



## Remote Video Development Guide

*The following are recommended guidelines and settings to consider as you develop your video content.*

- **Topic Based:** Select one topic per video.
- **Video Length:** We want to keep all videos 5-10 minutes, keeping PowerPoints at around 5-6 slides. When designing your material, please try to keep content to a minimum or divide into multiple, shorter videos (I can assist with this if you need).
- **Bloom's taxonomy:** Review Bloom's Taxonomy and consider what your video is aiming to have students do/complete post viewing. Are they applying concepts? Are they understanding how to do something? Try sticking to comprehension/knowledge based areas for lectures and utilize the flipped classroom method to have students engage with the content in live meetings.
- **Learning Objectives:** Each video should start with 1-3 learning objectives. Each objective should be behaviorally worded. We provide the learning objectives at the beginning and end of each presentation to tell the students what they will learn (then tell them with the content), and then review what you told them.
- **Video Content:** Content recorded in videos should cover the key concepts and areas that would be discussed via lecture in class. Content should be topically driven and not chapter/page related.
  - **Copyright Material:** All video content should be original work. Faculty may not use publisher PowerPoint content within their videos. The goal of videos is to showcase faculty knowledge and expertise.
  - **Images:** Please make sure any images, charts, or graphs you choose to use are self-produced. If there's an image you would like to use that is copyrighted, provide a citation at the bottom of the slide. Please reach out to the videographers with any questions.
  - **Video Clips:** Faculty often ask if they can play YouTube or other clips within their video lectures. We cannot use video clips within a lecture and you should try avoid referencing them when possible to keep content evergreen.

- **Excel/Screen Capture:** Be careful with using screen capture (i.e. recording Excel spreadsheets). The content can be hard to read and challenging to follow. Hone in on one area of a page or spreadsheet to ensure students can follow your train of thought. Moreover, while you can use a tablet to write out problems, be mindful of how much you are writing and dictating what you are saying so the viewer can follow along with the content.
- **Attire:** To look as professional as possible, we recommend wearing business casual dress. You want to feel comfortable when recording; wear what is comfortable but also professional.
- **Background:** Look at what is behind you before recording. Make sure your location is appropriate and has limited foot traffic where family or pets can interrupt. If your computer settings permit, we recommend, using a [Virtual Background](#) in Zoom to record your lectures.
- **Lighting:** Avoid harsh shadows on your face by using soft indirect lighting from the front and sides. Even lighting will make you look better. A desk lamp pointed at a wall or lamp with a good lampshade can provide good lighting.
- **Camera Placement:** The camera should be level with your eyes or slightly higher if using a laptop you may need to raise it higher. Avoid sitting too close to the camera. Your full head and part of your shoulders is a good framing.
- **Audio:** Good audio can make a poor picture better. Try to find a quiet place away from external noise and use a good microphone if possible; the microphone in a laptop will sometimes also record the noise from the laptop. Many headsets include microphones. If you use a headset with boom arm, position the mic so that your breath is not causing "pops" when you talk.
- **Practice:** Try rehearsing the lecture a few times before recording. Having your PowerPoint on your laptop in front of you to follow along as a script can be helpful. Make sure to practice putting your PowerPoint in full screen mode.
- **Screen Share:** Be mindful of what is on your computer when sharing your screen in Zoom. It is recommended that you only share the application needed (PowerPoint, Excel, Word).
- **Video Review:** After recording, playback your content. We encourage all faculty to review their content and confirm that their videos fulfill the original goals set forth.
- **Recording Time:** Prepare to need more time than you anticipate to film. Block off a few hours to record a handful of videos. Take breaks and be realistic with the amount of energy needed to record content (that looks lively and engaging).

For questions, please contact: [odlvideo@temple.edu](mailto:odlvideo@temple.edu)