internal memory.

The Flip operates on 2 AA batteries and can last up to almost 3 hours straight. The compact size makes it appealing, you could carry it in your pocket without any problem. And, it is so light and small that its flexible to use.

The Flip is simple to operate. One red button to start and stop recording. The lens is wide, which provides wide-angle shooting. camera is not for you.

### Why is it important?

The Flip camera puts capturing, editing, and archiving video now in the hands of millions, and the discussion has shifted from terms describing media literacy to “media fluency.”

### Pros...

- Small, convenient, and easy to use
- Great video image quality in high definition (HD)format
- Easy-to-use download and common MP4 format
- Download and edit software that’s built in to the camera
- Screw-in mount on the underside for a tripod or monopod

### Cons...

- The zoom isn’t great
- Audio can be a problem, since there’s not an input for an external mic
- Does not have a USB connector cord and plug-in charger for the battery

### How to Get Started...

A growing component of digital literacy is the notion of “video literacy,” in terms of both consuming and creating video. The Flip camera puts digital filmmaking into the hands of ordinary people wanting to tell their everyday stories, without worrying about the price and complexity of conventional camcorders. Educators who use a learning-by-doing approach find the Flip to be simple for students to record interviews and capture video footage for community history projects and documentaries. For college and university faculty, the Flip is an excellent tool for capturing field-based video or conducting quick interviews of subject-matter experts.

A Flip can be used to record simple lab procedures for training purposes, such as a clinical task. The Flip functions well in low light, so for students recording field trips, or indoor activities lighting is not an issue. The Flip allows users to create video stories and essays, document procedures, interview experts, and record activities.

### Web sites to visit...

For more information on how to use Flip Cameras, visit: EDUCAUSE, 7 Things You Should Know About Flip Camcorder, <http://net.educause.edu/ir/library/pdf/ELI7043.pdf>

Do you Flip? How to produce better videos with your Flip camera, <https://store.ragan.com/ProductDetails.asp?product=Y0ICC H3&listshow=Workshops&catid=652C00F2324445739342 D4B96E80F042>

Shooting with the Flip Camer, Drew Keller, <http://www.vimeo.com/3207870>