

Best Practices in Video Creation

In this guide, we will explore some of the best practices used to record a video for a lecture or to add content to your courses at UBalt. This will assist when you find you have to record your own videos.

Welcome to Best Practices in Video Creation! In this guide, you will encounter information that will be helpful to you, such as :

Choosing a device - Any device you decide to use will begin with the application you decided on the device to record with

Recording Tools - These are some of the applications and platforms you can use to create your recording.

Setting the Scene - This information will show you how to prepare your environment to ensure the best quality for your video.

Tips for Recording - This information will provide tried and true tips on what works to help the students retain information as your prepare your script for recording.

Choosing a Device

When you prepare to record your video, after writing your script, you should choose your device.



Cell Phones

You can use an Android or IOS cell phone with the native camera application or other recording application.



Tablets

You can use an Android or IOS cell phone with the native camera application or other recording application.



Computer

You can use your computer or laptop to record with video conferencing applications.

Recording Tools

Choosing the right recording tool should depend on the tools available and your familiarity with the tool. The last thing you would want to do is learn a new tool while trying to record. All of the tools will provide a way for you to record a presentation with you in the screen or without.

You should have access to the following tools to record with:



Panopto - Can be found on the UB portal or in your courses.



Zoom - Can be found in your courses. You should also be able to sign into your Zoom account from the application.



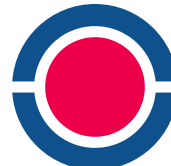
Canvas Studio - This tool can be accessed directly from your courses.



PowerPoint - There have been updates to this application which now lets you record right from the presentation.



Google Slides - There have been updates to this application which now lets you record right from the presentation.



Native Recording Apps - Each device, such as Android or iPhone, will have a camera that can record or an application you can download for your device.

Setting the Scene

There's a lot of information upfront and resources for you to refer to throughout your work. Things you should be going through this week include:

Use a clean uncluttered **background** that you can add a couple of items such as a plant.

Eliminate as much noise as possible to increase the **quality of your sound**. Try to use an external **microphone**.

Your camera should be at **eye level** for best results.

Create a script and **Practice, Practice, Practice!**

Tips for Lecture or Content Videos

Chunk Information. Keep segments short—5–7 minutes.

Design presentations around learning objectives. Creating presentations that align with objectives lets students know that the information you cover, is the information they should learn.

Accommodate different learning styles. Vary your presentations by including a variety of formats and activities like knowledge checks, and use well-designed pages or slides that integrate text, pictures, diagrams, or other media to clarify your content.

Include assessments. Conclude each segment with a short assessment or knowledge check that helps determine if students are grasping the content.

Source: University of Colorado - Boulder - Learning Design Group

That's It!

Make sure you put the finishing touches on your videos by editing out any mistakes, adding captions for accessibility, and using visuals to highlight critical points. That's it! With these best practices, you're well on your way to creating videos that not only inform but also captivate.



Please contact CELTT@ubalt.edu with any questions.



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