



# CELTT

Center for Excellence in Learning,  
Teaching and Technology

## Best Practices in Video Creation (Part 2)

In this guide, we will explore how to use the Panopto application to prepare, record, and edit your videos.

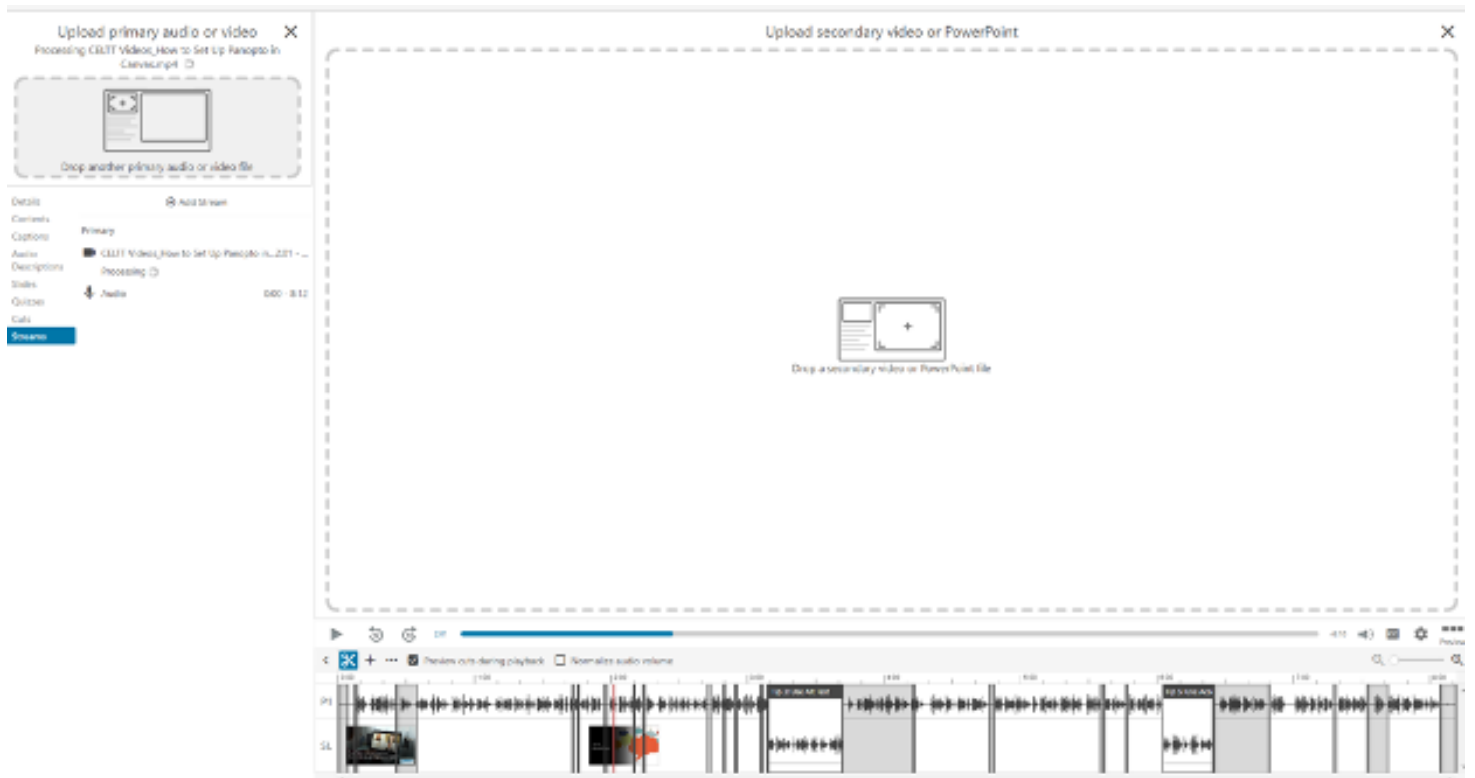
### Preparing Your Content

Creating an instructional video can significantly enhance the learning experience for students, making complex concepts more accessible and engaging. To ensure your video is well-structured and effective, planning your video before you record is a critical step. Here's a short guide to help you create well-organized and clear instructional videos.

1. Define objectives: Identify the desired learning outcomes of the video. What do you want students to know or be able to do after watching the video?
2. Organize your content: Outline key concepts. Break the material down into major concepts or steps. Instructional videos are most effective when they are brief. Break longer content into smaller chunks across multiple videos.
3. Create a storyboard: Roughly prepare the visual content. Describe scenes, determine visual elements, list audio cues, and detail transitions.
4. Prepare a script: Draft a detailed script that includes your narration or dialogue, and any on-screen text. Add this to your storyboard.
5. Engagement plan: Consider how you will engage your audience. Including questions or prompts that encourage reflection and critical thinking can increase engagement. You might also include interactive elements like quizzes and discussion prompts.
6. Rehearse: Practice delivering the script and transitioning through your visual aides. Time yourself and adjust content as necessary to keep videos brief.

# Preparing Visuals

Before making a Panopto recording, it is helpful to understand the different sources that will be included and how they will look in the final recording. Panopto videos comprise various streams (audio, video, images, etc.) that can be edited and recombined to get the look you want. Using the Panopto Editor, you can set the primary and secondary streams. You can achieve a lot of different video options with this tool, but most faculty choose to have their video and audio display as the primary stream and their shared screen or PowerPoint as the secondary stream.



## Prepare your personal video

If you choose to share a video of your face, you'll want to plan appropriately to show yourself in the best light. Consider the following to create a high-quality video:

- **Lighting:** Use soft lighting to avoid harsh shadows and create a flattering appearance. Natural lighting can often be best, but additional lights may need to be supplemented. If you use artificial lights, place them at a 45-degree angle to reduce shadows on your face. Avoid recording with a bright window behind you as this will often place your face in shadow.
- **Sound:** Choose a quiet location and use the best quality microphone.
- **Framing:** Be sure to position the camera at eye level. It is customary to frame the shot to include your head and shoulders.
- **Background:** Choose a clean, uncluttered background. You may want to use a virtual background and [download a virtual background](#) to show your UBalt pride. If you use a virtual background, consider the color of your clothing and avoid wearing colors that might blend in with the background.

## Preparing visuals with PowerPoint

PowerPoint is the best tool for creating visuals for Panopto videos. You can choose to upload your PowerPoint slides to Panopto videos, share them via your shared screen, or both. Visit [How to Add, Edit, and Delete Slides in the Editor](#) for information on how to upload PowerPoint slides to Panopto videos.

The Panopto editor is not able to add graphics or callouts after a video is recorded, so it is best to include these in your PowerPoint slides. If you want to include UBalt branding on your video, include this in your PowerPoint slides as well. Reference your storyboard when creating your PowerPoint slides.

Note that if you wish to include animations or other effects from PowerPoint in your Panopto video, you should share them via a shared screen. Slides uploaded to Panopto do not contain effects.

## Engagement in Panopto Videos

As you prepare to record your video, you might consider including interactive elements such as embedded quiz questions or discussion prompts. Including these items can boost engagement with your video and increase student comprehension. View [How to Add a Quiz to a Video](#) and [How to Use Discussions in Videos](#) to learn how to add these elements in Panopto.

## Using Artificial Intelligence (AI)

CELTT recognizes that some faculty are interested in using AI videos applications to generate sample scripts, record narration, produce visuals, and create avatars to enhance student learning experiences. CELTT invites faculty to explore various AI avatar creation platforms and consider key factors, such as cost structure, technical support, functionality, and security considerations when evaluating vendor solutions. [Zoom avatars](#), which are enabled in the UBalt Zoom instance, are one option for avatar creation.

## Recording your Video

After you have created a storyboard, prepared a script, and prepared your visuals, you are ready to record.

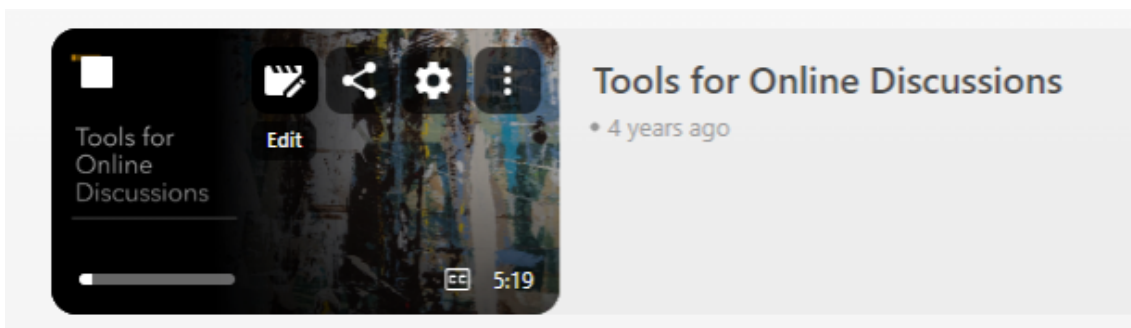
Visit [How to Create a Video Using Panopto Capture](#) to learn how to use the Panopto recorder and set the streams you wish to use.

## Basic Edits

Panopto videos can be edited to change the title and trim unwanted content. [How to Edit a Video](#) covers the basics of Panopto editing. [How to Add a Clip](#) shows how to add content from another video.

## Editing Streams

With the Panopto Editor, you can set the streams for your video. Visit [How to Edit and Add Streams in the Editor](#) and [How to Delete Streams in the Editor](#) for a detailed tutorial on this process.



# Editing your Video

## Add and edit captions

Accurate captions should be included on all videos for accessibility. Panopto includes a feature through which you can import Automatic Speech Recognition captions into a video. These captions must then be checked and edited for accuracy.

[How to Add ASR \(Automatic Speech Recognition Captions into a Video\)](#) provides a written guide and a video tutorial on this process. [How to Edit or Delete Captions in Panopto](#) shows how to check and adjust captions as needed. If you prefer to manually caption Panopto videos, [How to Manually Caption Sessions in the Editor](#) provides a written guide and a video tutorial on the process.

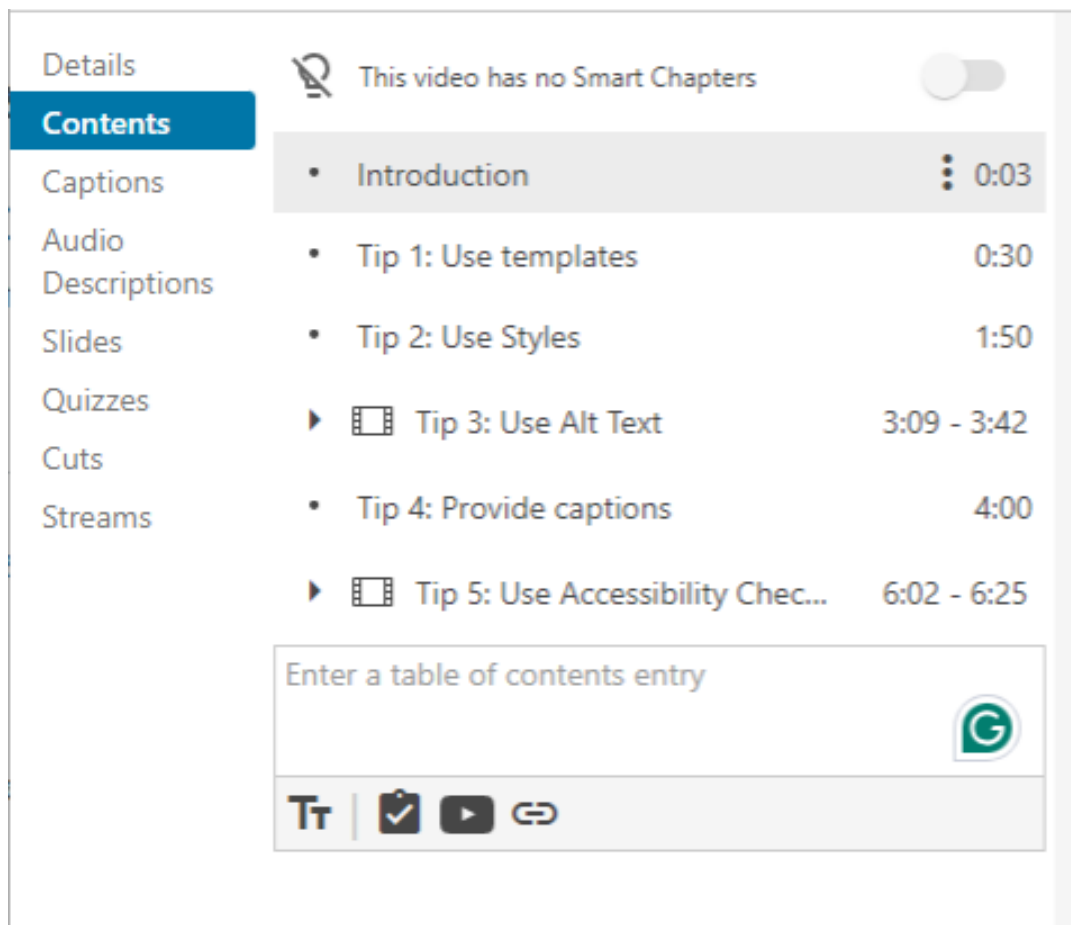
Navigation	Language: English (United States) ▼	Import captions ▼	Timeline
Details			
Contents			
<b>Captions</b>			
Audio			0:08
Descriptions			
Slides			
Quizzes			0:14
Cuts			
Streams			0:19
			0:28

you'll be well-prepared to create accessible digital materials that are available and easily accessible to all students.

In this video, we'll share five tips to improve the accessibility of your digital content.

## Create a Contents List (Video Index)

The table of contents (TOC) appears in the Contents tab of the Panopto viewer and helps viewers navigate the video. If your video has a PowerPoint or Keynote presentation, a table of contents will be added automatically; however, you can also manually add and/or edit table of contents entries. [How to Add, Edit, and Delete Table of Contents Entries in a Video](#) provides a written guide and a video tutorial on the process.



The screenshot displays the Panopto video editing interface. On the left, a navigation menu includes 'Details', 'Contents' (highlighted in blue), 'Captions', 'Audio', 'Descriptions', 'Slides', 'Quizzes', 'Cuts', and 'Streams'. The main area shows a toggle switch for 'Smart Chapters' which is turned off, with the text 'This video has no Smart Chapters'. Below this, a list of table of contents entries is shown:

- Introduction 0:03
- Tip 1: Use templates 0:30
- Tip 2: Use Styles 1:50
- ▶ Tip 3: Use Alt Text 3:09 - 3:42
- Tip 4: Provide captions 4:00
- ▶ Tip 5: Use Accessibility Chec... 6:02 - 6:25

At the bottom, there is a text input field labeled 'Enter a table of contents entry' with a green speech bubble icon. Below the input field is a toolbar with icons for text (Tt), a checkmark, a play button, and a link icon.

## Monitor and Reflect

After your video has been shared with your students, you can monitor the video's analytics to see items such as views and downloads, minutes delivered, and average completion. In addition to monitoring student activity, these statistics can help you reflect on the video and adjust for future content. Visit [How to View User Statistics](#) for more information.

## Additional Resources

- [Panopto Video Tutorials](#): Visit the full suite of Panopto Video Tutorials to learn the functions of Panopto, from recording to editing and more.
- OTS Support: OTS manages Panopto and provides training on the tool. Email [av@ubalt.edu](mailto:av@ubalt.edu) or [submit a ticket](#) to request training.
- CELTT Support: CELTT can provide individual consultative support with video planning and design. [Submit a ticket](#) to request a consultation.



Please contact [CELTT@ubalt.edu](mailto:CELTT@ubalt.edu) with any questions.



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