

## Planning

- ◆ Consider your intended audience and purpose of the recording.
- ◆ Use recordings to present core ideas and key points.
- ◆ Plan your recording in bite-sized chunks averaging a maximum of 6 minutes in length. Short videos improve attention span and provide an opportunity to weave short engaging activities.
- ◆ Use a storyboard to plan your video segments.
- ◆ Provide a scripted (or outlined) presentation rather than deliver extemporised.
- ◆ Script in a natural conversation tone to give the perception of not being read.
- ◆ Use a teleprompter to display your script e.g. ipad teleprompter application such as Teleprompt+
- ◆ Identify time sensitive content to ensure longevity of your recording for re-use.
- ◆ Plan for nonlinear viewers by providing prompts to previous material, to understand or give context to what you are showing.
- ◆ Avoid the passive learner experience by providing activities for engagement e.g. Web links, quiz review, stimulus for ongoing discussion...
- ◆ Provide an opportunity for learners to ask questions after viewing segments.

## Location & Setup

- ◆ Record in the same location with the same equipment to maintain quality and continuity.
- ◆ Use a recording location that is relatively small with sound absorbing material and minimal hard or flat reflective surfaces.
- ◆ Check adequacy of room lighting and visual background distractions.
- ◆ If your capture is critical e.g. guest speaker, plan to record with backup equipment.
- ◆ Avoid using a built-in laptop microphone, due to poor sound quality and ambient noise pick up. Use a headset or external microphone instead.
- ◆ If you are unfamiliar with the recording equipment or software, practice the entire process of capture, edit, and review to final production.

## Recording

- ◆ Have all required materials at hand before recording.
- ◆ Do a quick test recording to ensure audio and video are captured and of acceptable quality.
- ◆ Experiment with volume levels and different microphone placement. Too close and it will distort, too far and it will pick up more background noise.
- ◆ Remove desktop screen clutter and close all unnecessary applications. Turn off meeting reminders and email notifications while recording.
- ◆ Provide an introduction to the intended purpose and outcomes of the video, and conclude with a brief summary.
- ◆ Keep your recording precise and to the point.
- ◆ Describe mouse movements and actions that take place on the screen.
- ◆ Avoid unnecessary and fast mouse movements across the screen. This will simplify the editing process and reduce viewer distraction.
- ◆ If you make a mistake, pause to gather your thoughts, then restate the complete sentence. This will save time by allowing you to locate and remove the error when editing.
- ◆ Emphasising important points with a change in pace, volume and pitch.
- ◆ Present in a conversational style rather than a formal one.
- ◆ Personalise your delivery by imagining that you are talking directly to the student rather than reading the script verbatim.
- ◆ Provide a webcam 'talking head' or photo thumbnail of yourself at opportune times to personalize the video.

## Editing

- ◆ Edit your recording to improve production quality and reduce file size.
- ◆ Playback the recording with headphones to help isolate the audio.
- ◆ Use special effects sparingly. Effect should be used as an aid to capture viewer attention to important detail.
- ◆ Avoid over-editing to eliminate all mistakes. Humanise the viewing experience.

## Review & Publish

- ◆ Ask a colleague to briefly review your video before making it available to students.
- ◆ Allow learners control over their learning by providing navigation options.
- ◆ Ensure all content added has appropriate copyright permissions and are acknowledged.
- ◆ Retain the original video recording file and edited project file. This provides the option to edit at the highest possible quality and export in different formats as needed.