

GUIDELINES FOR SELF-FILMING / AUDIO RECORDING

Brief Guidelines for Online Learning Audio & Video elements

OVERVIEW

**Before starting, think about the content and the most appropriate way to deliver it. Ask yourself should it be an audio / video?*

Why Video? – Your learners are used to watching TV and Internet Videos. Video is a great way to make a connection, especially if it is engaging.

Planning the Video – Storyboard outline what your video is addressing. Having an outline or script of what you will talk about. *Practice a run-through before recording. Following a game plan is key to having a well-polished video.

Video Length - The optimal video segment should be two (2) to seven (7) minutes long.

Why Audio? – If you are thinking about a video of yourself talking directly to the camera, an audio might be a better solution (it avoids the talking-head dilemma). Audio also creates smaller file sizes which is optimal for streaming online.

Planning the Audio – Have an outline or script of what you will be talking about. *Using a script is part of the best practices for online learning elements. It provides ease to the instructor creating the content, and the document can be attached alongside the audio clip, allowing users with hearing impairments to be able to receive the message (ADA compliance).

Audio Length – audio recordings should be two (2) to ten (10) minutes long.
* *Scripts 1 page length in MS Word Times New Roman 12pt is about a 5 minute script.*

VIDEO: We all watch TV, and stations follow a very high standard of recording; everything they do is deliberate and symbolic. To create an excellent video, we need to follow some guidelines. Audio can make or break your video (what's the value of a perfectly framed image, if the user cannot hear what is being said). Frame yourself close to the camera, generally mid-waist up, having the camera closer to yourself, will also improve the audio/microphone quality. *Be aware of your surroundings, background noises, and lighting. Recording should be done in a closed door room, well-lit, and quiet.

AUDIO: Audio recording should be done in a closed door room, quiet space. When recording audio, be mindful of paper rustling, background noises such as talking, television, radio, or telephone rings. Take pauses and practice the rhythm of your script before worrying about the audio recording technology.

TIPS / GUIDELINES

Framing	Lighting	Camera Angle
<ul style="list-style-type: none"> Just like when you use a camera, you “frame” your subject, and you determine what will fit in the frame, as well as what will not. Envision when we are watching the president of the United States live, all of the camera shots have no “head room”. Head room is the space above our heads in the frame. This is deliberate, the president is a leader and we want to look up to him. If there was a lot of head room, we as spectators will be looking down at him, it’s all about perspective. Try to frame yourself close to the camera, generally mid-waist / shoulder up. <div data-bbox="151 1356 565 1543" data-label="Image"> </div> <p><i>*note, have a neutral or un-messy looking background, you do not want to distract the viewer</i></p>	<ul style="list-style-type: none"> Like television standards, television stations have a great control on the lighting. We need to have proper lighting when recording a video. “Backlighting” the subject (yourself)- will distort the video recording and image; it “creates noise/ distraction” for the viewer. Lots of lighting is important. If there is a window in the room, the window should not be behind the subject (backlighting is difficult to control and - this distorts the quality of the video and “creates noise/ distraction”). If the camera can be set up in front of a window it would provide bright light on the person during daylight, and prevent reflections in the glass. There should be additional lighting sources to illuminate the subject and eliminate the shadows. Additional Lamps and overhead lighting not in-line with the camera should make the video bright enough. Before video recording check to be sure you have enough lighting that the lighting sources doesn’t create shadows or throw too harsh a look on your face. When using a webcam, remember that the human eye sees a lot more than a video camera. Just because you can see everything clearly with a little bit of natural light, doesn’t mean that on video it will look good. This is why you should always try to add additional light when using a webcam. Even if you only have some simple houselights, remember some light is always better than no light. 	<ul style="list-style-type: none"> When we are doing video we can’t be camera shy. Think of your video as a face-to-face meeting or discussion. This thought should put the camera shy notion out of your mind. You will want to look into the camera directly, eyes off axis are less compelling and may appear offensive, giving the impression of no eye contact. Keep in mind your camera framing, what your background looks like on the camera, and that the camera is stable. Do not hand hold the camera. Place your camera on a level surface, or on a tripod. If you are using a web-camera, have the camera angled at eye level, not aiming up or down towards you. If the video shakes or has poor lighting or poor audio don’t use it.

** Reminder: Don’t get too caught up in the technology. Remember to keep your video or audio simple. Keep in mind your audience and make sure the video or audio clip is no longer than 10 minutes, and if needed, segment them into parts.*

SKILLS AND KNOWLEDGE / VIDEO EDITING / AUDIO EDITING

Audio	Video Editing PC	Video Editing Mac
<p>Audio recording requires a microphone / cell phone and computer to edit and export your file.</p> <ul style="list-style-type: none"> — App for Mobile (iPhone / iPad) Pocket Wavepad: AppStore Link <ul style="list-style-type: none"> ● It can export your recording as a mp3 without having to convert the file, just set the default to export as mp3 ● click on the gears on the bottom left of the app, go to 'audio format' and change to mp3... <i>you don't have to change the sample or bit rate</i> ● you have to designate a default email to share mp3 files (click on the gears on the bottom left, choose send, select email and type your address in) — Program for PC / Mac Audacity - Audacity is a free, cross-platform digital audio editor and recording application. <ul style="list-style-type: none"> ● View our Tech Tip for directions on installation and use: Audacity Quick Reference Guide — Additional Resources <ul style="list-style-type: none"> ● View our Tech Tip: Audio Best Practices Presentation 	<p>Windows Movie Maker / Quicktime Pro</p> <ul style="list-style-type: none"> — Windows Movie Maker is a video-making tool which comes free with Microsoft Windows. It is not exactly a feature-rich application but it is well-suited to simple tasks such as creating video to save or send to YouTube or via email, page covers. — Microsoft Guide to Movie Maker: View Here — YouTube - How to upload video to YouTube (view Using YouTube Tech Guide.pdf) — Quicktime Pro can edit and trim video. Open your video file within Quicktime Pro then Drag the beginning point and end point to where you want your video to start and end. Click on the menu "Edit" then choose "Trim to selection". View your edited version and make additional edits if you need to. Save your movie by going to "File > Save As" — Quicktime Pro X basic Recording and Editing Guide below: <ul style="list-style-type: none"> ● QuickTime Pro X basic recording and editing.pdf 	<p>iMovie / Quicktime Pro</p> <ul style="list-style-type: none"> — iMovie is a software that comes pre-installed with your Apple computer. You can transfer video, or record video directly into iMovie using a web camera. — iMovie Basic Guides below: <ul style="list-style-type: none"> ● 1- Basic Editing iMovie.pdf ● 2- Capturing Footage using mac WebCam in iMovie.pdf ● 3- Using Titles and Text in iMovie.pdf ● 4- How to export your iMovie to Youtube.pdf — Quicktime Pro X basic Recording and Editing Guide below: <ul style="list-style-type: none"> ● QuickTime Pro X basic recording and editing.pdf

CLOTHING / APPERANCE FOR VIDEO

Smile and Focus	Choose your Colors / Clothes Wisely	Hair and Make-Up
<p>One of the easiest rules to remember when recording is simply to smile. There is nothing more engaging than smiling throughout your video with a friendly expression. Also it is important to make direct eye-contact with the camera, when you have your eye look away from the camera, you might appear distracted or uninterested in what you are saying.</p>	<p>Certain colors like many shades of blue - royal, navy, sky blue - look great on video while others like reds and hot colors like orange or magenta can be too bright. Patterns such as small dots or stripes may be less attractive than solids on camera, so think about a color to wear that is easy on the eye and a pattern that won't be distracting to your viewer. Also, dress professionally.</p>	<p>Most technology now outputs high-quality video which means you'll need to take extra care with how you look. You'll want to use some hair product that will keep flyaway tamed and you may want to style your hair so it is off your face and won't require adjusting. Make-up, too, is important. Remember, higher quality video means much more detail is going to be visible on screen. If your face is shiny, try blotting your face beforehand with a tissue.</p>
<p>Background Check</p> <p>While you are the focus of the video, remember that there will be background material that the viewer will see. Think about how your web-camera or video camera is set up and what can be detected behind you. Are you in sitting so that a blank wall is behind you or is there a cluttered book shelf or large pictures behind you?</p>	<p>Lighting</p> <p>Check to be sure you have enough lighting that doesn't create shadows or throw too harsh a look into your screen.</p>	<p>Script</p> <p>Sometimes it is easier to have a few notes written down about what you'd like to talk about or topics that you want to discuss during your video. Place them where it is easy to glance at so that when you scan your notes you will not be losing direct contact with camera or have long silences during your video.</p>

FILE FORMATS FOR AUDIO AND VIDEO

Audio	Video	YouTube
<p>Save your audio files generally as: .mp3 or .wav</p> <ul style="list-style-type: none"> ● .mp3 ● .wav ● .wma 	<p>Save your video files generally as: .mp4 or .mov</p> <ul style="list-style-type: none"> ● .mp4 ● .mov ● .avi ● .wmv 	<p>YouTube can handle various files types (safe to upload .mp4, .mov, .avi, .wmv)</p> <p>YouTube is a video streaming website. If you use YouTube to host your video, the videos can be embedded easily into your Blackboard Course, or you can link to the specific url of your video.</p>