

Contemplative Practices at Virginia Tech: Website and Promotional Video

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2 *Executive Summary*

For this project, we were asked to create a website and promotional video for Contemplative Practices here at Virginia Tech. The video is aimed at those that already know a little about contemplative practices, but want to learn more about how they can get involved at Virginia Tech. It is around 7-8 minutes long, giving an overview of what contemplative practices is and more specifics on how one can get involved. It mainly consists of the people from the conference discussing their experiences and what these practices mean to them, with some footage of others actually practicing different techniques and clips of Virginia Tech. The website gives an overview of what contemplative practices is about, as well as have a calendar of events that one can participate in. Specifically, the website contains:

- Homepage
- About
- Get Involved
 - Virginia Tech Groups
 - Community Groups
 - At Home
 - At Work
 - Nationally
- VT Events
- Blacksburg Events
- VT Academics
 - Biographies
 - Virginia Tech Courses
- Gallery
 - Photos
 - Videos
- Research
- Contact Us

The home page contains general information about what the website is for, About Us has slightly more information about contemplative practices, Get Involved has more specific information on ways that someone can practice this and groups one can be a part of. VT and Blacksburg Events each contain a calendar that has times where different contemplative events are happening and more details on the event. VT academics lists the biographies of those involved in contemplative practices and some classes that one can take if they want to learn more in an academic setting. The Gallery contains pictures and videos that are uploaded. Research lists articles and other research being done about contemplative practices. Contact Us supplies a contact form where someone can send an email to someone on staff.

3 User's Manual

The intended user for this project is someone in the Virginia Tech and/or Blacksburg community who is interested in using contemplative practices. This section highlights the features of the website that this user might use to further inquire about contemplative practices at Virginia Tech.

3.1 Website Access

Access to the website is granted through this URL: <http://www.contemplativecampus.dlib.vt.edu/>

This website is universally accessible to users and requires no further authentication.

3.2 Website Navigation

3.2.1 Home Page

The home page is where the URL above takes the user. What the user will find on the home page:

- General information on contemplative practices at Virginia Tech
- Current news
- In-site search box
- Links to other parts of the website



Figure 3.1: Home Page

3.2.2 About Page

This page is where the user will find more general information about contemplative practices at Virginia Tech. As interests grow and more events come, this page will be updated to document this information.



Figure 3.2: About Page

3.2.3 Get Involved Page

This page gives the user information on how to get involved with contemplative practices. Through navigating links on the left side of the page, users can see how to get involved within the Virginia Tech, Blacksburg, and national communities as well as educating themselves on what can be done at home and in the workplace. Users can expect to find up-to-date information on community groups, as well as recommended ways to practice contemplation like yoga.

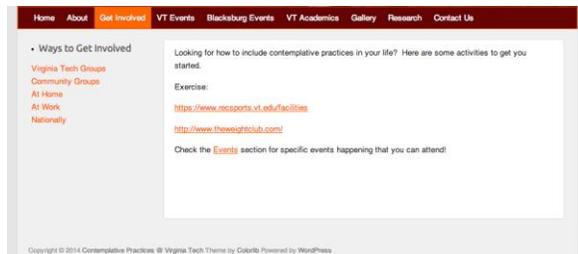


Figure 3.3: Get Involved Page

3.2.4 VT Events Page

For users that are within the Virginia Tech community, this page will show what current events are available to attend. The right side shows a calendar with all events including ones that are recurring. The left side will show special events that do not occur as frequently so that they can be highlighted. Users can change the calendar view to show the full list or to sort by lengths of time.

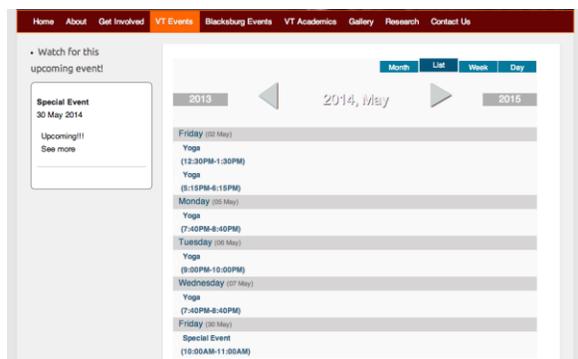


Figure 3.4: VT Events Page

3.2.5 Blacksburg Events Page

This page has the exact same design and use as the VT Events Page (Section 3.2.4), but is intended for anyone in the Blacksburg area. These events are open to not only those who attend Virginia Tech.

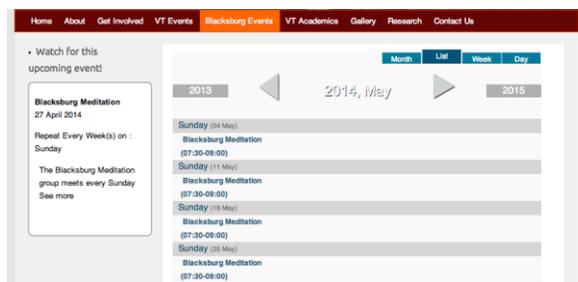


Figure 3.5: Blacksburg Events Page

3.2.6 VT Academics Page

This page is separated into two sections. The first section contains biographies of individuals within the contemplative practice community. The other section provides information on courses offered at Virginia Tech on contemplative practice. Users can use the links on the left side of the page to navigate between sections.

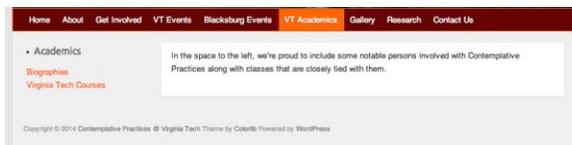


Figure 3.6: VT Academics Page

3.2.7 Gallery Page

The gallery page has two sections, one for images and another for video. The sections can be reached through the links on the left side. The image gallery is a good source of posters to explain contemplative practice. The video gallery contains videos about contemplative practice. More information on the content of these videos is described in section 3.3.

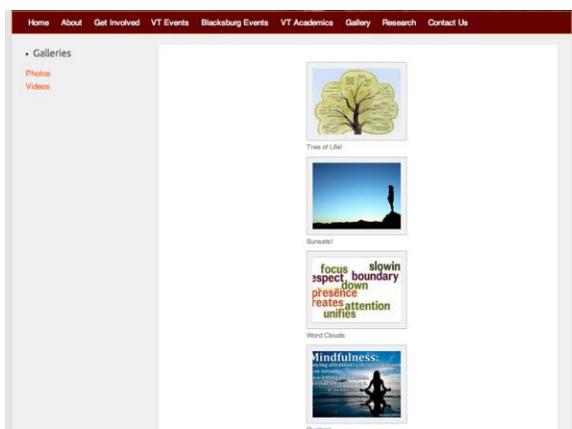


Figure 3.7: Image Gallery

3.2.8 Research Page

This page serves as a link to research efforts in the contemplative practice community. Currently, this links users to Contemplative Practices in a Technological Society, a way to further get involved.



Figure 3.8: Research Page

3.2.8 Contact Us Page

The final section of the website is the contact us page. Users will be able to enter their information and contact those involved with contemplative practices at Virginia Tech. The form features a captcha which will prevent automated spam.

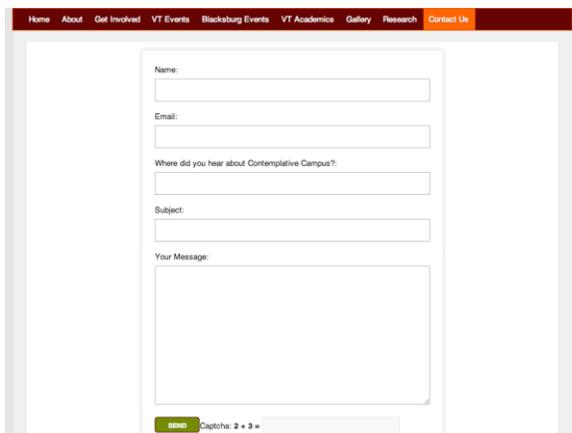
A screenshot of a website's contact form. The form is set against a white background with a dark red header. The header contains navigation links: Home, About, Get Involved, VT Events, Blacksburg Events, VT Academics, Gallery, Research, and Contact Us (highlighted). The form fields include: Name (text input), Email (text input), Where did you hear about Contemplative Campus?: (text input), Subject: (text input), and Your Message: (text area). At the bottom of the form, there is a green 'SEND' button and a captcha challenge showing '2 + 3 ='. The form is enclosed in a light gray border.

Figure 3.9: Contact Us Page

3.3 Videos From April 2013 Conference

The video gallery (section 3.2.7) has 7 videos that are interviews from the April 2013 Conference at Virginia Tech. There is another video titled 'Contemplative Campus at Virginia Tech' that was created to explain contemplative practice and what is being done at Virginia Tech. This video will serve as a good starting point for people who are trying to learn more and get involved with contemplative practices at Virginia Tech.



Figure 3.10: Video Gallery

4 Developer's Manual

This should help with any future maintenance of the website and video. By following this guide you should know how to safely make changes to the WordPress website (including installations and updates) and edit the video using Final Cut Pro X. For the website, it uses the WordPress platform. After you log in through <http://www.contemplativecampus.dlib.vt.edu/wp-admin/> with the password, the WordPress dashboard will come up.

4.1 Editing Regular Text Pages

To edit any of the regular text pages, go to the “Pages” tab on the left, then click on the page you wish to edit.

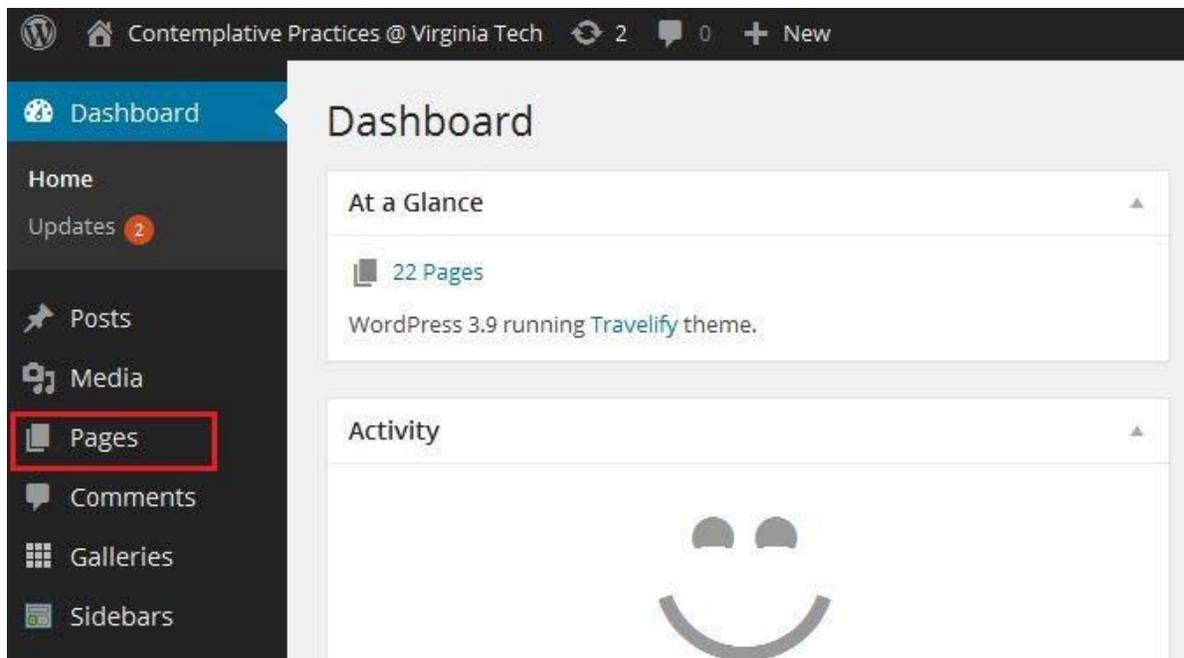


Figure 4.1: The WordPress dashboard

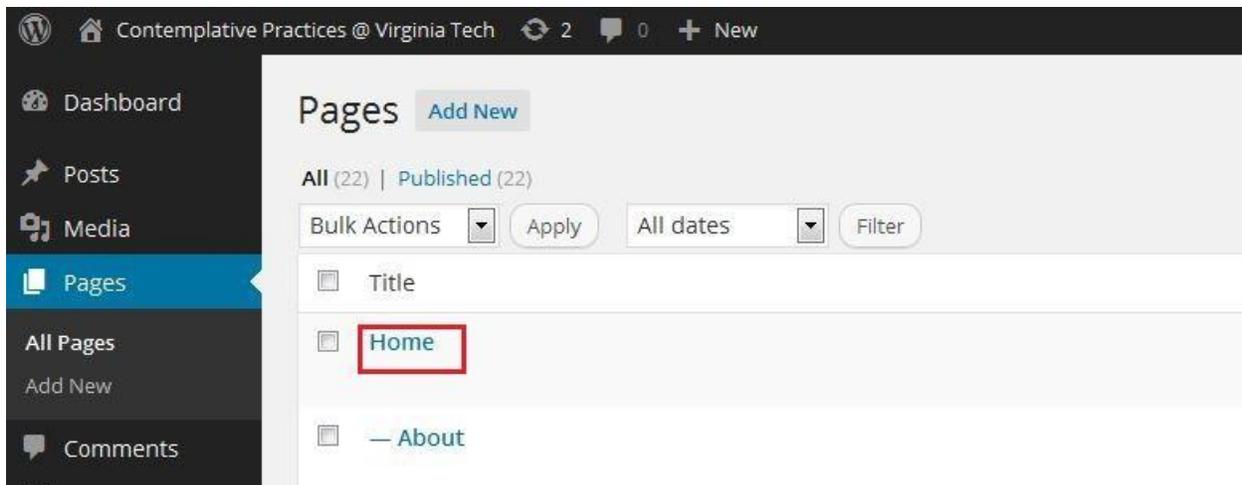


Figure 4.2: The pages tab

When you are finished editing, click the “Update” button on the right to save the changes and apply them to the website.

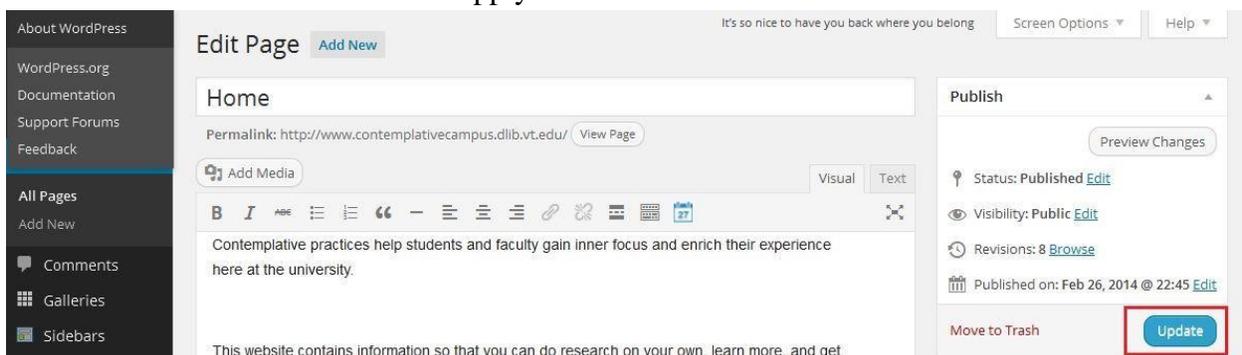


Figure 4.3: Updating the page

4.2 Editing the Calendars for VT Events and Blacksburg Events

4.2.1 Adding and Editing Events

To edit calendar events, first go to the “Calendar” tab on the left sidebar, then click on “Manage Events” for which calendar of events you wish to edit.

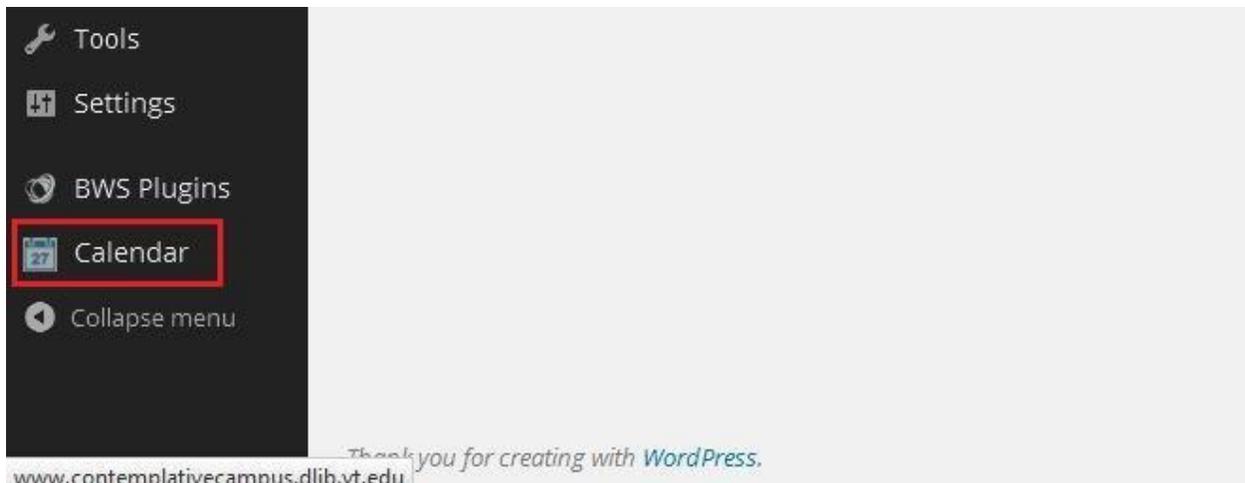


Figure 4.4: The Calendar tab on the Dashboard

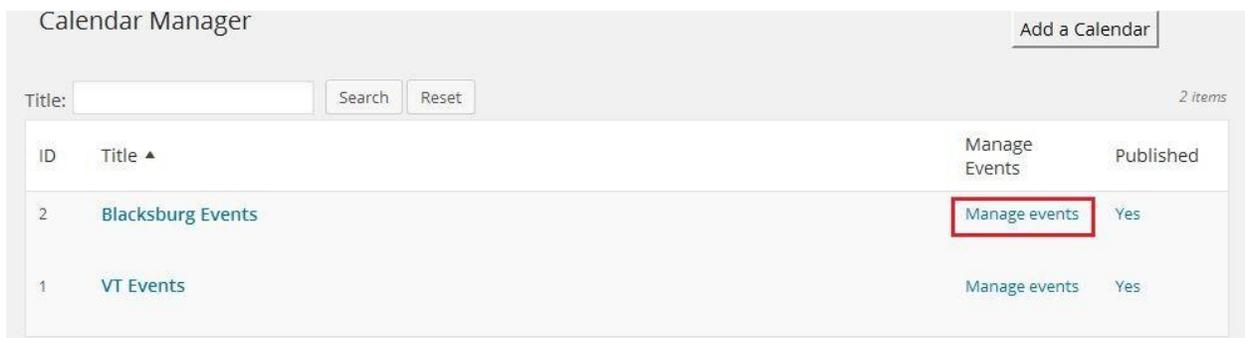


Figure 4.5: Managing events

To add a new event, click on the “Add an Event” button and fill in the event details.
 Event Manager for calendar **Blacksburg Events**

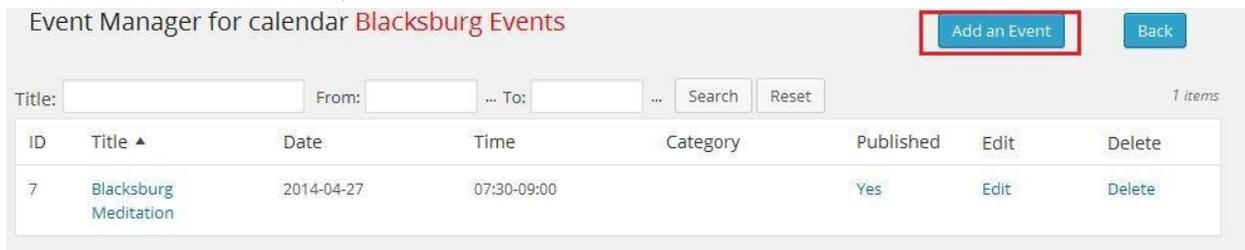


Figure 4.6: Adding an event

When you are done, click “Save” and the event will now show up on the calendar.

Add an event for calendar **Blacksburg Events** Save Apply Cancel

Event Details

Title:

Select Category: --Select Category--

Date: ...

Time: : - :

B I ABC [List Icons] [Quote Icon] [Link Icon] [Image Icon] [Table Icon] [Calendar Icon]

test

Note:

Repeat Event

Don't repeat this event

Repeat daily

Repeat weekly

Repeat monthly

Repeat yearly

Figure 4.7: Saving changes

4.2.2 Deleting an Event

To delete an event, simply go to the list of events on that calendar and click “delete” next to the desired event.

ID	Title ▲	Date	Time	Category	Published	Edit	Delete
7	Blacksburg Meditation	2014-04-27	07:30-09:00		Yes	Edit	Delete

Figure 4.8: Deleting an event

4.2.3 Marking a special Event

Navigate to Sidebars. Under the Calendar you’d like to add the special event for, click Manage Widgets.



Figure 4.9: Managing Special Event Widget

Expand the widget for the special Event you'd like to modify.

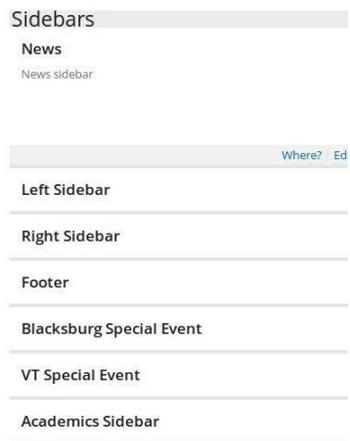


Figure 4.10: List of Widgets

Edit the Event in any way you like. The most commonly used will probably be to select a specific event from the list. Click “Selected Events” under “Events to Display” to do this.

Blacksburg Special Event

VT Special Event
Replace: News

Upcoming Events: Watch for this upcoming event!

Title:
Watch for this upcoming event!

Select Calendar: VT Events

Select Theme: Shiny Blue

Events to display:
 Starting From Current Date
 Events In Date Interval
 Selected Events

Events Quantity: 1

Show Event Date: Yes No

Show Event Repeat Rate: Yes No

Show Event Text: Yes No

Show Numbering: Yes No

Width: 200

Figure 4.11 Edit Event

Once everything is satisfactory, click save at the bottom of this widget window and view the website to make sure the change was made.

4.3 Editing the Photo and Video Galleries

4.3.1 Adding Photos to the Photo Gallery

To add a photo to a photo gallery, first go to the “galleries” section on the left sidebar, then click on the gallery you wish to edit.

Title	Author	Photo	Publishing	Date
Photos		4	Yes	february 26 2014

Figure 4.12: Finding the photo gallery

Scroll down until you see the “Upload file” section. Click on the “upload a file” button and choose the file from your computer that you wish to put in the gallery.

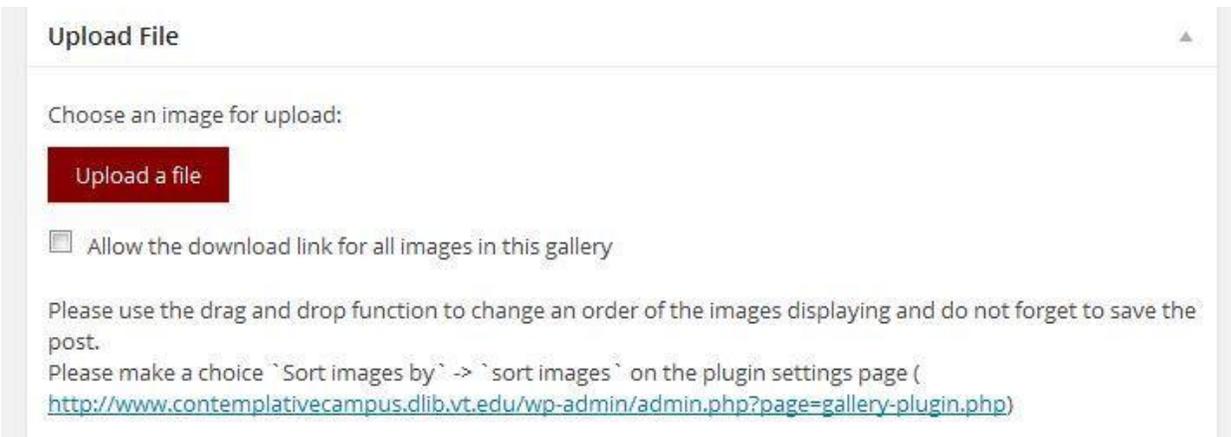


Figure 4.13: Uploading a file to the gallery

4.3.2 Edit/Delete Existing Photos

To edit the title or other information about a photo, go to the galleries section, click on the desired gallery and scroll down to the “Upload file” section. There should begin to be a list of the images currently in that gallery.

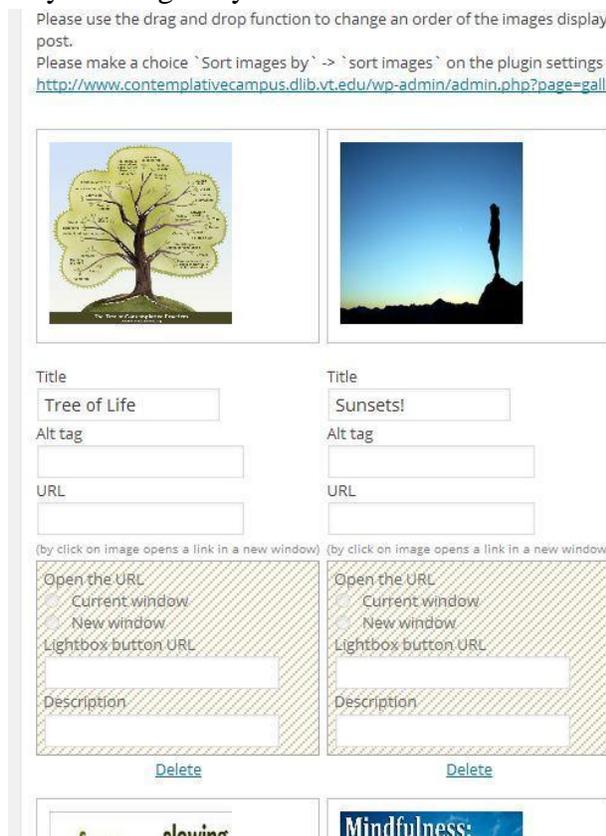


Figure 4.14: Photo editing section

Under each picture, you can edit its title, alt tag, url that directs to it, and other options. When you are done, scroll up until you see the “Update” button under the Publish section to publish your changes.

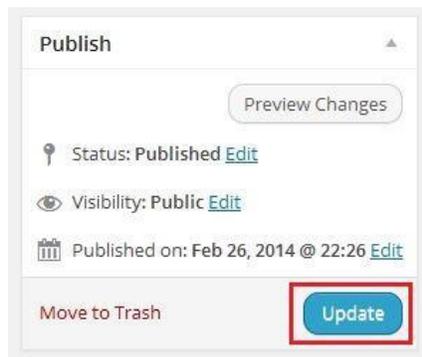


Figure 4.15: Saving the changes to edited photos

To delete a photo from the gallery, click the delete button under the photo’s editing section.



Figure 4.16: Deleting a photo

4.3.3 Adding Videos to the Video Gallery

The video gallery shows the latest 8 videos from the “ContempVideo” youtube channel. To add a video, go to YouTube and upload a video to the channel, then it will show up. For more information on uploading to the Youtube channel, go to section 4.5.2.

4.4 Website Maintenance

There are two types of administrators, hosting administrators and WordPress administrators. Hosting administrators can modify the WordPress installation itself which isn't necessary for adding content to a page. Hosting administrators can manually update the site and provide advanced maintenance. WordPress administrators can edit content, update the WordPress installation, install plugins, edit the calendars, and add media.

The current administrators (both types) are Dr. Edward Fox, and Dr. Douglas K Lindner.

Website maintenance can be done by anyone who's a hosting administrator of www.contemplativecampus.dlib.vt.edu. These administrators are defined by the VT Hosting team, www.hosting.vt.edu. They can add other administrators if needed.

4.4.1 Location of website files

All of the WordPress files are hosted as mentioned in section 4.1. There are two main ways to modify these installation files. It is not recommended that anyone delete any PHP files unless they're sure the WordPress website will still function correctly.

1. VT Web Hosting Online File Manager.

This tool is good if you're only uploaded a few files. It lets you download and edit existing files as well, however, WordPress has a better editor for editing style sheets and plugin files. The editor is located at:

<https://secure.hosting.vt.edu/admin/index.jsp>

Simply enter "www.contemplativecampus.dlib.vt.edu" as the website and your PID credentials to log in.

2. WebDrive

This is a great tool for Windows user which essentially turns Windows Explorer into a more advanced form of FTP. This is great for uploading or deleting many files at once.

WebDrive setup instructions are provided on VT's website here:

<http://computing.vt.edu/kb/entry/2308>

4.4.2 Necessary Website Maintenance

Over time WordPress will add new features and fix security holes. It is recommended that a WordPress administrator updates the WordPress installation periodically however security updates should be applied automatically. DO NOT update the theme, it is customized and updates may undo the customization.

WordPress Updates

A WordPress administrator should go to

<http://www.contemplativecampus.dlib.vt.edu/wp-admin/update-core.php>

and see what's available. Minor WordPress updates are usually safe since they don't often break the plugins, however it's recommended that a file and SQL backup is made before all upgrades. In 1 click you can update plugins and WordPress.

Theme Updates

Theme updates are not recommended since the site was tailored towards a modified version of a theme called "travelify".

The theme is a modified version of "travelify", which is located in the hosting site's "wp-content" folder. If you accidentally update the theme and the VT Style is gone, delete "travelify" from the "wp-content" and replace it by copying "vt-travelify-backup" into "wp-content" and renaming the copied "vt-travelify-backup" to "travelify". This should undo the theme update.

Banner Updates

If you would like to update or replace the header image of the website, here are the instructions.

The current header of the website is a JPEG but it is exported from a Photoshop PSD file. The PSD can be downloaded from

<http://www.contemplativecampus.dlib.vt.edu/header2.psd>. To replace the header on the website after making changes to the PSD, first save the new PSD by uploading it to the website (makes future changes easier). Then export a high quality JPEG or PNG from Photoshop so it can be used in WordPress. WordPress can change the header by going to <http://www.contemplativecampus.dlib.vt.edu/wp-admin/themes.php?page=custom-header>, uploading the JPEG/PNG, and hitting "Save Changes" at the bottom of the screen. To revert the changes, you'll see old headers on the same page which can be selected to replace the header you added.

4.4.3 Caveats, special work done

We encountered many errors by updating to WordPress 3.8. Updates were failing and we also encountered errors when updating plugins. The errors all revolved around being denied access to allocating more memory. To solve this we contacted VT Hosting Services and were given extended virtual memory for PHP. This solved all of our problems. We couldn't change the setting ourselves since `phpinfo()` said it was limited by the host, and the host doesn't allow custom `.htaccess` files.

As WordPress' codebase grows you may need even more memory in the future. Opening a trouble ticket with VT Hosting (www.hosting.vt.edu) should solve your problem if you send them the errors you're getting.

4.5 Video Source and Project Files

The video was created using Final Cut Pro X at Innovation Space.

The source videos and final video project files are all on the provided external hard drives.

The final video can be found <http://www.contemplativecampus.dlib.vt.edu/videos/>. Its name is "Contemplative Campus at Virginia Tech." The first, large, video on the screen is the currently selected video and the 8 videos beneath it are the last 8 videos that have been uploaded to the ContempVideo YouTube channel. The user is able to click on any video and it will automatically start playing in the larger video window at the top of the page.

4.5.1 Steps for exporting and publishing the video

Exporting and publishing the video only took a few simple steps. Once the video is edited using Final Cut Pro X, the user can perform exporting by clicking:

File->Share->Export File.

If Export File isn't an option, it can be added by clicking:

File->Sharing->Add Destination

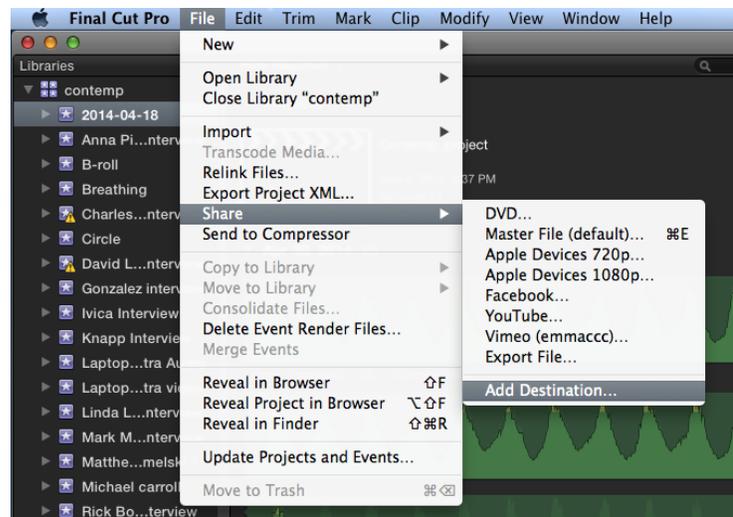


Figure 4.17: Adding Export File option

Once in this menu, click:

Add Destination->Export File

The settings for the file to be exported are displayed in figure 4.18.

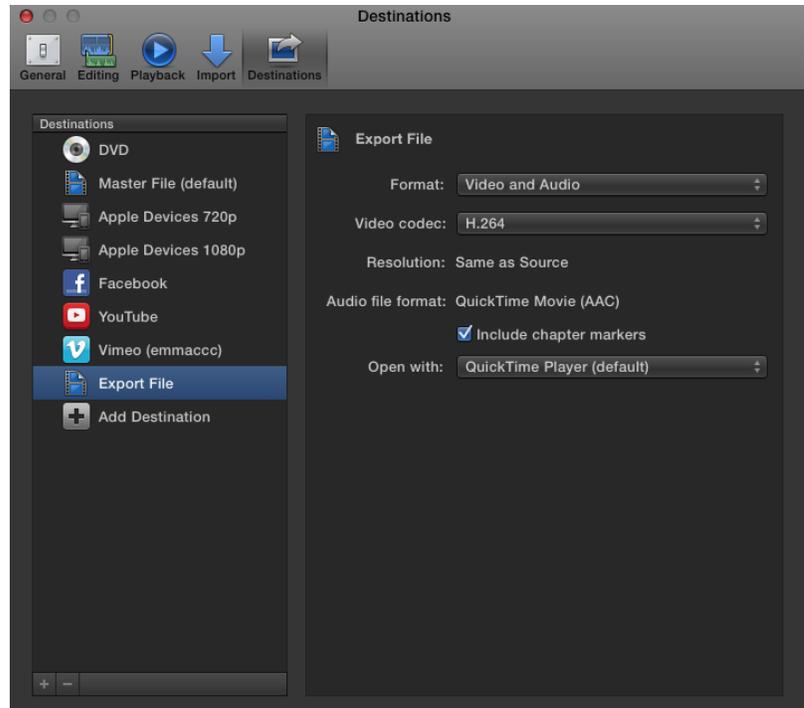


Figure 4.18: Export File settings

Exit this menu and then perform the exporting by clicking:

File->Share->Export File.

Make sure that the file is saved to a known, secure location.

Now that the file has been created, we can start publishing to YouTube. Sign in to the ContempVideo YouTube channel and then click Upload. Select the file and then select Open.

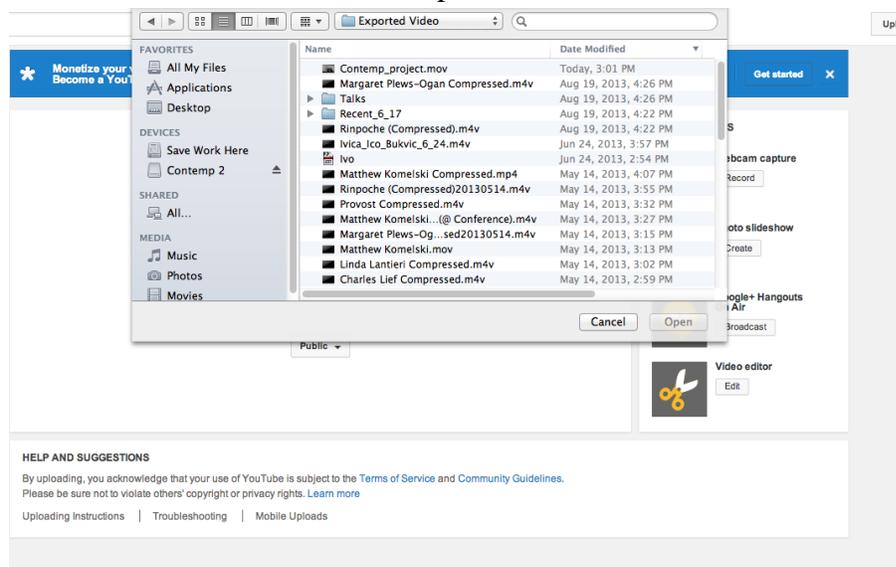
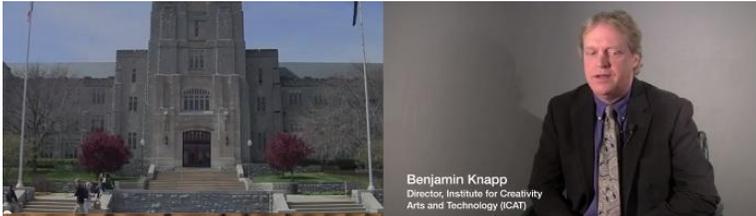


Figure 4.19: Selecting a File to Upload to YouTube

The file extension will be .mov. This particular filename is Contemp_project.mov. After selecting the file, follow the steps and wait for the file to completely upload before closing the window. Processing the video on YouTube may take a substantial amount of time and keeping the window open isn't necessary then. When completed, the video can be found on the ContempVideo YouTube channel and will be automatically loaded to <http://www.contemplativecampus.dlib.vt.edu/videos/>. When removing or adding a video to the YouTube channel, it may take some time to process at this URL.

4.3 Storyboard of video

	<p>00:00 - 00:26</p> <p>Introduction to Contemplative Practices at Virginia Tech, goes over basics of importance</p>
	<p>00:27 - 01:30</p> <p>Explains the science / evidence-based approach to Contemplative Research, convincing viewers of Contemplative Practices' validity.</p>

<p>Dr. Roop Mahajan Director, Institute of Critical Technology and Applied Science (ICTAS)</p> <p>Ivica Ico Bukvic Professor</p> <p>Charles Lief President, Naropa University</p>	<p>01:31 - 03:05</p> <p>Goes over basic remedies, applications of Contemplative practices, Contemplative education, and introduces the conference that occurred here.</p>
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<p>Michael Carroll Buddhist Teacher</p>	<p>03:05 - 05:04</p> <p>Explains the growing popularity of Contemplative Practices and why the world needs them more than ever. (Faster Paced Lifestyle from Technology)</p>
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	<p>05:05 - 06:16</p> <p>Discusses Yoga and benefits of mindfulness.</p>
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	<p>06:17 - 08:29</p> <p>We show group seminars and then the Provost discusses how our students can directly benefit from these practices. A plan is explained for creating holistic engineers and more responsible professionals.</p>
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	<p>08:30 - 09:46</p> <p>The Provost and Dr. Schorling encourage Contemplative Practice research to be done at VT</p>
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5 *Lessons Learned*

In this section we will give a brief overview of what we accomplished this semester and then reflect on it. This reflection will include different problems we faced throughout the semester and then our methods taken to overcome them.

5.1 *Timeline/Schedule*

With two main deliverables for our project, we decided to split up the semester accordingly based on how long we estimated each part to take. The first part of the semester was dedicated to getting the website up and running. The second part was mainly allocated towards designing and creating the 10 minute promotional video. Our semester schedule consisted of the following two week segments:

- February 15th - Contemplative Website features and layout decided on
- February 28th - Contemplative Website mock-up complete
- March 15th - Contemplative Website up with design; list of content to be included
- March 30th - Content included on website; switching to video work
- April 15th - Create video storyboard; Scan through hdd's for relevant video clips
- April 30th - Checkout videocamera to attain B-roll footage; Start video editing
- May 8th - Finish video editing; write-up deliverables; turn-in project

Knowing that we had five members in our group we assigned each member a specific task to oversee until completion. These semester project tasks were as follows:

- Amanda Thompson - Website Design
- Andrew Katz - Video Creation
- Ryan Anderson - Video Design
- Dave Kindel - Project Manager
- Brandon Nalls - Website Creation

Using this organizational method, each member was able to focus on their section of the project meeting our highest standards. When each member's task was set as the active task to be completed by our timeline that team member would head that sections work. Verifying and organizing all the team members we were able to work together to accomplish the goals for each two week segment.

5.2 Problems/Solutions

We ran into a few issues and found appropriate solutions

Website

1. Memory Limits: The hosting team has a limit on the amount of memory PHP can allocate. This prevented us from performing necessary updates to WordPress and its plugins. We weren't able to adjust the limit ourselves so we contacted the VT Hosting Team (www.hosting.vt.edu) and asked for a higher PHP memory limit.
2. Plugins: Some plugins were difficult to integrate with our themes. Dave found a sidebar application that made adding sidebar widgets to the website much simpler. The plugin allowed us to easily insert news, calendar items, and more into the sidebar of our website which provides the users with more information without needing to navigate to many small web pages. The "contact us plugin" is one of the easier plugins to integrate since we only had to insert "[a-tag-like-this]" into anywhere on the website for its functionality to appear. This made it easy to add it to a page and in the future it can easily be incorporated into a sidebar.
3. Themes: There were many themes to choose from. We picked a theme that was very customizable since it allowed sidebars and the menu was easy to edit. We tried to tie the theme into the subject (Contemplative Campus) and the context (Virginia Tech) by editing the .css files and modifying the colors that the Travelify theme defined. By doing this we made the website hokie colored. To further theme the website we created a custom header image and disabled the old header elements. This saved screen real estate by removing excess elements from the common header which gave more room for the webpage's content.

Video

1. Finding B-Roll Footage: The footage received on the hard drive contained very limited B-Roll. There was certainly some useable, as seen in the video itself, but not enough to cover a 10 minute video. To compensate, we rented a camera from Innovation Space and took some more footage of the Virginia Tech campus.
2. Sorting through footage in organized manner: Multiple people parsed through a vast amount of footage. To make sense of the chaos that comes with multiple people working with the same data set, we followed a guide for specific people to look through specific folders. When we started editing the video, everybody came together with what they've seen and unique ideas.
3. Finding logical video sequence: The key to making a successful video is an understanding of the message and how pieces will flow together. To do this, a general

storyboard was created. Because we had a huge amount of video to look through and could not re-interview people to get footage we want, specifically, we created a baseline message and found pieces of footage that met our criteria. We then pieced them together in a way that made sequential sense. If needed, we also added B-Roll to cover up video quality issues or to reinforce our message.

4. Learning how to use Final Cut Pro X: Final Cut Pro X is professional grade software and therefore is a sizeable learning curve for novice users. It was, however, the best software available to us and without consistent professional grade video and audio, we deemed it necessary to use the best software and ask Innovation Space personnel for assistance if needed. A class on Final Cut Pro X was also offered at Innovation Space which provided useful practice and knowledge about the software.

6 *Acknowledgements*

6.1 *Listing client with contact info*

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6.2 *Involvement with the video*

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