

Tips for Instructional Video Production and Screencasting

Be prepared
Be seen
Be heard

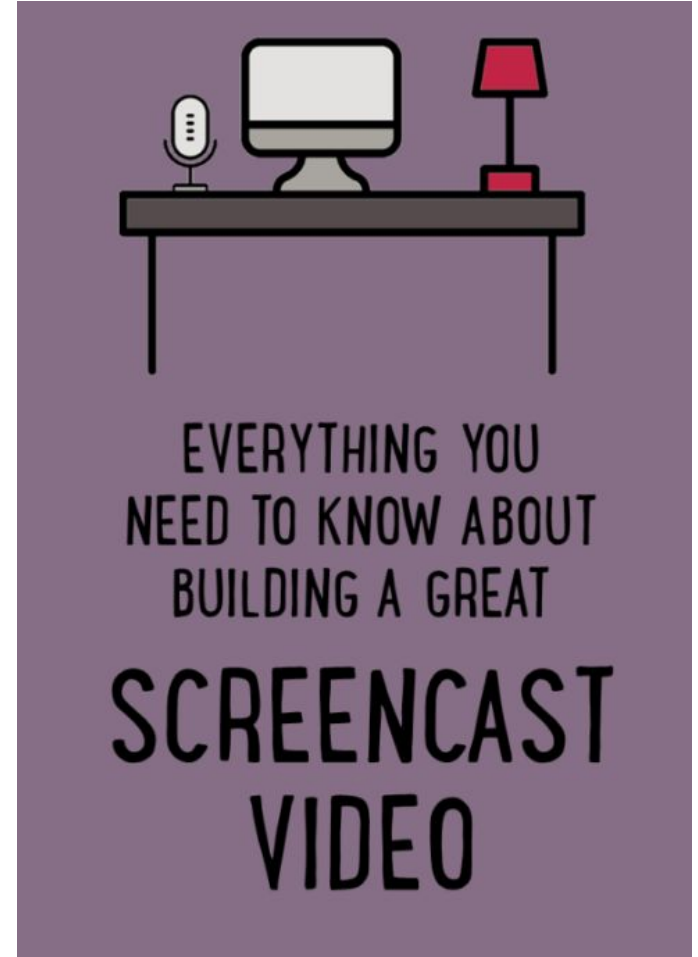
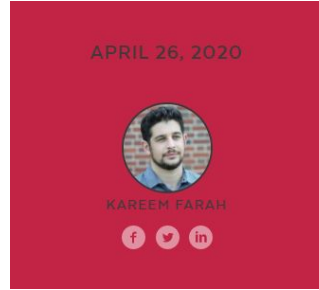
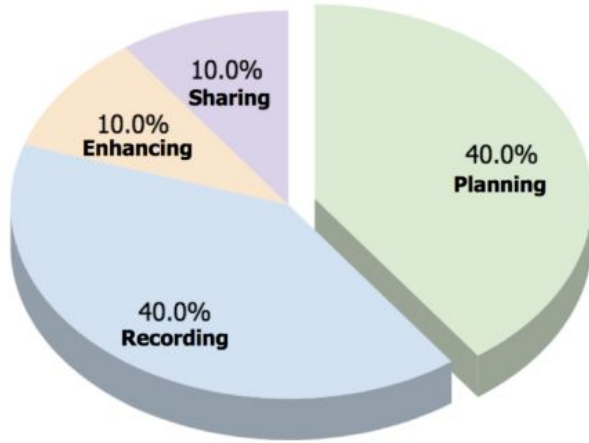
Liesel Knaack



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The Process

Building Instructional Videos



<https://www.cultofpedagogy.com/screencast-videos/>

Value

Value: invest time into something of value to audience, something you can get in a handout, a web page, a static document or other resource



Script

Write a Script

Practice Script

Practice Script again with Timings

Tape Script in Front of you Near Eye Level

Do a Practice Recording

Adjust Script and Timings and Record!



Script

- Short Sentences
- Snappy Phrases
- Signalling Text (over here, under this area, near the top)
- Use a Table to Organize
- Refine for Brevity
- Read Through to Someone else to see if makes sense

Step	Action	Narration
1	Opening Slide	Welcome to this short video about how to use our services and support tools. My name is Ted and I'll be showing you around our site.
2	Website Page 1 - highlight updates area	This site has been designed to show you the latest updates on the main page.
3	Website Page 2 - Point to calendar	We've included this section to help you make your decision. Follow the steps to determine the best solution.
4	Website Page 3 - Point to contact space	You'll find all the contact information here for our area. Tip: Email is the best way to contact us.



Timing

Keep it short! Under 5-7 minutes or
.....under 4 minutes is even
better!

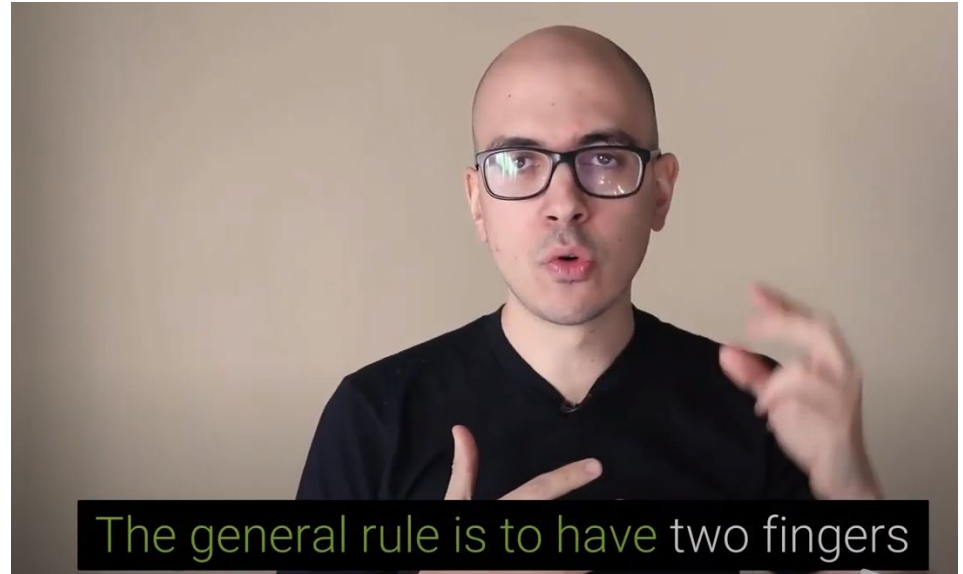
Formats

Talking Head: watching a person talk with no visuals (e.g., someone giving instructions or explaining something)

Action Video: watching a person (people) talk (or not) while moving and doing things (e.g., an interview)

Screencast: watching what is going on a computer screen with narration from someone you can't see off camera but can hear (e.g., instructional video or training steps)

Screencast + Talking Head: two 'inputs' into Kaltura Capture 1. Webcam and 2. Screen



https://www.youtube.com/watch?v=3_0WNu-Vo0A

Talking head for 30 seconds or an introduction video is sufficient. Focus on content thereafter.

Visuals

Visuals: clean handouts, good use of graphics, tours of websites, minimal text - more visuals!



Keep it Simple

From Students' Perspective: Checklist for Digital Courses

With the focus on your students and what they will need for their learning, here is a checklist to keep you on track! This is a simple checklist to help you consider the essential components of a digital course.

*All components relate to acronym **ACCESS**: Assessment, Content, Communication, Engagement, Summarizing and Support.*

Communication

Student: When and How Will I Find Out About the Course? Where to Go? When to Go There?

- Communication plan for engaging with students prior to the course start and throughout
- Welcoming message and details about where and when to find course materials, where to log in etc.
- Weekly emails to orient students to activities, due dates, and location of content

Communication

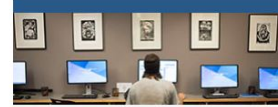
Student: What Does Digital Delivery Look Like in this Course?

- Explain the course code/format (blended, synchronous, asynchronous etc.) and details about course meeting times, how you will gather as a class etc.
- Include an overview of how the digital learning format will unfold over the term – a high level description
- Summarize the platforms and digital tools you will be using to deliver the class
- Provide tips and suggestions for being successful learners in this digital format including a link to “Learn Anywhere” website for students



Advising

Create your education plan with help from our educational advisors



Admissions

Program specific information on how to get into NIC



Assessment Services

Learn about placement assessments, exam invigilation and getting recognition for learning you've gained elsewhere



Counselling

Help if you're having personal challenges or issues with your studies



Accessible Learning Services

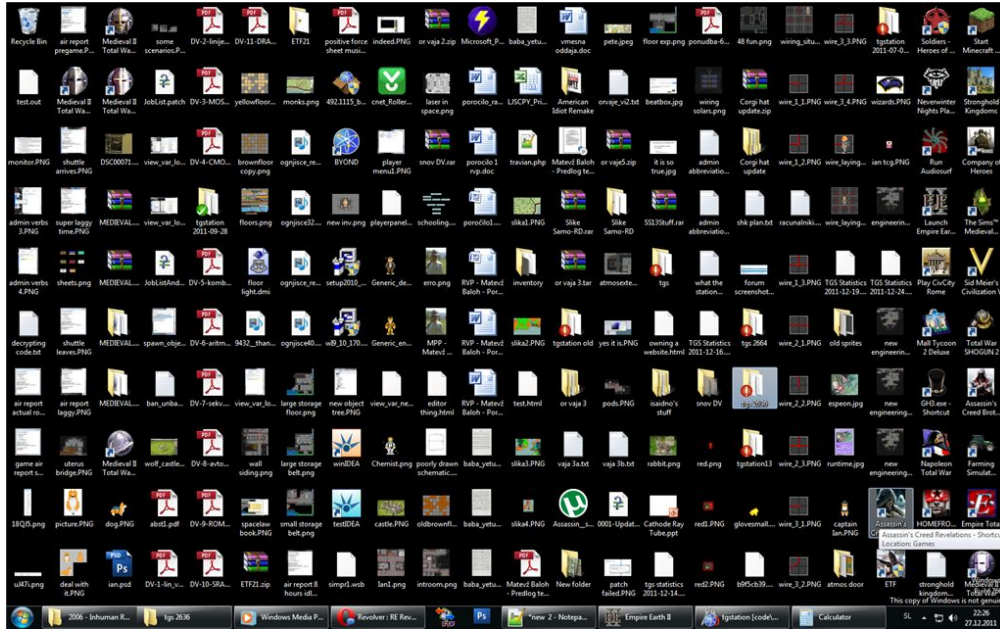
Learn about the supports and services available for students with diverse learning needs



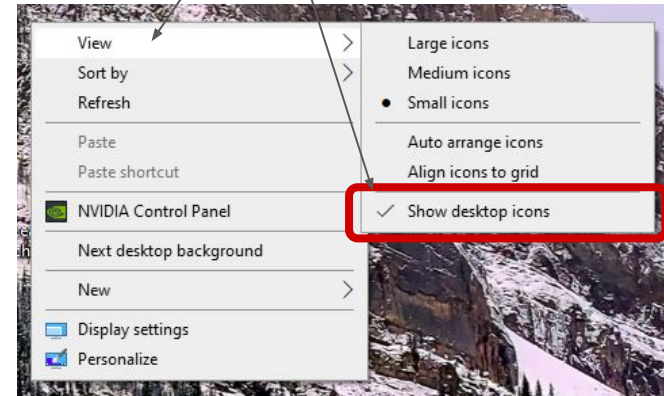
Registration

Everything you need to know to register for courses

Clear Desktop Icons for Clear Computer Background

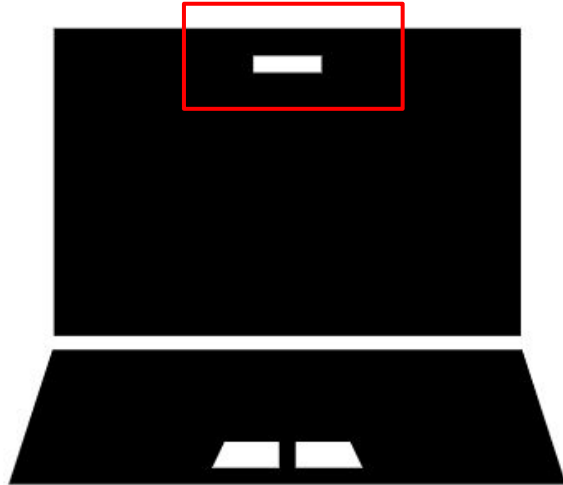


Clean Up: desktop and turn off notifications, make desktop icons invisible, close programs



Use a Good Mic

Use a Good Mic: be within 4 finger widths away from mic, not any closer and not further away if you can help it and ... don't touch the mic





Find a Quiet Space

turn off music, phones, close windows,
turn off air conditioning, microwave,
lawn mower etc.

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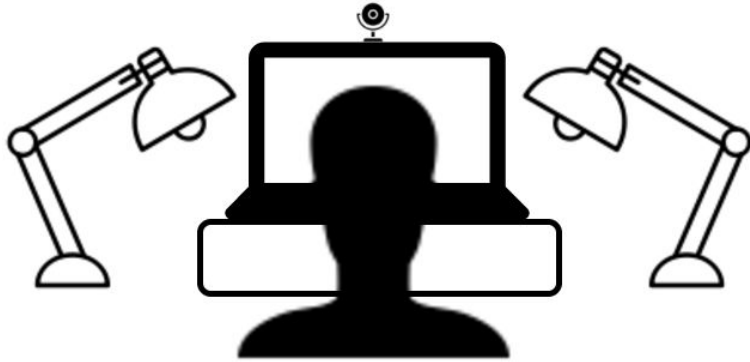
Notify Others You are Recording

Put up a Sign: to indicate you are recording, to remind others about being quiet, keeping noise to a minimum



Have Good Lighting

Preferably 1-2 sources 45 degrees to either side, soft light



Have Good Lighting



Don't Do Bad Lighting



Behind Camera: Professional and Clean Backgrounds



Have a Clean Space: clean up background, look professional, put up white sheet etc.



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Look Good

Professional but Approachable: solid colour clothing, professional attire, eyes and mouth visible



Photo by [Christina @ wocintechchat.com](#) on [Unsplash](#)

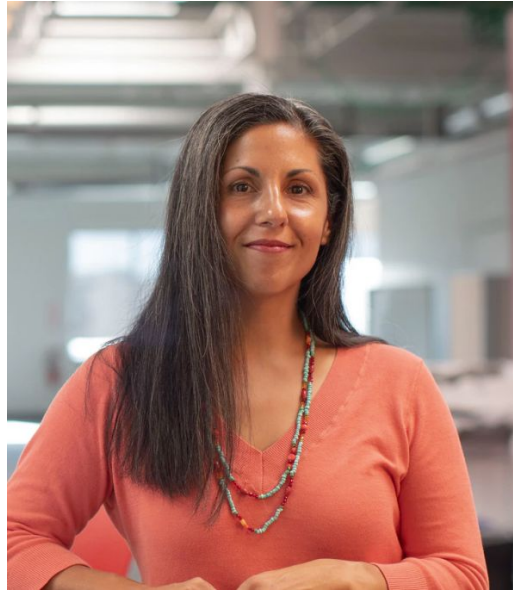
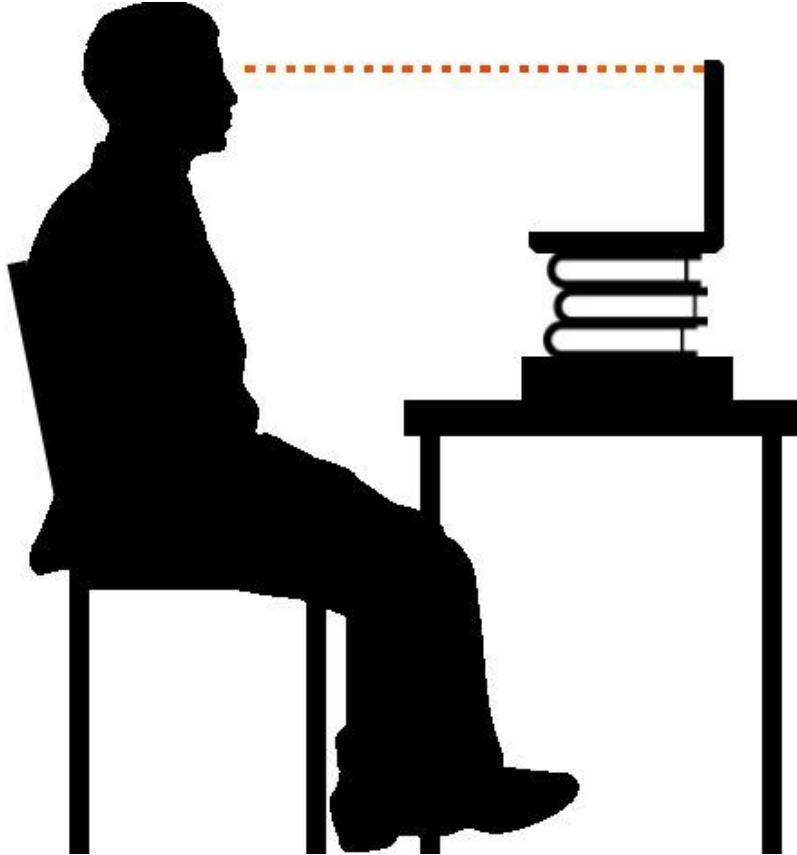


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Photo by [Hannah Skelly](#) on [Unsplash](#)

Look Into Camera



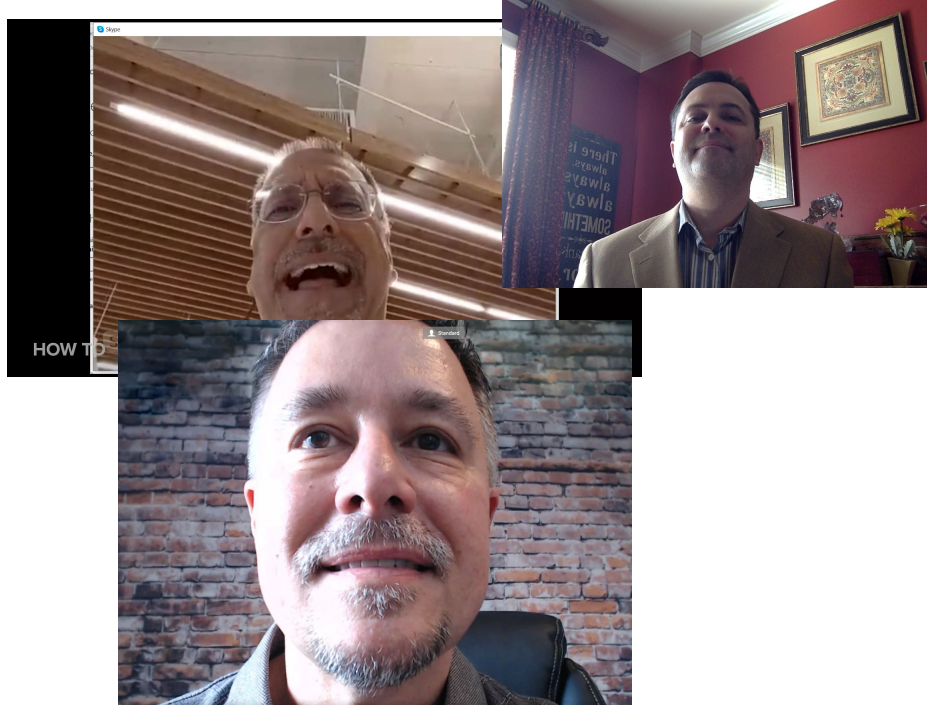
Look Into Camera: make eye contact with audience, don't look at second monitors etc.



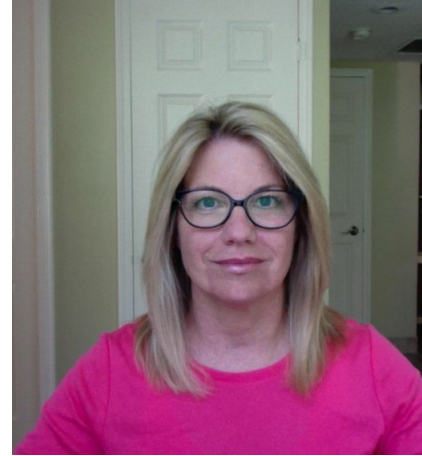
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Screen to Face Relationship

NO



YES



Speak Slowly

Be confident - but speak slowly, take time to breathe and pace yourself so all can understand



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Pause Before New Screen or Slide

and breathe

Allows viewer to focus on content and then listen

Practice a Few Times: Do a Few Takes

Read out loud, read to friends and family, edit



Do Not Read Line By Line

Speak in conversational tone and language

Get a Glass of Water

Keep some water nearby for
your throat and voice



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Pause Recording if Needed

For a sneeze, cough, pause, think - helps reduce editing later



This is NOT Hollywood!

You do not need to be perfect!

HOLLYWOOD

That's a Wrap!



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