INSTRUCTIONAL VIDEOS: FIELD RECORDING

Background

Bring all materials; scripts, release forms, equipment, props, etc. Make sure you have permission to record at said location.

Location scouting! The area should be good for video, not a loud location and away from air conditioning vents.

References and Recommended Resources

Brian Sutter (2014). 6 Steps to Creating Instructional and How-To Videos: was Barcode.com/buzz/6-steps-to-teaching-with-video


It’s important to have release forms* for everyone to sign and date in the video!

*photography.lovetoknow.com/Photography_Release_Forms

To-Dos

- Bring all materials; scripts, release forms, equipment, props, etc.
- Make sure you have permission to record at said location.
- Location scouting! The area should be good for video, not a loud location and away from air conditioning vents.
INSTRUCTIONAL VIDEOS: WEB CAM RECORDING

The title should appear somewhere within the video, be it at the beginning or listed somewhere on the screen throughout. Make sure the title font is clear and easily read on any size screen.

Use graphics to generate interest.

Web cam

The instructor is centered. Their face should appear uncropped and the lighting should be set up to show their facial expressions clearly.

Make sure the instructor is centered. Their face should appear uncropped and the lighting should be set up to show their facial expressions clearly.

Dress appropriately. Make sure the background looks good.

Fact

More people view online videos on mobile devices than on desktops.

Make sure you're looking into the camera and not at the screen.

Keep distracting objects out of view.

References and Recommended Resources


Brian Sutter (2014). 6 Steps to Creating Instructional and How-To Videos: waspbarcode.com/buzz/6-steps-to-teaching-with-video

INSTRUCTIONAL VIDEOS: STUDIO TIPS

Script
Prepare script first! Write like you speak, not like a research or essay paper.

Dress appropriately. No green clothing!

To-Dos
• Come prepared.
• Know your script.
• Rehearse ahead of time.

References and Recommended Resources
Brian Sutter (2014). 6 Steps to Creating Instructional and How-To Videos: waspbarcode.com/buzz/6-steps-to-teaching-with-video

Listen to the producers! They will help you look and sound good.