iMazing Apple iMovie Field Trip

Field trips are ubiquitous in primary and middle school years.  There are elementary trips to farms, cider mills, and museums, sixth grade camp, and eighth grade Washington D.C. Curriculum-based educational trips give students a chance to experience live learning and connect that knowledge to their textbooks and in-class activities.  However, once in high school, class field trips are not as common.  Due to the nature of scheduling, transportation, and funding, there is a severe drought.  In fact, only 23 out of 131 classes participated in a field trip during the 2013-14 school year.  Although there is a hefty amount of planning to pull-off a field trip, I feel that it should be a goal, for every educator, to organize a field trip for their students.  What will our students remember more?  Worksheets or hands-on experiences?   Lectures about a textbook illustration or an expert’s knowledge on a topic that can be viewed and touched first-hand?   The answers to these questions are easy; for this reason, I am excited to share how a field trip to Apple inspired my students.

Over the past five years, my web design students have participated in an annual web design competition sponsored by the Michigan Council of Women in Technology.  One of the requirements of the advanced division is the ability to create and embed a video component.  On Friday, October 24 students went on a field trip to the Apple store in Partridge Creek in Clinton Township, Michigan for an unforgettable learning experience about iMovie.  iMovie is a proprietary video editing software application sold by Apple.  Students learned how-to put together a movie from video clips.  They edited and arranged clips, added special effects, and added sound.  As a teacher, I have dabbled with Windows Movie Maker, Vine, and photostory apps, but I am a far cry from an expert in the field.  Delia Hohenthaner, Field Trip Coordinator and Lead Trainer, compensated for my lack of video content knowledge and helped the advanced web design students transform their basic video clips into engaging movies.  She also had two other helpers that were just as knowledgeable, patient, and fun.  During the demonstration and application process, my students were collaborating, problem-solving, asking questions, and laughing.  I appreciated the personalized 90 minute professional development session from these Apple connoisseurs, too.  We were learning by doing.  Without hesitation, I can unequivocally state that this was the best field trip I have ever shared with my students.

Senior Dasha Jones said, “I loved learning about iMovie and being able to use the program to add cool features to my contest video!  I cannot wait to show it to my family, classmates, and the contest judges.”  If your school is interested in scheduling a field trip to Apple, please visit <http://www.apple.com/retail/fieldtrip/>.  In addition to iMovie, there are many other topic areas that can be taught.  Thank you, Apple, for providing free t-shirts, flash drives, and a priceless opportunity!

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| Past Field Trips at Lake Shore | |
| Subject/Course | **Location** |
| American History | Henry Ford |
| AP Art Studio | National Portfolio Day at Kendall College Art and Design |
| Building Trades/Design Studio | Manufacturing Day at K & K Stamping Company |
| English | Detroit Institute of Arts |
| Environmental Ed | Metro Beach |
| German | Frankenmuth |
| Mandarin | Mongolian Chinese Restaurant |
| Marketing | Palace of Auburn Hills |
| Medical II | Beaumont Hospital |
| Practical Law | 40th District Court |
| Publications | Detroit Free Press |
| Video Productions | Fox 2 News |
| Web Design | Apple |

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