



Educational media guides

Practical approaches to designing effective videos

<http://bit.ly/2MyMoJ1>

Before you start



Curriculum alignment

Media resources should align with identified **learning objectives** of the overall course/unit.



Clarify if the video is:

- Essential
- Recommended
- Supplementary

Not all content is suitable for video, consider alternatives such as readings, podcasts & pre-existing material.



Planning & scripting

Ensures videos are well structured and concise. A simple story board can assist in **'thinking visually'**. Record yourself reading your script and adjust accordingly.



Video length

6 minutes is good practice. Break up longer presentations, then write clear and descriptive titles.

Recording checklist



Audio

In education, audio and voice clarity is key. Presenters should **speak clearly** and avoid unnecessary jargon and colloquialisms.



Microphones & spaces

Microphones should be placed **within one metre** from the speaker. Avoid locations with ambient echo, air-conditioned and background (i.e. traffic) noise.



Camera basics

Minimise unnecessary camera movement. Image should be correctly **exposed** and in **focus**. Place the camera near the **primary light source** (i.e. window).



Framing interviews

When framing/positioning a face, use the **'rule of thirds'**. Interviewee should look slightly to the side of the camera.



On screen presence

Presenters should address the camera directly. **Speaking enthusiastically** in a natural way works better than reading from a dense text. **Teleprompters** for **longer scripts** can be useful.



Final checks, what to look for

Can the camera be moved to a better position? Are there any elements like striped/patterned clothes, bright or moving **objects that might distract**? Allow 'screen space' for captions and graphics that will be added later.

Editing & accessibility



High v low fidelity

Develop **concise, well-structured** videos with supporting **visuals** that are **clear** and **complement** the spoken word. Videos do not require high production costs to be effective.



Make videos accessible & use University branding

- Arc in Canvas can accurately & automatically **generate captions** – check for any inaccuracies.
- Keep text on screen to a minimum: **don't use more than 5 bullet points** on screen at a time or 50 words in total.
- Use **contrasting** foreground and background **colours**, legible fonts, graphics, tables etc.
- Minimise complex visuals that **don't scale** well on smaller screens.
- Branding **templates** are available from Marketing & Communications

