



# INSTRUCTIONAL VIDEOS: WEB CAM RECORDING

**Web cam** →

**Title** → **TITLE**

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.

**65%**

**32%**

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

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

Dress appropriately. Make sure background looks good.

Keep distracting objects out of view.

**Fact**

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

## References and Recommended Resources

**ETC Staff (2014) Guidelines for Creating Instructional Recordings:** [etskb-fac.cidde.pitt.edu/panopto/guidelines-for-creating-instructional-recordings](https://etskb-fac.cidde.pitt.edu/panopto/guidelines-for-creating-instructional-recordings)

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

**Marie Norman, PhD (2017). Extending the Shelf-Life of Your Instructional Videos: Six Common Pitfalls to Avoid:** [facultyfocus.com/articles/teaching-with-technology-articles/extending-shelf-life-instructional-videos-six-common-pitfalls-avoid](https://facultyfocus.com/articles/teaching-with-technology-articles/extending-shelf-life-instructional-videos-six-common-pitfalls-avoid)