I strongly recommend a style guide to maintain corporate branding and consistency in look and feels of videos for online training.

We should consider where we want to position ourselves in the Marketplace. Cutting to the chase I would suggest Gnomon BTS ( behind the scenes) video tutorials.

In the stated interest's of pumping out content would recommend minimum standards of quality for productions.

any video content that can reach public consumption should have title cards AIE logo branding at top and tail. Ideally video material showing the actual instructor is in my view more professional than a lone voice

All videos should have a title card

Content of videos technical instructions should be checked and confirmed as accurate and up to date.

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**Recording while**

Recommended Approach:

Record sound and screen capture simultaneously with Camtasia Pro on PC and ishowU Hd on a Mac. Reference audio is important for synch purposes.

Keystrokes display is mandatory for online training as students can't see what keys are being used.

Site a zoom box on the desk close by to record better quality audio. The audio on laptops and the like is prone to sparkle and warble.

Alternatively run a podcasting usb mic For example I am using a C-1U Behringer model. Rode an australian manufacturer highly regarded makes a Podcasting mic it is $224 at www.videoguys.com.au

**Second pass on Voice over audio**

Video can be edited and new. audio voiced can be laid over for better results.

In FCP x import all sound and vision files Command select both clips and right click and choose synchronize.

Recommend Rode Podcasting mics

Drag the synchronized clip into the timeline and turnoff the laptop / computer audio leaving the better quality zoom box audio.

**Shooting**

Shoot long lens and opt for low depth of field impressionistic backgrounds.

O

Multicam shooting of Teachers delivering to a larger class FCP X can

**Weblinks**:

www.whiteshinybox.com

IShowU HD Pro is excellent screen capture software for the Mac. it can add watermarks and displays all keys pressed and clicked so is ideal for online training. Currently used here in Sydney and also by FXPHD for all there online educational

Feedback from Shawn

I think what Allan is saying is great however that will involve alot of work per video tutorial.

I agree with the AIE branding, maybe we can create a standard template in premier that everybody can use that has the title and credits already laid out so all that is left to do is import the actual tutorial itself.

In regards to having the "interview" style beginning, while it is a great idea, again it would be very time consuming and I am not sure how much added benefit it would add.  I personally don;t think there is an issue having a "lone voice" throughout video recording.

I personally think it is best to purely capture the audio while the tutorial is being recorded opposed to recording a new audio track over the top once finished.  This way if problems arise students can see the approach to trouble shooting the issue as well as hearing what is running through the mind of the teacher and their thought process.

I think this "standard" is very important across the board when it come to any kind of teaching material.  personally I think it is more important to get the written material down pat first opposed to beginning a new venture on the video side of things.  Video is definitely an added benefit, however I think creating amazing written material would be the first point of call.

so if you spread the word the aie fonts to use adisparador and nilland

[11:39:01 AM] Alan Maxwell: there is a blankscreen title so peeps can use premiere, nuke, aftereffects to comp their titles