



ACADEMIC
PARTNERSHIPS™

RECORDING A WELCOME VIDEO

QUICK TIPS

RECORDING A WELCOME VIDEO

SETTING THE SCENE

WHAT'S YOUR MESSAGE?

HOW DO YOU WANT YOUR STUDENTS TO SEE YOU? FUN AND APPROACHABLE? PROFESSIONAL AND RESERVED? THE ANSWER CAN DRIVE WHERE YOU WANT YOUR RECORDING TO TAKE PLACE. REMEMBER, YOUR SCENE CAN CONVEY A LOT ABOUT YOU!



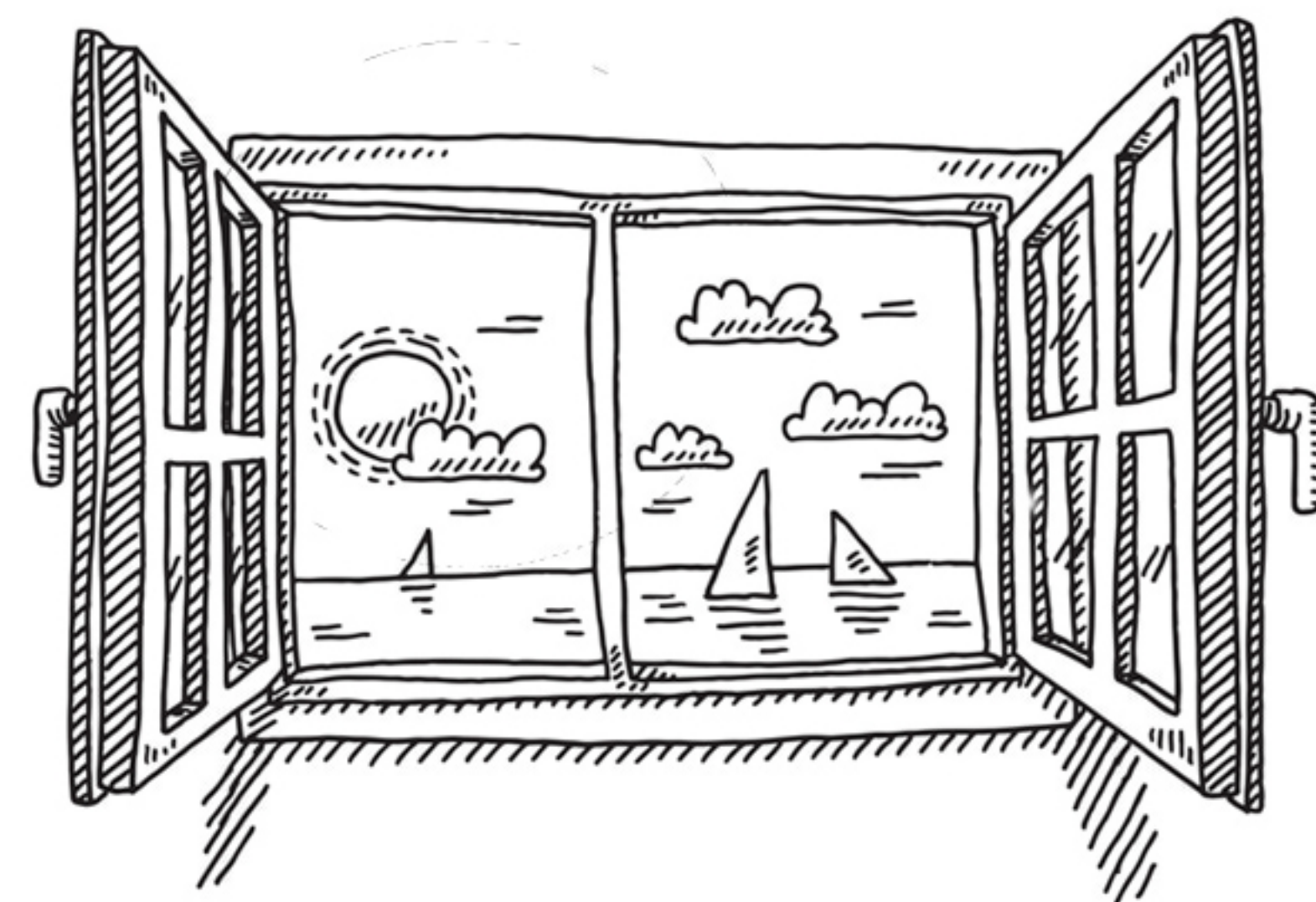
DE-CLUTTER

REMEMBER TO THINK ABOUT THE IMAGE THAT YOU'RE TRYING TO CONVEY. CLEAN UP ANYTHING THAT WILL BE SEEN IN THE BACKGROUND THAT MIGHT BE DISTRACTING.



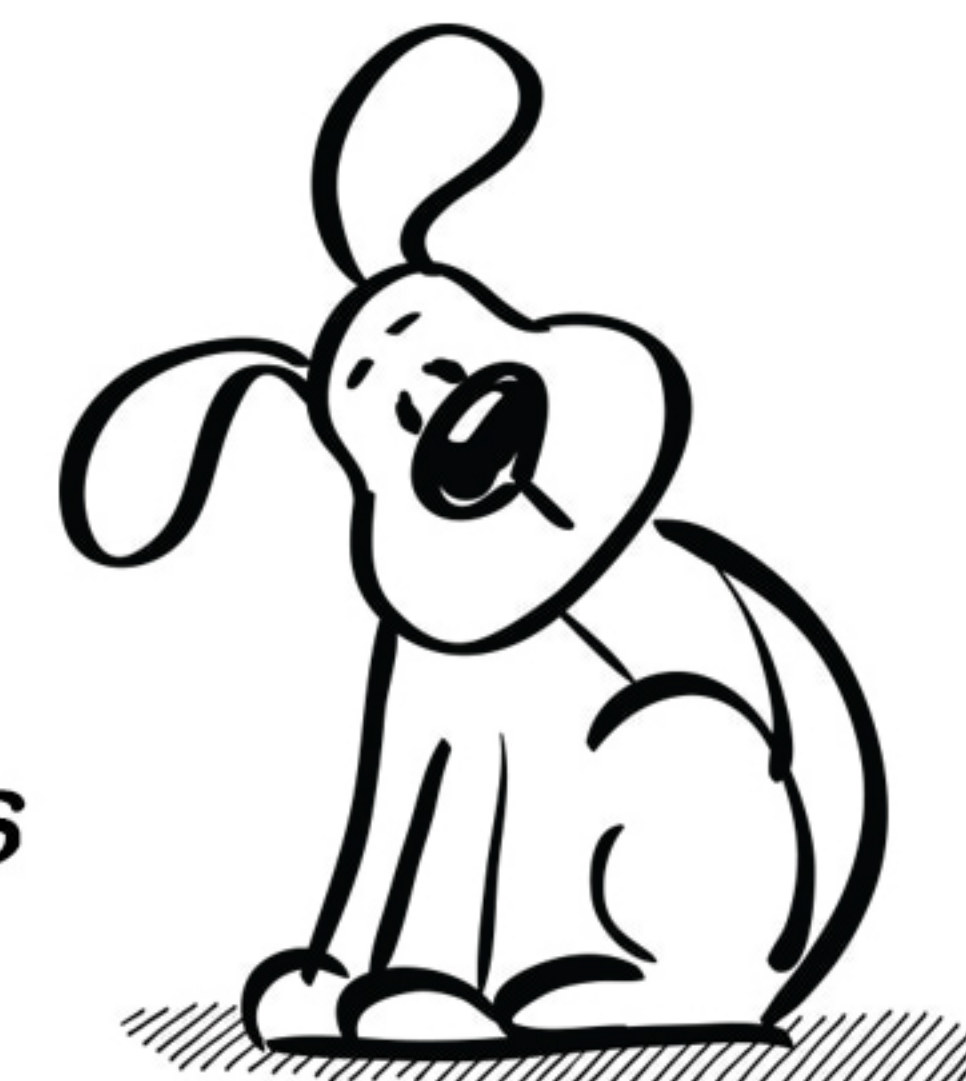
AVOID DISTRACTIONS

EXTRANEIOUS MOVEMENTS AND BUSY SCENES BEHIND YOU CAN CAUSE STUDENTS TO LOSE FOCUS ON YOU AND YOUR MESSAGE.



KEEP IT QUIET

KEEPING EVERYTHING AROUND YOU VIRTUALLY SILENT IS CRITICAL. AIR CONDITIONING, FANS, TRAFFIC, EXTERNAL CHATTER, AND HUNGRY PETS ALL COMPETE FOR THE VIEWER'S ATTENTION.

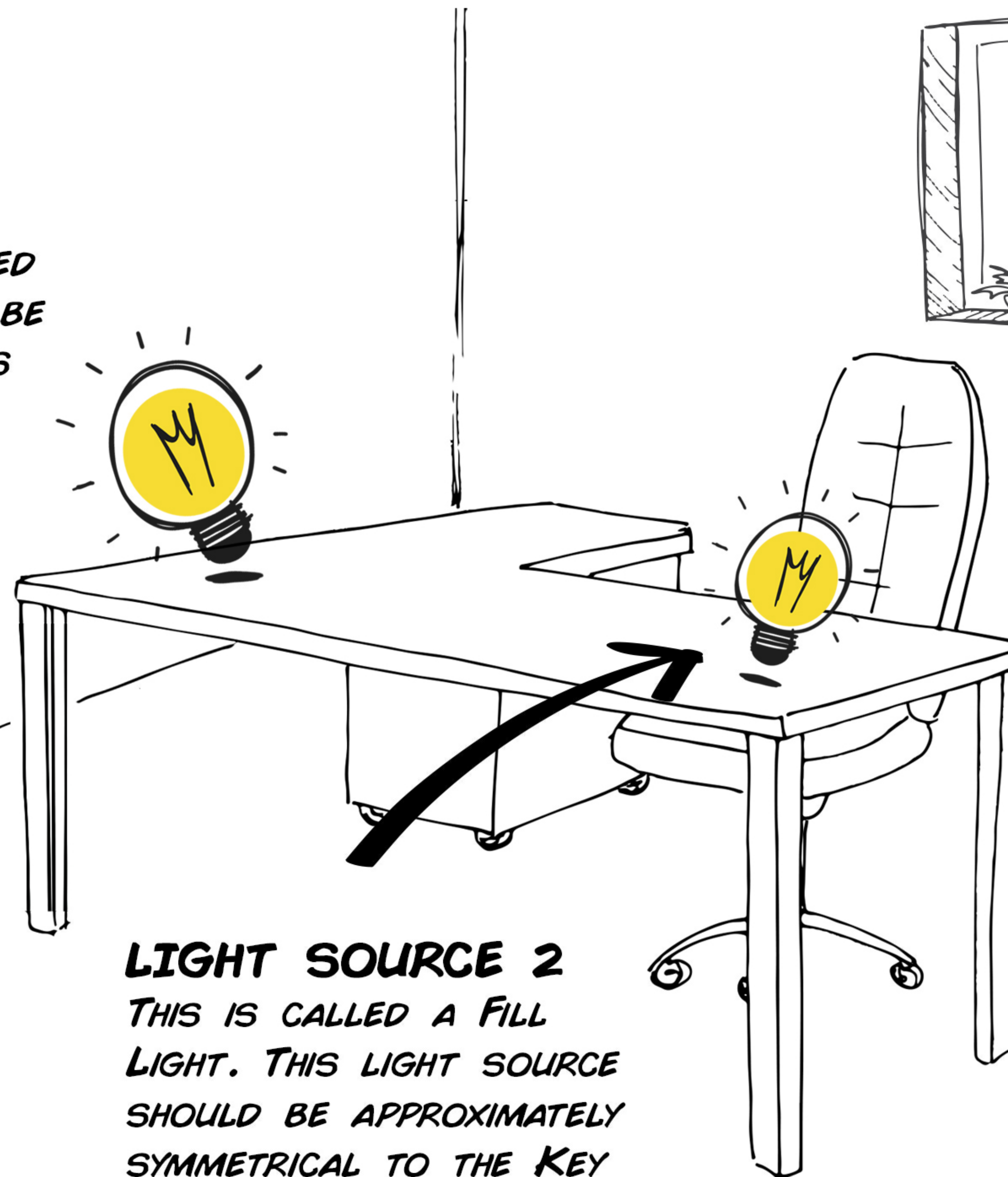


RECORDING A WELCOME VIDEO

LIGHTING

LIGHT SOURCE 1

THIS IS SOMETIMES CALLED A KEY LIGHT. THIS CAN BE SOMETHING AS SIMPLE AS A LAMP WITH A SHADE.



LIGHT SOURCE 2

THIS IS CALLED A FILL LIGHT. THIS LIGHT SOURCE SHOULD BE APPROXIMATELY SYMMETRICAL TO THE KEY LIGHT AND LESS BRIGHT.

DO NOT RECORD IN FRONT OF A WINDOW.

LIGHT SOURCE 3

THE BACK LIGHT IS SOMETIMES CALLED A "RIM" LIGHT, THIS THIRD LAMP HOVERS BEHIND THE SUBJECT AND CAN BE A FLOOR LAMP.

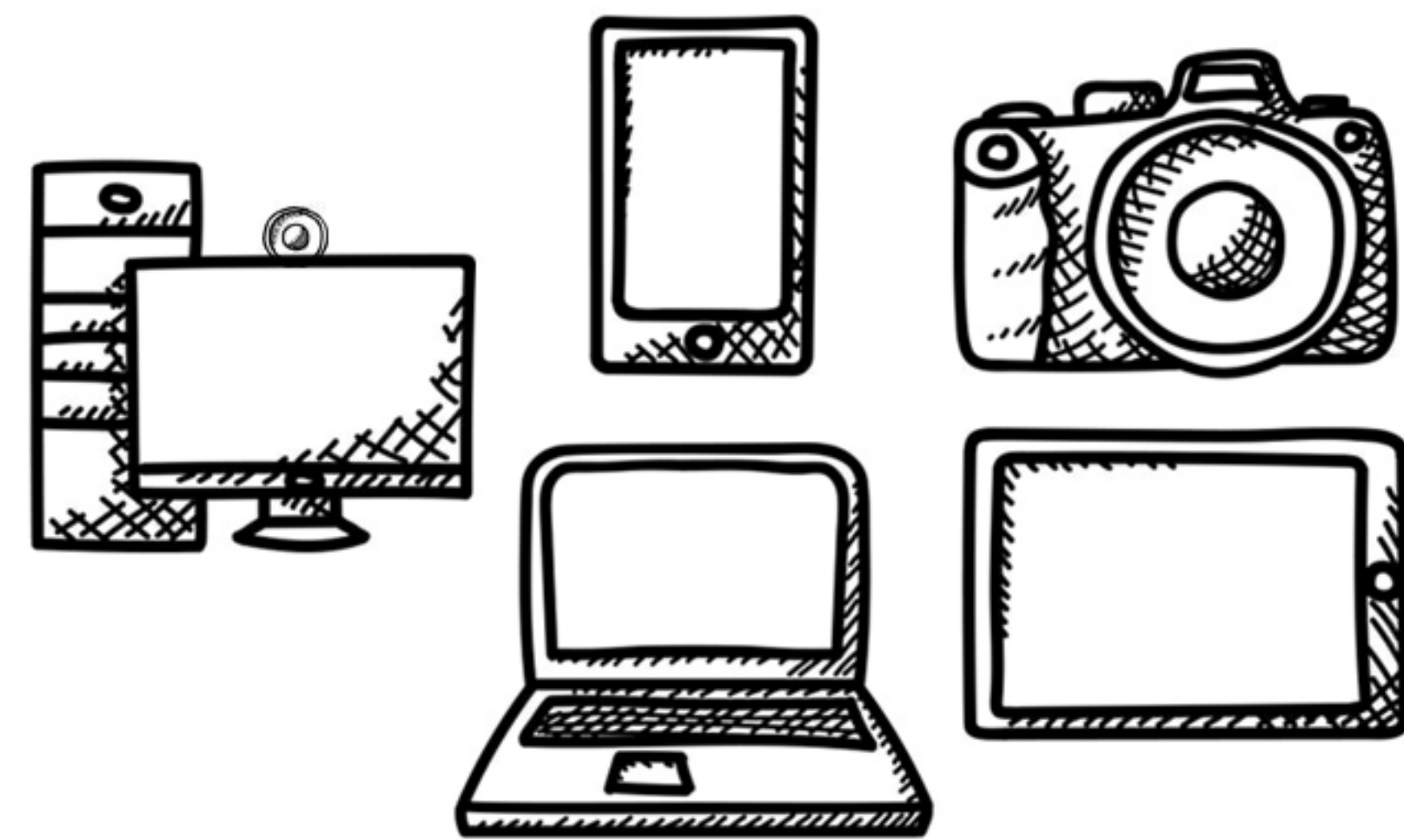
ALL LIGHTS SHOULD BE OFF-CAMERA AND NOT SEEN IN THE VIDEO.

RECORDING A WELCOME VIDEO

CAMERA SETUP

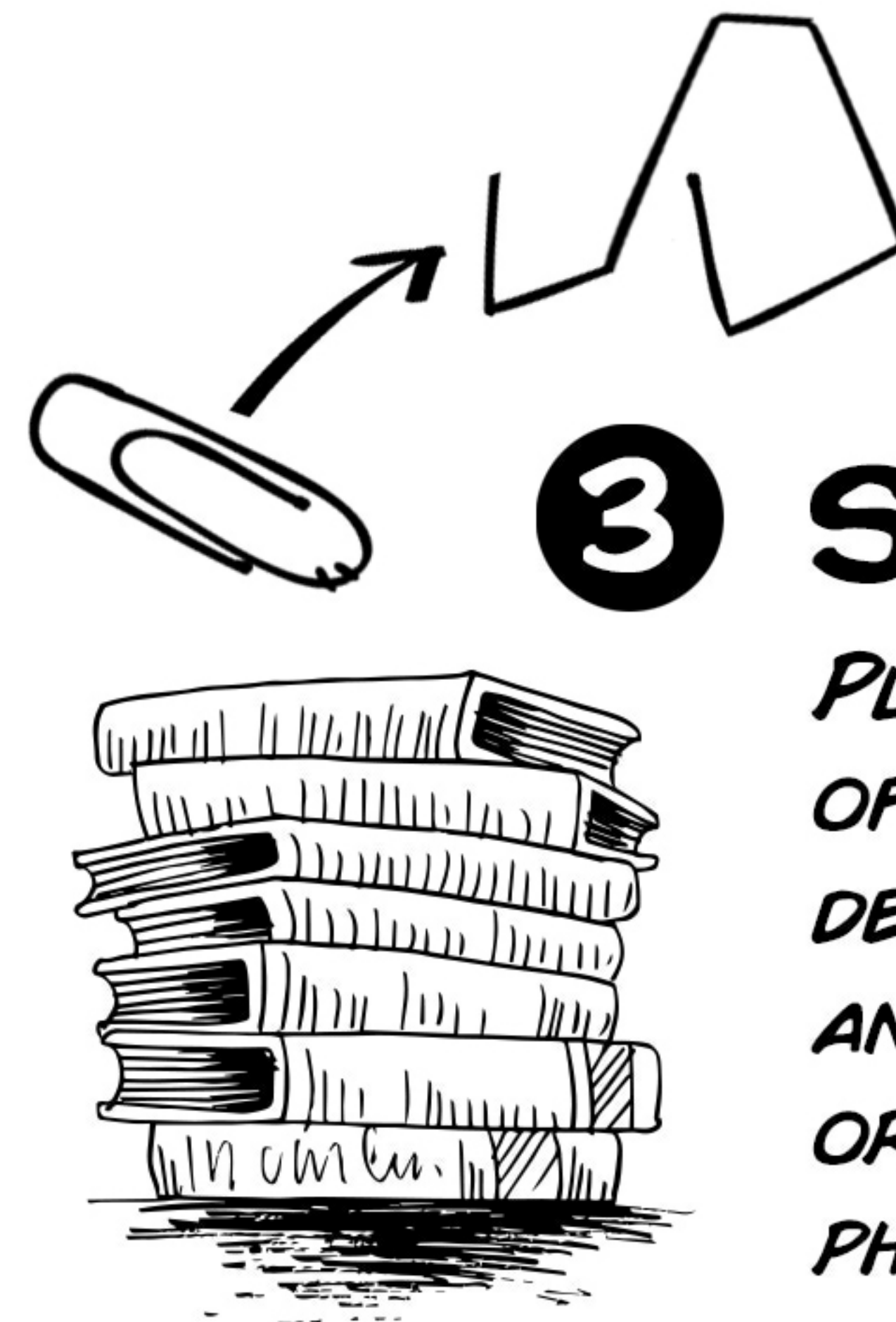
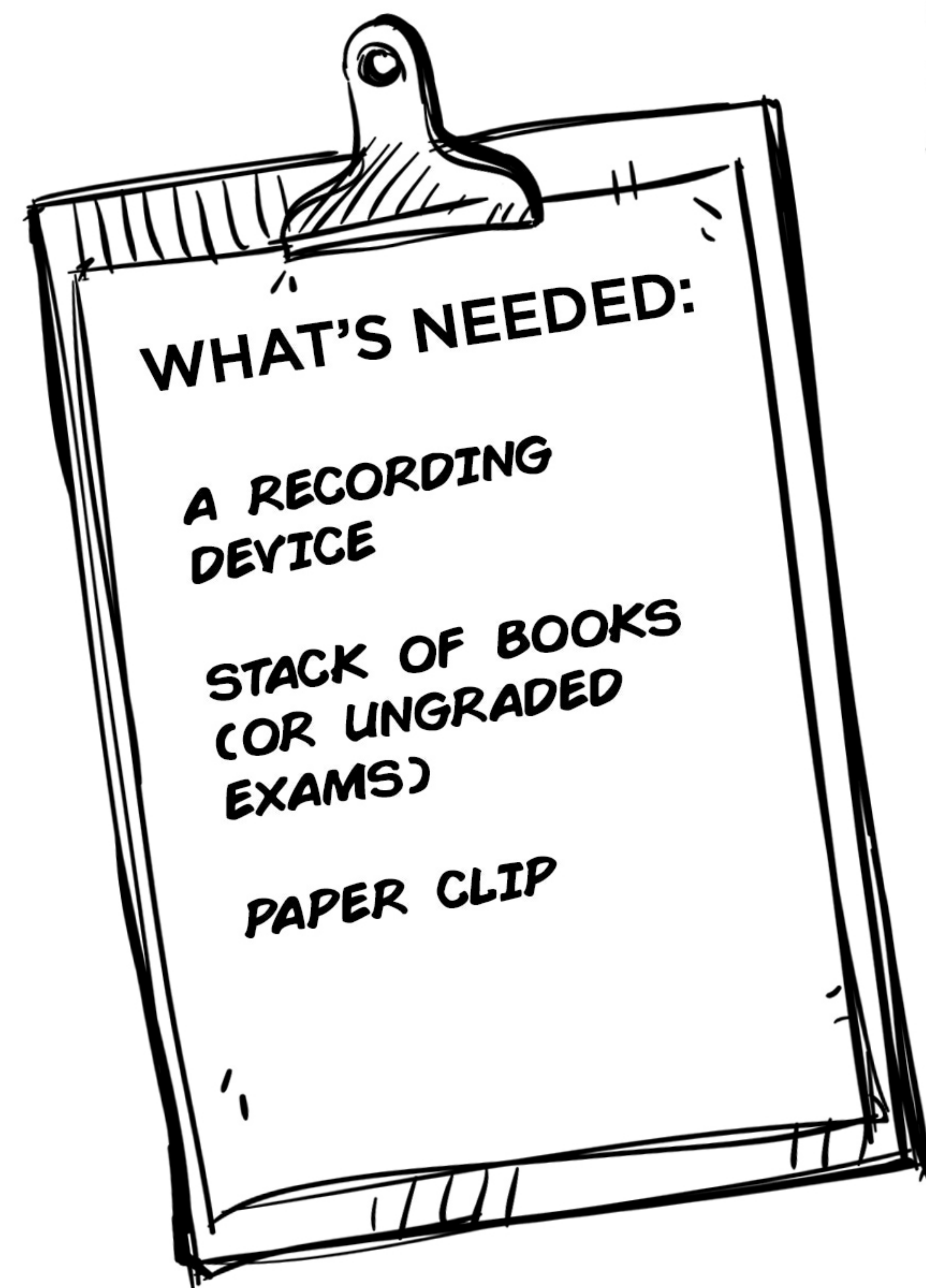
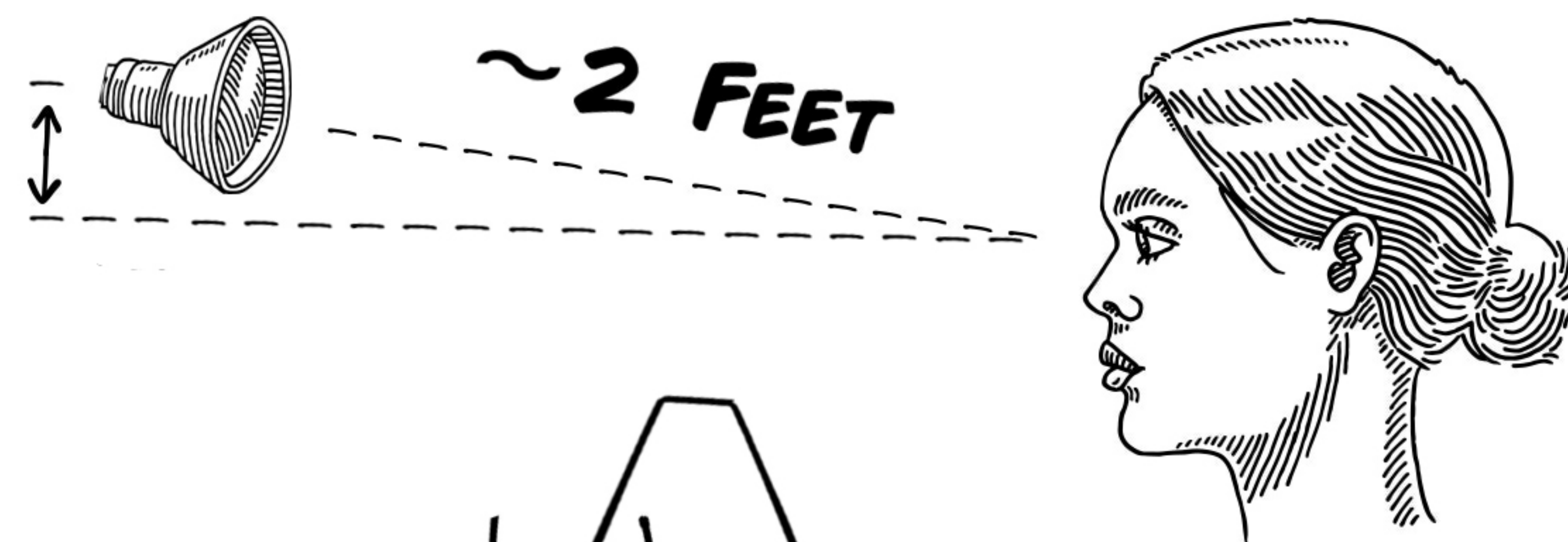
1 PICK A DEVICE

YOU DON'T NEED A PROFESSIONAL VIDEO CAMERA. MOST MODERN DEVICES HAVE A CAMERA BUILT IN WITH SUITABLE RECORDING QUALITY.



2 FIND ANGLE AND DISTANCE

CAMERA ANGLE SHOULD BE SLIGHTLY ABOVE (BUT NOT TOO FAR ABOVE) YOUR EYE LINE AND APPROXIMATELY 2 FEET IN FRONT OF YOU.

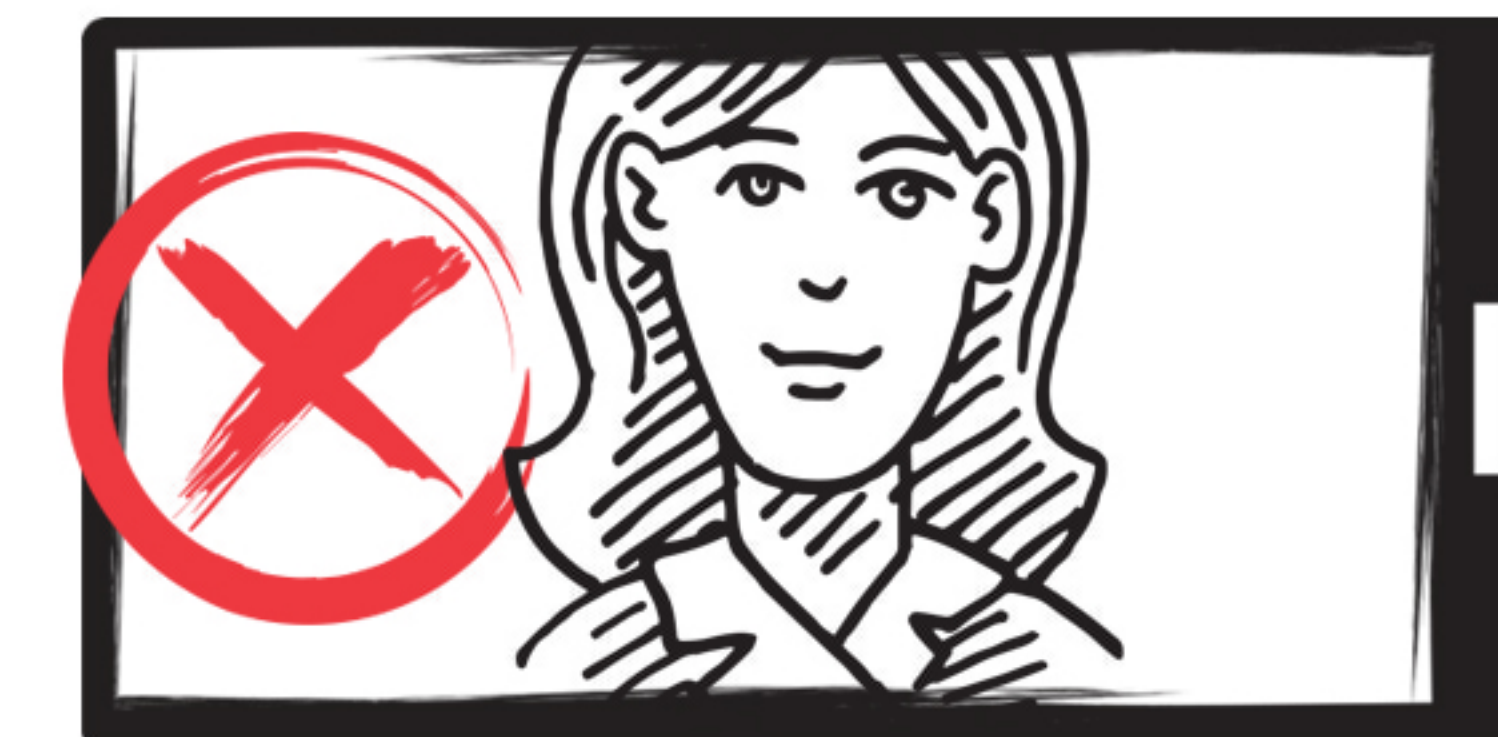


3 STABILIZE YOUR SHOT

PLACE YOUR RECORDING DEVICE ON A STACK OF BOOKS OR SOMETHING TALL ON YOUR DESK TO ACHIEVE A STABLE RECORDING ANGLE AND DISTANCE. YOU CAN USE A PAPER CLIP OR A PIECE OF CARDBOARD TO STABILIZE A PHONE OR TABLET.

4 FRAME IT IN

ALWAYS RECORD YOUR VIDEOS IN LANDSCAPE MODE (WITH THE PHONE OR TABLET SIDWAYS). MAKE SURE YOU HAVE A BIT OF SPACE (NOT TOO MUCH) ABOVE YOUR HEAD.

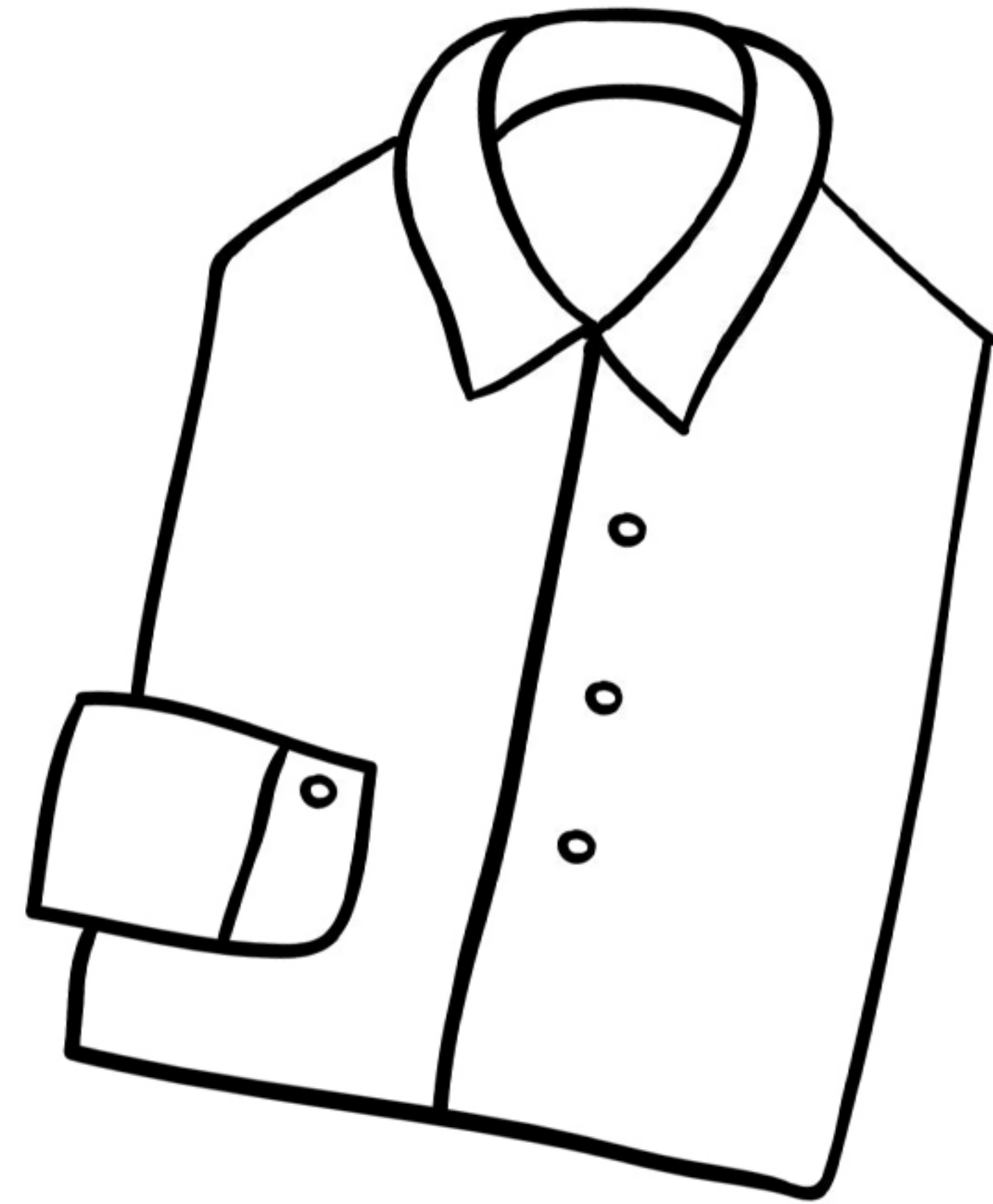


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WARDROBE

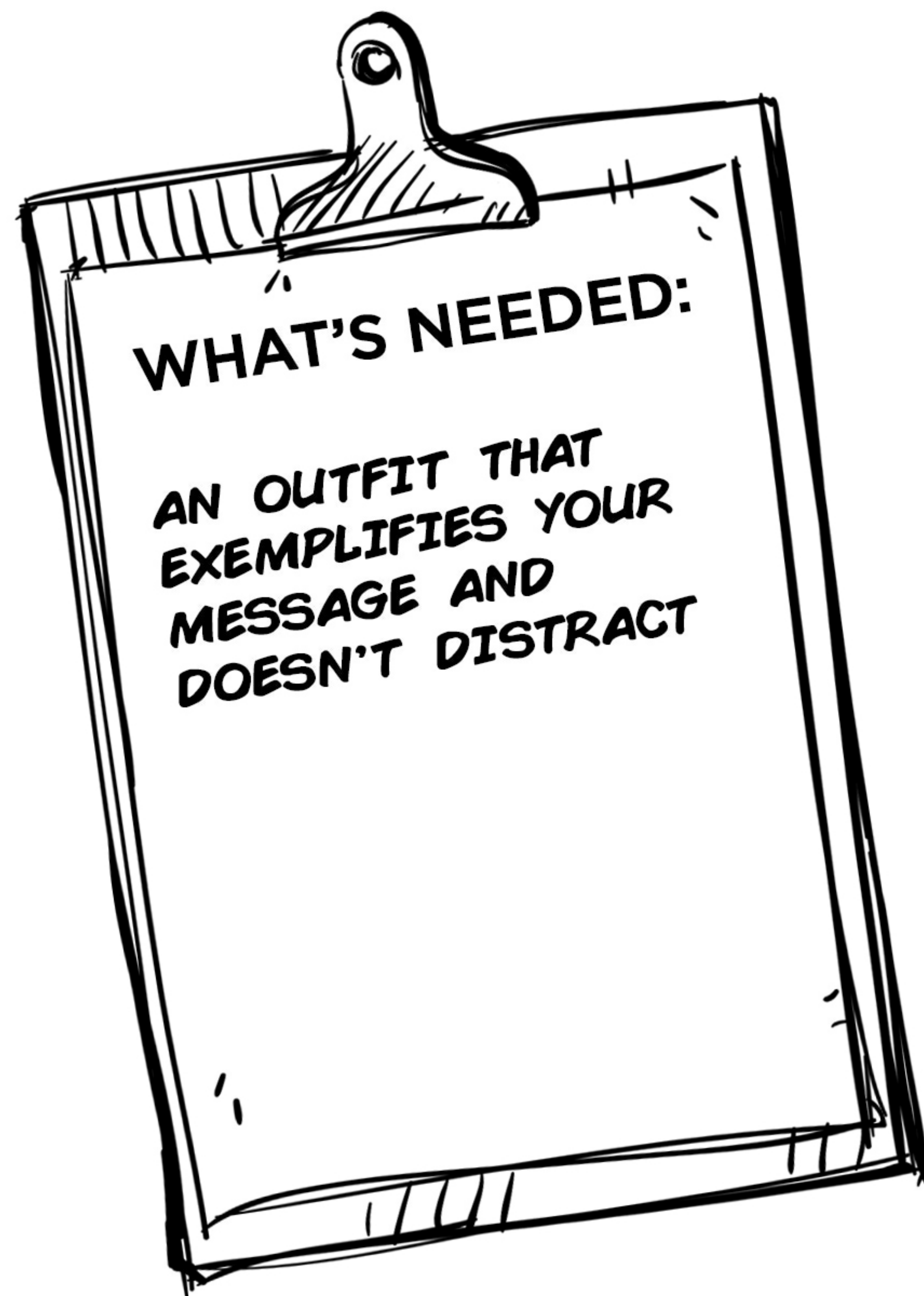
DRESS THE PART

JUST AS YOUR SCENE CAN CONVEY A LOT ABOUT YOU, SO CAN YOUR WARDROBE. MAKE DECISIONS BEFOREHAND ABOUT HOW YOU WANT YOUR STUDENTS TO PERCEIVE YOU AND USE THAT TO DECIDE WHAT YOU WEAR ON CAMERA.



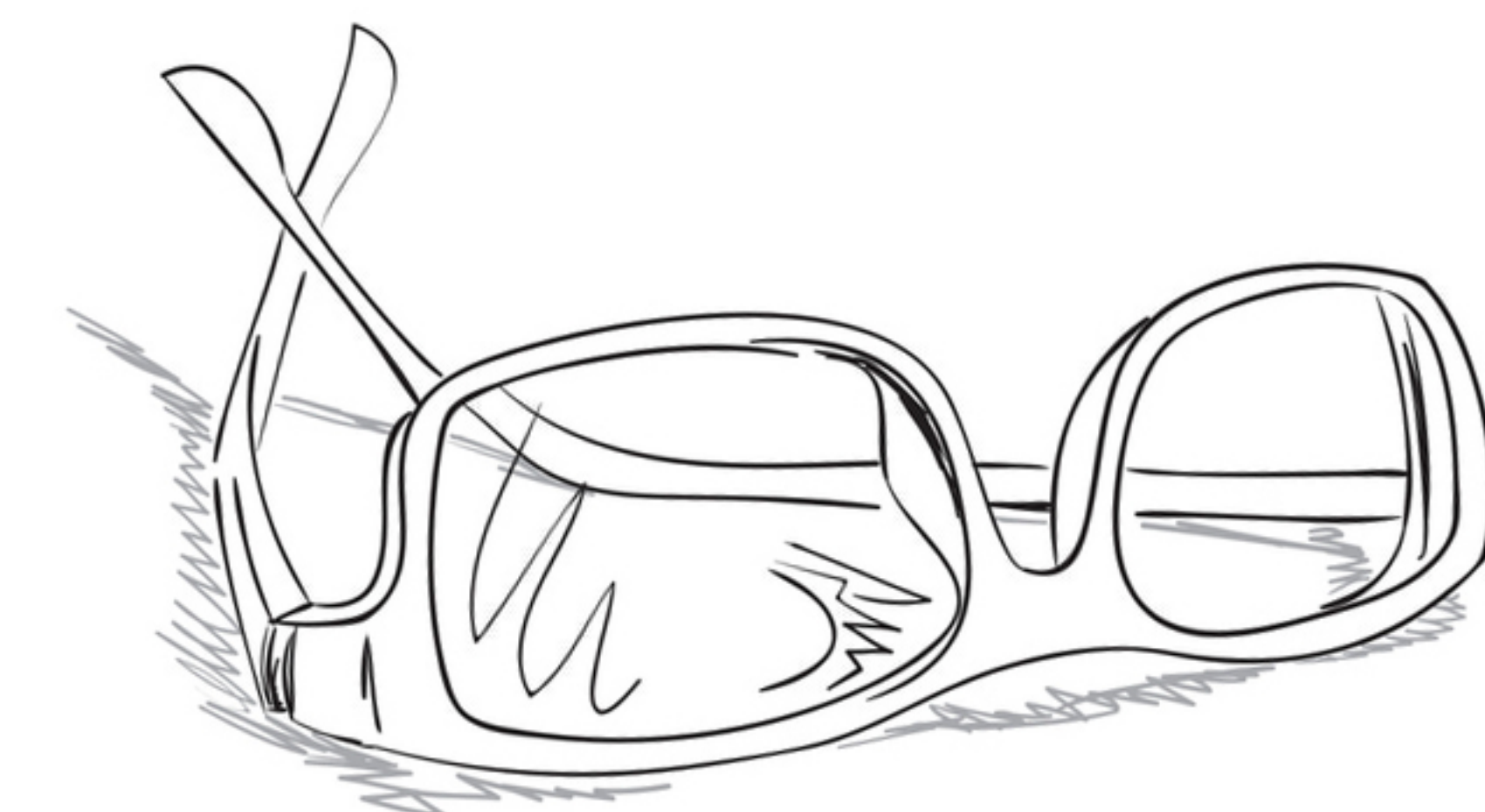
CONTRAST TO THE BACKGROUND

IF YOU ARE RECORDING IN A DARKLY COLORED OFFICE, WEAR SOMETHING LIGHTER. IF YOU ARE RECORDING OUTSIDE, WEAR A DARKER SHIRT. THINK THROUGH YOUR SETTING AND AVOID WEARING A COLOR THAT IS TOO SIMILAR THAT BLENDS INTO THE BACKGROUND.



PASS ON PATTERNS

AVOID WEARING THIN STRIPES OR PATTERNS, AS THEY CAN CREATE AN OFF-PUTTING CAMERA EFFECT.

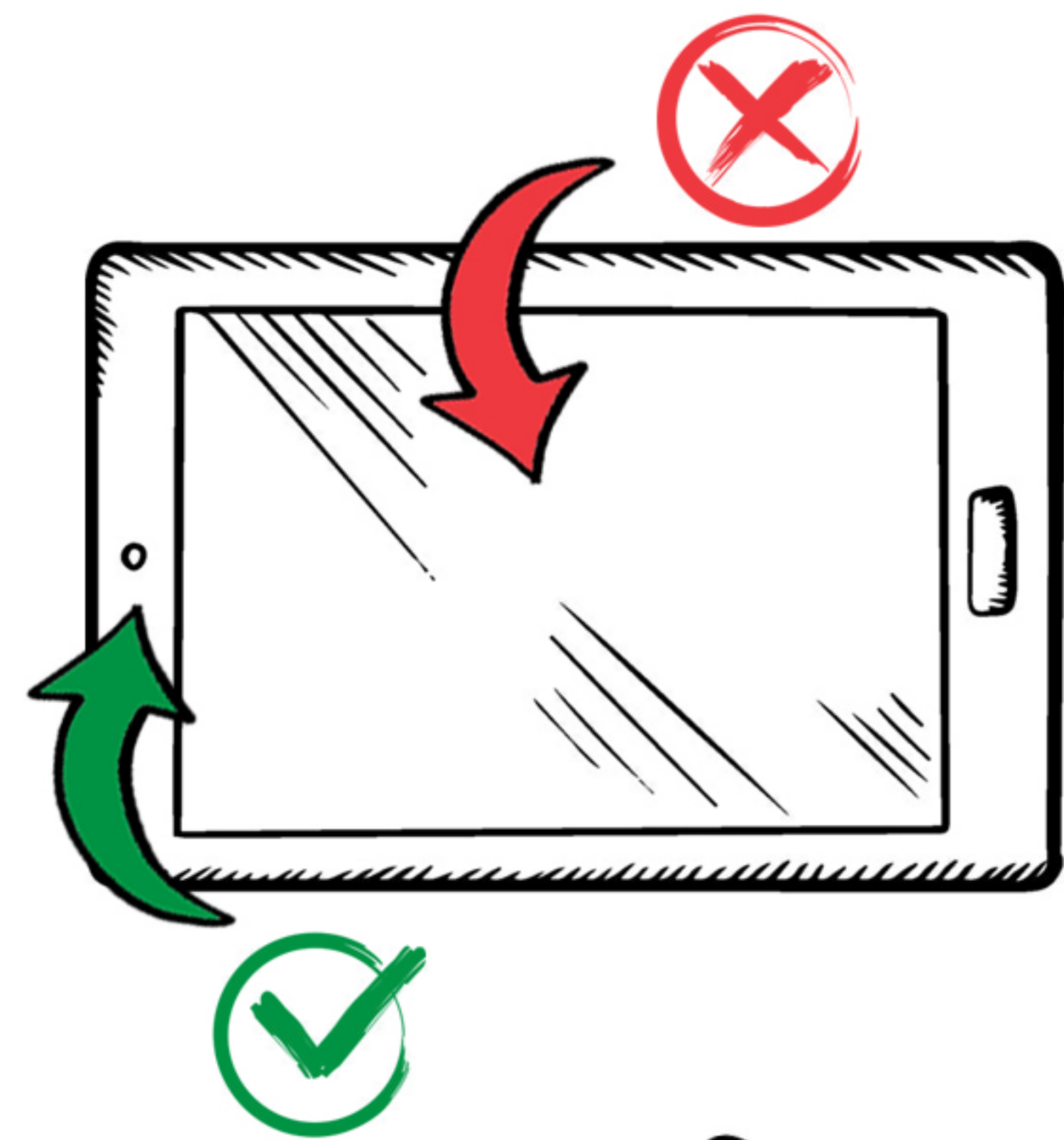


SPARE THE SPECTACLES

IF YOU CAN, WEAR CONTACTS AND AVOID GLASSES. THEY CAN REFLECT YOUR DEVICE'S SCREEN AND BECOME A DISTRACTION.

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RECORDING



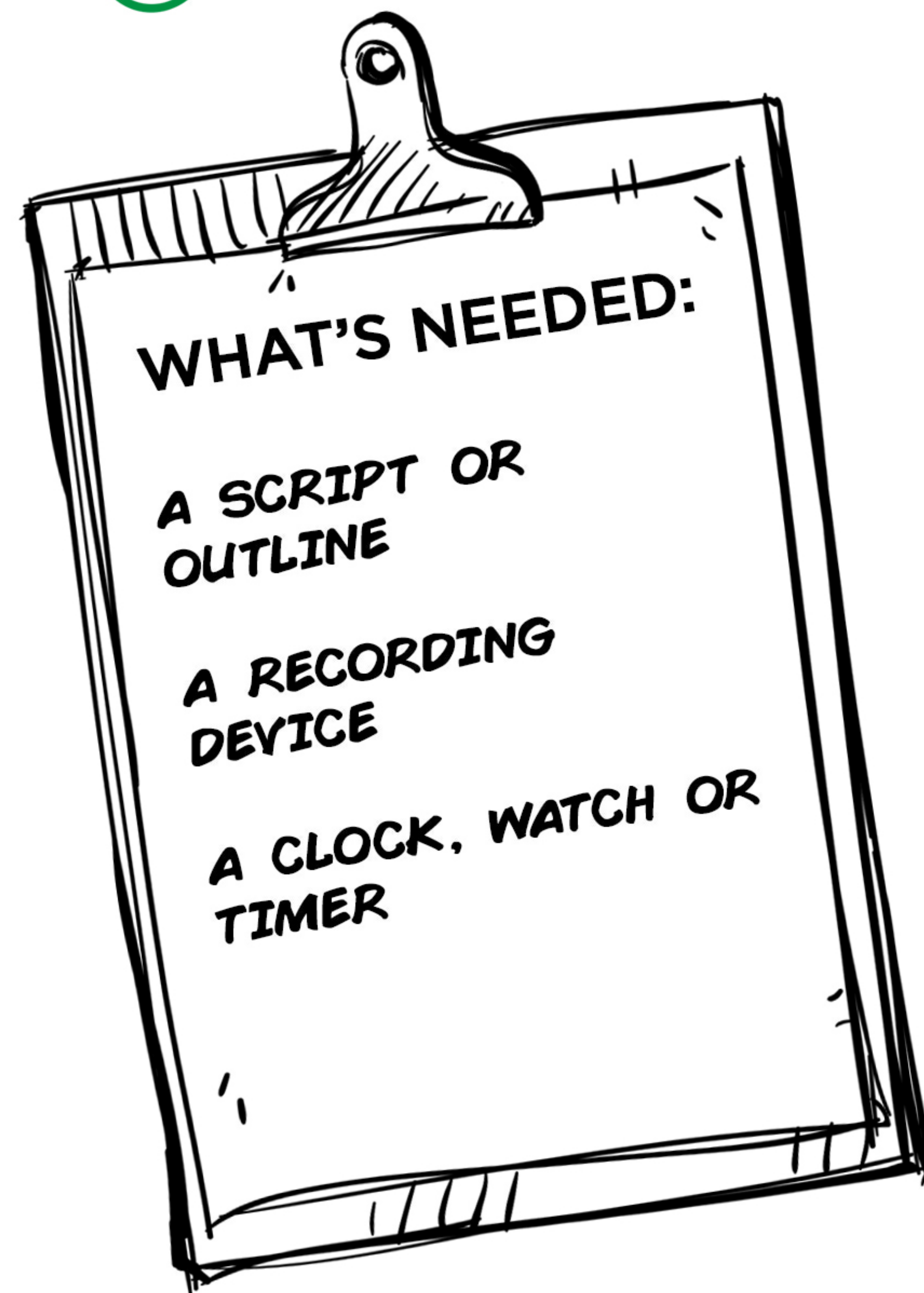
LOOK AT THE CAMERA

YOU SHOULD PLACE YOUR SCRIPT OR OUTLINE CLOSE TO THE CAMERA SO THAT IF YOU GLANCE AT IT, YOU ARE NOT OBVIOUSLY LOOKING AWAY. LOOK DIRECTLY AT THE CAMERA AS MUCH AS POSSIBLE DURING YOUR VIDEO, AND REMEMBER THAT THE CAMERA AND THE SCREEN ARE IN DIFFERENT PLACES...FOCUS ON THE CAMERA, NOT THE SCREEN.



STAY STILL

SPEAKING WITH YOUR HANDS IS OK, BUT LIMITING EXTRANEIOUS BODY MOVEMENTS WILL KEEP YOU IN FRAME AND KEEP THE LEARNER FOCUSED ON YOUR MESSAGE.



KEEP IT CONVERSATIONAL

IT'S IMPORTANT TO SOUND NATURAL AND UNREHEARSED. YOUR VIDEO SHOULD SOUND AS IF YOU ARE HAVING A PRIVATE CONVERSATION WITH THE STUDENT, ONE-ON-ONE...AND REMEMBER TO SMILE!

KEEP AN EYE ON TIME

PRACTICE READING YOUR SCRIPT OR OUTLINE BEFOREHAND AND ENSURE THAT, WHILE SPEAKING CLEARLY AND AT AN UN-RUSHED PACE, YOU DON'T EXCEED 3 MINUTES.

