Pearson Embanet: Video Production Guide

I.   Overview

Introductory videos can be a great way to increase an online student's feeling of fellowship and belonging within a university by providing a personal view of the Program Director and Lead Instructors. These are meant to give a brief introduction of you and your course to your students. These can "set the character" of the course or program.

These videos are short (3-5 minutes) to keep the content high level and focused. The length also ensures optimal engagement from the students.

These videos are meant to be "evergreen" (not re-filmed every year). Therefore, it is very important to keep the content of the videos general enough that rerecording is not needed.

In general, these are typically structured thusly:

1. Introduce yourself
2. Introduce the course and themes in a general way
3. Discuss in general how the Professor will be connecting with the students (but not the details of this)

This is a solid flow, but Embanet is committed to working with each university to ensure these videos capture the desired branding of the Program and of the school itself. Please see below for further ideas.

a. Program Overview Videos

The Program Overview Video could be used to establish the following:

   i. Themes of the Program
   ii. Flow of the Program
   iii. Goals of the Program
   iv. Highlights of the Program
   v. Capstone/Thesis Description
   vi. Profile of the Instructors and Facilitators
   vii. Profile of Fellow Students
   viii. Prerequisites
   ix. History of the Program/University

b. **Course Introduction Videos**

The Course Introduction Video could be used to establish the following:
    i. Goals of the Course
    ii. Flow of the Course
    iii. Highlights of the Course
    iv. Final Project Requirements/Description/Suggestions
    v. Prerequisites

II. Description

In general, these are short, focused videos that are presented in a small format (see example below for size) once at the very beginning of the Program and/or the very beginning of each course. These are filmed once per course, so it is very important that these do not contain information that may become outdated, such as reference to current events, a specific course code, page/chapters numbers within the textbook, etc.

These may have the following characteristics:
- Three to five minutes or less in length
- Approximately 800 words
- Full color
- Small size/resolution
- Features a single person on screen
- Discusses a single Program/Course (are not repeated)
- Textual Transcript of the video is available

III.   **Instructions**

Embanet will work with the university faculty to get the best video possible. It is important to remember that there will be a teleprompter available so preparation is key in this process to producing a fluid, natural-looking video.

a. **Step by Step Instructions**
    i. **Analysis**: First, focus on the goals, themes, requirements and outcomes of your course/program. Ask yourself: what is most important to convey about this course or program upfront so students will be prepared and excited?
    ii. **Scheduling**: While you are deciding what to say, Embanet will work with the University to schedule the recording sessions. These can often be arranged in a program group for convenience, so this may occur before the course has been fully designed.
        1. The Embanet PM will work with the Program Director or Representative to set up the following for the session(s):
            a. A room with the following criteria:
                i. Very quiet
                ii. No window backing out onto a busy street (optimally, no windows at all)
                iii. Outlets available in the room
                iv. No unusual lighting sources
            b. Establish exactly when we have to be in/out of the room (setting up and taking down the equipment may take some time)
            c. Establish a point person at the location to greet the videographer
            d. Ensure all faculty has time/directions for their session
    iii. **Script Preparation**: Once your filming session has been scheduled, the most important part is writing out what you want to say. Keep time in mind while composing your introduction (approximately 800 words). This script will be inputted into the teleprompter during the session, and will further be used as the transcript for the video itself (*after* comparison to the video itself – a little ad lib is fine). When creating your script, try to put yourself in the shoes with your student, empathizing with them and encouraging them around what may be the more difficult concepts/projects. These types of things help take the distance feeling out of the distance learning experience for the student.
    iv. **Review/Consultation**: Time permitting, you may want your ID at Embanet to assist you in this process. They would be more than happy to answer questions, supply suggestions, and review your script draft for you!
    v. **Practice**: Now that you have finished your scripting, practice makes perfect. Read this out loud a few times, keeping your eye on the clock. Ideally, read your

script to someone (or to yourself in the mirror), to ensure that you are speaking in a clear, modulated tone and not rushing your speech. However, you do want to keep your tone light and conversational – we want you to be your warm and friendly self. If you are having difficulties with timing in this phase, don't hesitate to contact your Embanet ID for suggestions.

vi. **Filming**: On your filming day, relax! There will be an expert videographer and a teleprompter to help you. When you arrive at your session the videographer will position you, adjust the lighting, and answer any questions you may have. On the day of filming eat a good meal, bring a bottle of room temperature water, bring your script on a USB drive (if you have not sent it in advance), try to relax, and, most importantly, be yourself.

vii. **Review**: Once the filming is complete, the videographer can instantly replay the take for you to ensure it has been captured to your satisfaction. If the take is not ideal, you can reshoot it at that time until you are satisfied.

viii. **Editing**: After the session, Embanet will perform any necessary editing to the video. Embanet will not edit the content of your video, but only add any needed intros and outros, along with any equalizing.

ix. **Posting**: Your video will be posted within your online course, ready for full course faculty review. In this capacity it will also undergo a Quality Assurance check by Embanet to ensure the play controls function properly.

IV.   Tips

- ## DO:
  - o   Remember to speak slowly so you can be fully understood.
  - o   Remember your script will be used for the textual transcript of the video.
  - o   Stay focused on the Program or Course at hand – these are short videos.
  - o   Remember your audience – try to make this as immediately relevant to your students as possible.
  - o   Discuss the course in way that is generic enough to accommodate course changes.
  - o   Eat breakfast/lunch before the session so that the mic doesn't pick up your stomach growling
  - o   Bring your script to the session on a flashdrive/USB drive for the teleprompter, or send your script in advance of the session to the Embanet PM who can forward it to the videographer to pre-load the teleprompter.
  - o   Bring a bottle of room temperature water to the session.

- o Look at the video camera when you are being recorded. The students that watch these video clips on their computers will be distracted if you look away from the camera, unless you are looking down at your notes and/or laptop.
- o Talk to the camera as if it is your favorite student, and you are talking one-on-one to him/her.

- **DON'T:**
  - o Try not to wear patterns, particularly small patterns/print - solid clothing shows up better in the small format.
  - o Don't mention the course code, or textbook page numbers/chapters, or any specific information in this vein - these things may change.
  - o Don't include any information that may become outdated, such as current events or textbook specifics.
  - o Don't talk about more than one course or program.
  - o Don't mention course materials that are not solidified.
  - o Don't slouch back in your chair during the filming.
  - o Don't chew gum at the session, it will obstruct the audio.
  - o Avoid excessive or noisy jewellery (such as cufflinks, bangle bracelets, etc.). These often make sounds that can interfere with the audio.
  - o Don't worry. Anything that would happen in a class room or live presentation can happen on camera. It's OK if you misspeak a word and then correct yourself on camera. It is not necessary or even natural to speak perfectly all the time.
  - o Don't forget to smile!