

## Helpful Tips & Strategies

*The modern student is accustomed to multisensory, multimodal learning via technology. Computers, tablets, and smartphones relentlessly expose students to information, further reducing attention spans while encouraging a mixed-learning style approach to instruction. Well designed courses must employ enhanced multimedia instructional tools including webcam or whiteboard video, narrated slide presentations, screencasts, and animations.*



Login to [Faculty eCommons](#) and select these links:

- [Closed Captioning Guide](#)

[facultyecommons.org/documents/Tips-ClosedCaptions.pdf](http://facultyecommons.org/documents/Tips-ClosedCaptions.pdf)

- [Additional Tips](#)

[facultyecommons.org/course-mapping-elements/](http://facultyecommons.org/course-mapping-elements/)

- Employ the 70/30 formula – if you are a comfortable, dynamic speaker be visible in video 70% of the time, with graphics/text the remaining 30%. If you are not as comfortable, reverse it.
- To comply with ADA standards an uploaded transcription (or captions) are required, you can use Camtasia or other software to caption your video.
- You can script your presentation (makes for easy transcript upload), but do not read from the script!
- This is not a classroom lecture, so keep it brief: always under 10 minutes, best between 3-5.
- It is possible to include a lot of information into a microlecture – keep it focused.
- Video microlectures should primarily be high-level - key concepts and topical overviews.
- Make it personal and entertaining! Would YOU want to watch this video?
- Practice, practice, practice! It doesn't have to be perfect, but your best!

## Recording Tips

- The recording space should be well lit. If using a webcam, make sure to have front lighting (opposite of you, with the webcam in between). Additionally, a second light source (such as a lamp) should be used to light your face.
- The camera should be positioned to your direct line of sight, level with your eyes. Simulate eye contact by directing your attention to the camera.
- All shots should be clearly focused and well-framed. Avoid distracting backgrounds.
- Graphics, animations, and text must be clean, clear, and undistorted.
- The audio should be good quality, and free from background noise, breaks, skips, hissing, etc.
- Do not “date” your lecture – avoid mentioning any dates or specific current events.
- Be yourself. Speak naturally, and address the camera as you would a friend – comfortable and casual.

Video #	Duration	Speak	Show	Other
1.	length of video	what you will say	graphics/text	props/etc.
2.				
Etc.				