Best Practices
FOR CREATING VIDEOS

Three Essentials for Quality Videos
1. Focus on "hard-to-learn" concepts
2. Make videos interactive (quiz, self-check, activity)
3. KISS= Keep it Short and Succinct

All Videos
- Should not exceed 5-10 minutes
- Must align with course objectives related to assignments
- Must be saved in a format that can be viewed on any device

Audio
- Sound quality is clear
- Use a good mic (we can loan you one)
- Create a narration script
- Record in a small, quiet room
- Minimize background noise
- Add emotion
- Test sound before recording. Is your equipment working?

Captions
- Videos must have accurate captions/transcripts (we can help with that if your video follows all our guidelines)
- You are responsible for captions/transcripts for videos exceeding 10 minutes

Images
- Properly sized and placed
- Good resolution and can be viewed effectively without zooming

Background Music
- Choose appropriate music
- Adjust volume accordingly
- Do not let music overpower narration

Script/Narration Tips
- Keep in mind the purpose
- Practice makes perfect
- Be concise

Voice over Powerpoint
- Must have title slide
- Every slide has unique slide title
- Use sans serif fonts (Arial, Verdana)
- Limit narration to 30 seconds/slide
- Minimum font size is 24pt
- Limit to five (5) bullet points per slide
- Average six words per bullet
- Do not present paragraphs of text
- Avoid presentation animation
- Use colored ques to highlight key information (arrows and circles)
- Segment videos by topic (chunk)

Screen Sharing/Recording
- Desktop is clear
- Browsers and programs are closed
- Show only essential information
- Make sure there is no personal or confidential information on screen

Webcam Recording
- Avoid distracting backgrounds
- Present a professional demeanor
- Check lighting
- Check camera angles
- Keep camera eye level

Remember you must obtain proper permission to use images, music and any other media in your videos.

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