

VIDEO

Best Practices



LENGTH

- o Shorter is better.
- o 3-5 minutes is optimum, no longer than 10 minutes when possible.
- o If you must use a longer video, break it up into smaller, standalone chunks.



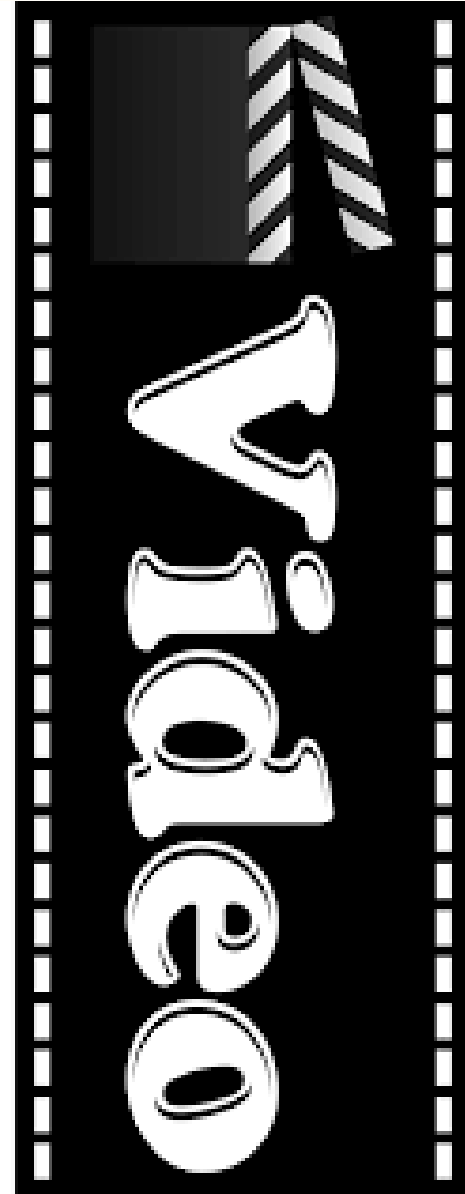
WRITING

- o Write a script or at least an outline.
- o Write in as conversational and as friendly a tone as you can.
- o Use short sentences.
- o Write for the ear – not for the eye (most people will only hear the video narration so you can be informal, use contractions, etc.).
- o Read your script out loud (then you'll hear where you need to make changes).



RECORDING

- o Rehearse and practice before you press the "Record" button.
- o Check your sound quality.
- o Don't worry about little mistakes. They can humanize your video.
- o If you make a mistake or stumble over words, let the recording continue, pause for five seconds, then pick up again where you left off. You can edit out the bad portions later.



TOP TIP

Don't worry about little mistakes, it humanizes your video.

VIDEO

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CONTINUED



FORMATS

- o Record MP4 video, a flexible cross-platform format.



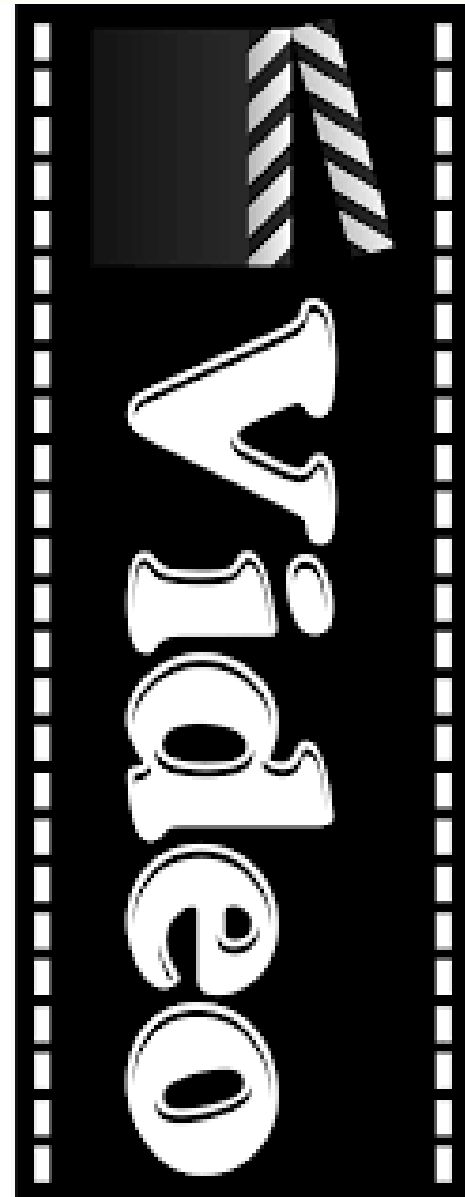
CAPTIONING

- o You should either caption your video or offer a text transcript of the audio.
- o Ensemble is an Automatic Closed Caption option built into MyCourses. Please see tutorial on how to register: <http://myresources.spcollege.edu/how-to-register-for-training>
- o For more information about appropriate and reasonable accommodations for students with special needs, contact the Office of Accessibility Services.



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Be sure you have the right to use any videos that you want to add to your courses. If you're unclear about what those rights are and what your responsibilities include, please see your campus library for support.



TOP TIP

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