

PLAY VIDEO PAGE

The screenshot shows the 'PLAY VIDEO PAGE' interface. At the top, there's a navigation bar with 'SEARCH BAR', 'USER LOG IN', 'CUSTOMIZATION TOOLS', and 'YOUR INSTITUTION'S NAME'. Below this is a header with the 'FILMS ON DEMAND' logo and 'DIGITAL EDUCATIONAL VIDEO'. A secondary navigation bar includes 'HOME', 'MY PLAYLISTS', 'MY FAVORITES', and 'MY PREFERENCES'. The main content area features a video player on the left and a list of video segments on the right. The video player has a 'CLOSED-CAPTIONS' button, a 'FULL SCREEN' button, and 'VIDEO CONTROLS (FLASH)'. Below the player are buttons for 'SELECT VIDEO PLAYER: Adobe Flash or Windows Media', 'SELECT BITRATE', and 'CLICK TO ACCEPT CHANGES'. The video player shows a 3D model of a DNA double helix. The segment list on the right includes titles like '1. Inside a Human Cell (03:24)', '2. Genomics and Human Genome Project (04:49)', '3. Genomes and Treatment of Disease (03:30)', '4. Protein Measurements (03:43)', '5. Data Analysis and Bioinformatics (05:10)', and '6. Future of Human Genome Studies (01:49)'. Each segment has a brief description. At the bottom, there's a 'Details' section with a 'Title URL' and 'Citations' (Chicago & MLA style). A 'Related Resources' section is also visible at the bottom right.

SEARCH BAR

USER LOG IN

CUSTOMIZATION TOOLS

YOUR INSTITUTION'S NAME

STATE UNIVERSITY

HOME MY PLAYLISTS MY FAVORITES MY PREFERENCES

SEARCH Search By Segments ADVANCED SEARCH HELP

HELP CENTER

VIEW RELATED VIDEOS

VIEW SEGMENT DETAILS

VIEW FULL TITLE DETAILS

TITLE DETAILS

SHARE VIDEO VIA EMAIL

ADD TO PLAYLIST

ADD TO FAVORITES

RELATED RESOURCES: Viewable/printable Instructor's Guide PDFs

CLOSED-CAPTIONS

FULL SCREEN

VIDEO CONTROLS (FLASH)

SELECT VIDEO PLAYER: Adobe Flash or Windows Media

SELECT BITRATE

CLICK TO ACCEPT CHANGES

TITLE URL

CITATIONS: Chicago & MLA style

Bioinformatics, Genomics, and Proteomics: Getting the Big Picture

Flash 1.5mb

Details Share Playlist Favorite

Item# 39776

If the 20th century was the era of physics and nuclear fission, the 21st belongs to the life sciences. Moving from gene, to genome, to genetically based diseases, this program provides an overview of the interrelated fields of genomics, proteomics, and bioinformatics, with an emphasis on practical applications of biotechnology to the field of medicine. Are genetically personalized drugs around the next corner? Commentary is provided by Bob Forney, of ProNA Therapeutics; Bill Worzel and Jeanne Orinberger, of Genetics Squared; and Drs. Brian Athey and Elliot Hill, of the University of Michigan. A Films for the Humanities & Sciences Production. (25 minutes)

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Title URL (Copy and paste this link in a browser)

<http://digital.films.com/play/ABC123>

Citations

Related Resources

1. Inside a Human Cell (03:24)
DNA transmits hereditary data. The nucleus of each cell contains DNA. A base is one of the four substances that form DNA and codes genetic information. A genome is the entire DNA in an organism.

2. Genomics and Human Genome Project (04:49)
DNA sequencing led to genomics, the study of an organism's entire genome. Completed in 2003, the Human Genome Project's goal was to identify each and every gene in human DNA. Scientists look for genetic disorders in hopes of treating diseases.

3. Genomes and Treatment of Disease (03:30)
Proteomics (measurement of proteins) is currently being used to analyze research and discover treatments for Alzheimer's, heart disease, and certain types of cancer.

4. Protein Measurements (03:43)
As the latest applications of proteomics and genomics begin to emerge, it seems as though a major breakthrough in disease treatment could be just beyond the horizon. New cancer and Type II diabetes treatments are in the near future.

5. Data Analysis and Bioinformatics (05:10)
The human genome has 3.5 billion base pairs of DNA. Bioinformatics is the use of techniques including applied mathematics, statistics, chemistry, and biochemistry to solve biological problems on the molecular level.

6. Future of Human Genome Studies (01:49)
The vast potential for genomics, proteomics, and bioinformatics to create disease-specific drugs on a molecular level is currently being expanded by scientists.



DIGITAL EDUCATIONAL VIDEO
Quick Start Guide

LOGGING IN

There are two levels of “logging in” for most Films On Demand customers:
Account Log In and **User Log In**.

Library: type in your log in info before distributing.

ACCOUNT ID

PASSWORD

ACCOUNT LOG IN to access your institution's Films On Demand video content:

1. Go to <http://digital.films.com>.
2. Type in your Account ID and password, and click on “Log In.”
3. You will then be granted access to all of the videos you are authorized to view via Films On Demand.

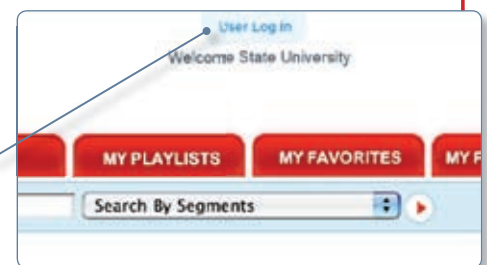
FYI

If your institution uses a form of automatic authentication (such as IP, Referring URL, or EzProxy), you may be able to bypass the Account log in process altogether.

To do so, use the authenticated URL provided by the Films On Demand Product Support team.

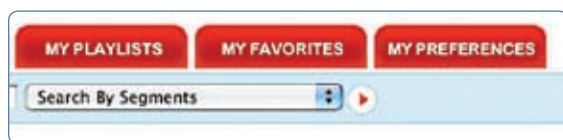
USER LOG IN to access your personal preferences, favorites, and playlists:

1. Log in to your institution's account (see above), then click on “User Log In.”
2. If you are already a registered user, enter your personal username and password, and click on “Log In.”
3. If you are not already a registered user, click on “User Log In” to set up your personal username and password.



CUSTOMIZE!

To access the customization tools, you must be logged in as a user.



FYI

If you are having trouble logging in, please contact your librarian.

FINDING VIDEOS

You can easily find videos by **browsing** or **searching**.

BROWSE through the available subjects:

1. Select a subject from the left-hand navigation area to access a detailed list of topics.
2. Click on a topic to access a list of all videos in that topic.
3. Click on any title to view that video, or click on "⊞ View segments in this video" to see a list of its segments.

View By Subject

- Humanities & Social Sciences
- Business & Economics
- Science & Mathematics
- Health & Medicine
- Technical Education
- Family & Consumer Sciences
- Careers & Job Search
- Guidance & Counseling

Most Viewed Videos

Recently Added Videos

SCIENCE & MATHEMATICS

Biology (722)

- + Animal Biology (37)
- + Ecology (48)
- General Biology (224)
 - Cells and Metabolism (43)
 - Evolution and Diversity (53)
 - Genetics (95)
 - Survey: Biology (60)
- + Human Anatomy & Physiology (45)
- + Marine Biology (17)
- + Microbiology (120)
- + Plant Biology (24)

Computers & Technology (110)

- + Computer Basics (30)
- + Technology (91)

QUICK TIP

Many of the topic menus include subtopics. To access the subtopics, click on the "+" icon next to any subjects that display it to expand the view.

SEARCH the titles in your collection:

1. Type a keyword, phrase, or program name in the search box at the top of the screen.
2. Use the drop-down menu to select "Search by Segments" to search all of the available meta-data for segments or "Search by Titles" to search all of the available meta-data for full titles.
3. Click on the red arrow icon next to the "Search by" drop-down, or press the "Enter" key on your keyboard to execute the search.
4. Click on any title to view that video, or click on "⊞ View segments in this video" to see a list of its segments.

SEARCH

Search By Segments
Search By Titles
Search By Subjects

QUICK TIP

Refine your search by using the drop-down menus in the "Advanced Search" screen. Access the "Advanced Search" link at the top right of the search bar.

CUSTOMIZE!

Change your default settings in the "My Preferences" tab. By default, all browse results are displayed as full titles and sorted alphabetically. All search results are displayed by individual segment and sorted by relevance.

The account information for Films On Demand User is displayed below. You may also review and edit your user information shown below. To save any changes, you must click on the Save Preferences button before you leave this screen.

Store Preferences **Account Preferences** **Admin Options**

Login Preferences

Preferred Greeting: Films On Demand User

Video Playback Preferences

Streaming Media Format: Flash (1) / H.264 (1)
Closed Captioning: Show On Page (Last) (Windows Media Only) (1)

Search Preferences

Search By Standards Defaults: Search Organization: National (1) / All Subjects (1) / All Grades (1)

Search Results - Results Per Page: 20 (1)

Search Results - Default Sort: None Specified (1)

Search Results - Default Search: Segments (1)

Search Results - Show Descriptions: ☒

Search Results - Show Segments: ☒

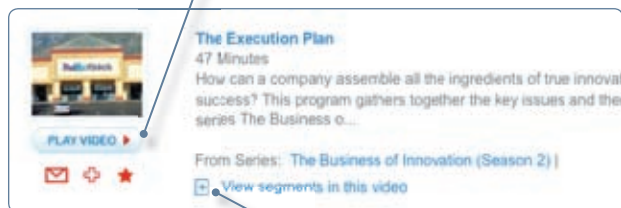
SAVE PREFERENCES

VIEWING VIDEOS

There are several ways to **view videos** from the browse or search results page.

When **TITLES** are displayed on the browse or search results page:

1. Click on the "Play Video" icon to view the complete video.



2. Or click on the "⊕ View Segments" icon to display available segments. Click on a segment from the list to access that specific segment directly.

When **SEGMENTS** are displayed on the search or browse results page:

1. Click on the "Play Video" icon to view the segment.

From the view video page:

1. Click on the "Segments" tab to display available segments from the selected video. Click on a segment, and playback of that segment will begin automatically.
2. Click on the "Full Title" tab. Click on the program title. Playback will begin automatically from the beginning of the video.

Many videos support closed-captioning.

To view a video with closed-captioning:

1. If a closed-captioning icon appears below the video player, once the video is playing, click on the closed-captioning icon to display the caption text.
2. To turn the captions on and off, click on the closed-captioning icon again.

CUSTOMIZE!

Configure captions on or off by default using the My Preferences page.

It's easy to control your video playback experience.



1. To change the video format or bitrate,

use the drop-down menus below the video player. Select either Flash or Windows Media, and then select from the available bitrates. Click on the red arrow icon to activate the new settings.

2. To adjust the volume, mute the audio, or pause the video, use the embedded video functions.



3. To view a video in full-screen mode, click on the red arrow icon below the video window (for Windows Media) or the white embedded arrow icon (for Flash video). To close full-screen mode, press the "Esc" button on your keyboard.

QUICK TIP

For best results, use the high-resolution Flash video option when viewing in full-screen mode.



FYI

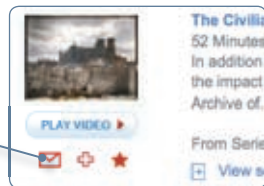
Not all of the videos include closed-captioning. If the CC icon is not displayed, there is no closed-captioning available.

SHARING VIDEOS

You can share **whole videos** or **custom playlists** you create.

TO SHARE VIDEOS: From the browse or search results page:

1. Click on the envelope icon below the thumbnail image to send a link to a specific video via email.



From the view video page:

1. Click on the "Share" tab below the video player to send a link to a specific video via email.
2. Click on the "Details" tab below the video player. Then simply copy and paste the Title URL onto a secure Web site to allow students and faculty direct access to that video.

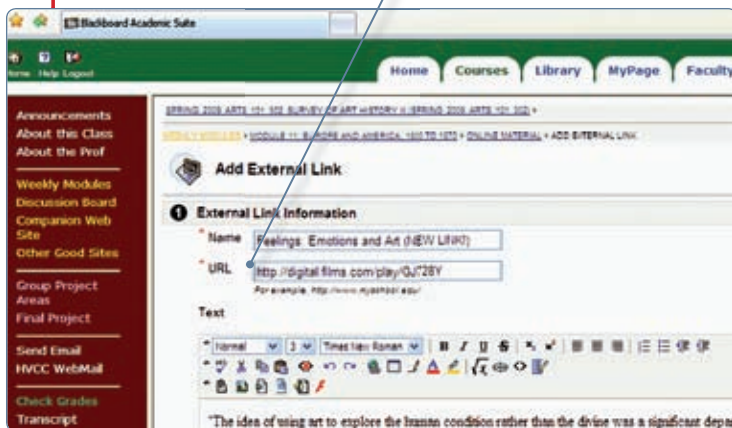


TO CREATE A CUSTOM PLAYLIST: Users can add a full title or segments of a title to a playlist.

1. Click on the "[+]" icon below the thumbnail image of the video on any search or browse results page. Then choose whether to add the specific title or segment to an existing playlist or create a new one.



2. Or, from the View Video page, use the "Playlist" tab to add videos to a playlist or create a new one.
3. Access all existing playlists from the "My Playlists" tab at the top of the screen.



FYI

In order to create a custom playlist, you must be logged in as a user. If you do not have a user account, you will be prompted to create one.

QUICK TIP

It's easy to add more than one video segment to a playlist at once using the "Playlist" tab below the video player. Press Ctrl or Command while selecting multiple segments to easily add them to your playlist. You can also add segments from different titles to a single playlist.

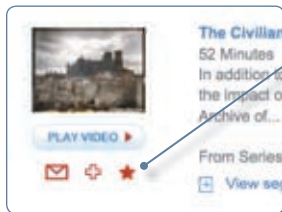
FYI

Title URL links are specific to every video and every account. They can be used on course Web sites, online library card catalog systems, distance-learning courseware, PowerPoint slides, and more.

ORGANIZING VIDEOS

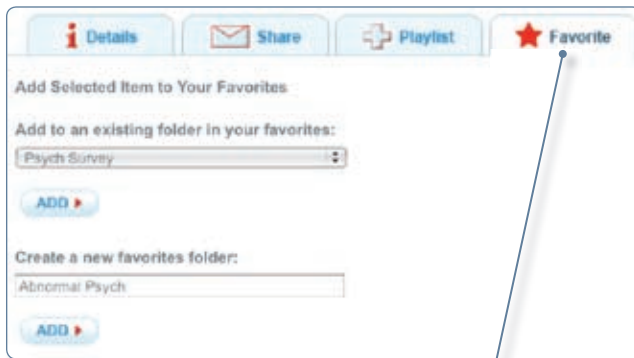
It's easy to store your favorite videos in your own **personal folders** for quick access.

To create and add to a personal folder:



1. From the browse or search results page, click on the star icon below the thumbnail image of the video to add a full title or segment(s) to a personal folder.

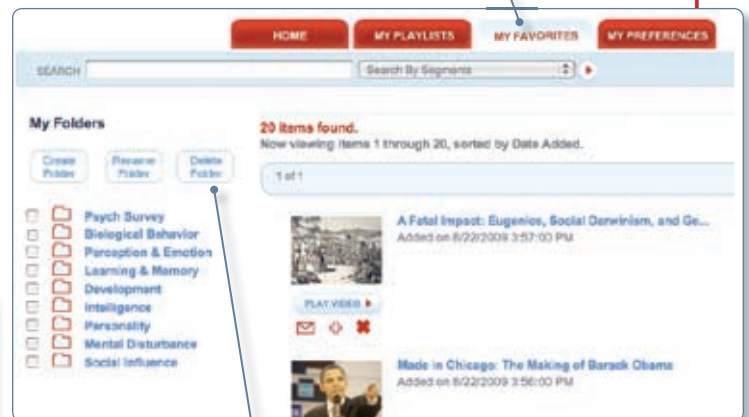
2. Add to an existing folder, or create a new one in one simple step.



3. From the View Video page, use the "Favorite" tab below the video player.

To access and organize your personal folders:

1. Access your personal folders using the "My Favorites" tab.



2. In "My Favorites," you can create, rename, or delete folders.

FYI

In order to create or access your personal folders, you must be logged in as a user. If you do not have a user account, you will be prompted to create one.

QUICK TIP

Personal folders are a great way to save quick links to frequently used videos for easy access. Once you add a title or segment to a folder, you do not have to browse or search for it in the future. Simply access it through "My Favorites." You can also access play and share functions directly from this page.