Framework for Pre-Recorded Video Production (Teacher Side)

1. Pre-Recorded Video Marking Process Summary

Pre-Production: Module Outline Creation

- Conduct thorough research before finalizing the outline.
- Utilize resources such as ChatGPT, YouTube, Udemy, and other relevant platforms.
- Ensure the content is structured logically for better comprehension.

Production Guidelines

Audio & Presentation

- **Audio Quality First:** Always use a microphone for clear audio. Re-record if the sound is unclear.
- **No Personal Intro:** Avoid personal greetings or batch-specific references. Keep it professional and consistent.

Visuals & Branding

- **Start with an Intro Image:** Use a Canva-designed intro slide for consistency. Choose from the following templates or create your own:
    - [Navy Blue Variant - 1](#)
    - [Navy Blue Variant - 2](#)
    - [Purple Variant](#)
    - [Gradient Variant](#)
    - [Galaxy Variant](#)
- **Branding Elements:**
    - Add the **Ostad logo** in a suitable corner.
    - Use dark and light variants where needed (PNG format, with and without text).
    - Follow the logo placement guide. **Tutorial:** ▶ OBS add logo
    - **Branding resources:** 🖼 Ostad Logo

Recording & Technical Setup

- **Recording Software:** Must use **OBS Studio**. Avoid Loom or other tools. **Download Link:** [Download OBS Studio](#)
- **Setup Shortcuts:** Configure hotkeys for an efficient workflow. **Tutorial:** ▶ How to start screen recording on hotkey press in OBS Studio
- **Important Settings**: You must hide the OBS screen while recording. To do that go to Settings>General>Enable "Hide OBS windows from screen capture".
- **Speaking Pace:** Maintain a moderate pace, ensuring clarity even when played at 1.5x or 2x speed.

- **Video Length:**
  - **Maximum:** 10–12 minutes
  - **Standard:** 3–7 minutes
  - **Minimum:** 3 minutes
- **Live Coding:** For coding-related videos, demonstrate live coding instead of pasting pre-written code.

Post-Production Guidelines

- Minimize post-editing by optimizing production quality.
- Allocate a **maximum of 10 minutes** for editing unless necessary.
- Ensure smooth transitions and eliminate unnecessary pauses or errors.

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2. Key Performance Indicators (KPI) for Pre-Recorded Videos

Daily Target

- **3 hours per day** dedicated to video production.

Weekly Expectation

- **18 hours of recording** per week (3 hours/day, 6 days/week).

Monthly Expectation

- **72 hours of total production** time per month.
- Expected output: **12 hours of final video content** (achieving a **1:6 production ratio**).

Optimization Goal

- Improve efficiency to achieve a **1:4 production ratio** within **two months**.
  - This means producing **18 hours of final video content per month** from the same 72 hours of production time.

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3. Standardized Video Structure

1. Introduction

- **Start with a Greeting Message** to engage the audience and introduce the topic.
- Use a consistent tone across all videos to maintain professionalism and brand identity.

Example (Bengali):

"আজকের ভিডিওতে আমরা আলোচনা করবো **[টপিকের নাম]** নিয়ে। চলুন**,** শুরু করা যাক**!**"
(In today's video, we will discuss [Topic Name]. Let's get started!)

2. Main Content

- Deliver the lesson clearly, maintaining a moderate speaking pace.
- For coding videos, demonstrate **live coding** wherever applicable.
- Ensure **audio clarity** and avoid unnecessary pauses or distractions.
- Keep videos **concise and within the time limits** (3-12 minutes).

3. Conclusion

- **End with a Closing Message** to wrap up the session and encourage viewers to continue learning.

Example (Bengali):

"দেখা হবে পরবর্তী ভিডিওতে**—**ভালো থাকুন**,** সুস্থ থাকুন**!**"
(See you in the next video—stay well and healthy!)

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4. Stateless Video Guidelines

1. **Avoid Specific References to Previous Videos or Sessions:**
   - Do not mention batches, previous lessons, or specific sessions to maintain a timeless quality to the video.

   Example NOT TO DO:

   - "আজ আমরা মডিউল ৫ এর টপিক শিখবো।"
   - "এটি পিএইচপি এর শেষ ভিডিও।"
   - "গত ভিডিও তে আমরা লুপ নিয়ে শিখেছি, আজ শিখবো ফাংশন নিয়ে।"

   Example TO DO:

   - "আজ আমরা লুপ সম্পর্কে শিখবো।"
   - "আপনারা অলরেডি জানেন লুপ কিভাবে কাজ করে, আজকে আমরা জানবো ফাংশন কিভাবে কাজ করে।"
2. **Ensure Continuity Without Dependency on Prior Knowledge:**

- Content should stand alone, meaning viewers do not need to have watched previous videos to understand the current one. Avoid assuming prior knowledge from earlier lessons.

   Example:

   - "আজ আমরা ফাংশন নিয়ে কাজ করবো, যা কোডের পুনরাবৃত্তি কমানোর জন্য গুরুত্বপূর্ণ।"
3. **Maintain a Focused and Self-Contained Topic:**
   - Each video should focus on a single topic, and the explanation should begin with a brief introduction, followed by a clear, concise walkthrough of the concepts.
4. **Use Clear, Consistent Language:**
   - Avoid terms or phrasing that suggest the video is part of a series or sequence. Use neutral language that makes the video feel relevant regardless of when it's viewed.

   Example:

   - "আজকে আমরা ফাংশন তৈরি এবং ব্যবহার শিখবো।"
5. **Engage with Learners as if They're Just Starting:**
   - Approach each video as if it's the first time the learner is encountering the topic. This ensures accessibility for all viewers, regardless of prior engagement.

Good Example Video for Reference: 🎬 HTML

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5. Video Naming Guidelines

1. **Use Suggested Titles from the Pre-Recorded Video Sheet:**
   - Follow the titles provided in the pre-recorded video sheet to maintain consistency with your curriculum. If changes are needed, confirm with the content or CX team.
2. **Proper Numbering in Titles:**
   - Make sure to number your titles properly to indicate their sequence within the course/module.
   - **Example:** "1. What Is PHP Laravel?" (for the first video in a series)
3. **Capitalizing the First Letter of Each Word (With Spaces):**
   - Capitalize the first letter of each word in the title, leaving spaces between words for readability.
   - **Example:** "What Is PHP Laravel and Vue JS?"
4. **Use Block Letters for Important Keywords (When Necessary):**
   - If specific technologies or keywords need emphasis, use uppercase letters.
   - **Example:** "What Is PHP Laravel and VUE JS?"
5. **Avoid Unnecessary Lowercase or Inconsistent Capitalization:**

- Keep capitalization consistent, ensuring important terms are capitalized and no random lowercase is used unless it's part of the term.
  - **Wrong Example:** "what is php laravel and vue js?"
  - **Right Example:** "What Is PHP Laravel and Vue JS?"
6. **Limit Title Length (50-60 Characters):**
  - Keep your titles concise, ideally under 60 characters, for better visibility and readability on mobile and search results.

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6. Checklist for Pre-Recorded Video Production

☐ **Develop the Pre-Recorded Video Curriculum:**
  - **Plan and Structure Content:** In the pre-production stage, carefully outline the topics, key learning objectives, and flow for each video. Break down the curriculum into digestible segments and ensure a logical progression from one topic to the next.
  - **Create, track, and maintain** a sheet throughout the process to ensure it stays updated. The sheet title should follow this format: **Ostad PRV <> TEACHER NAME <> COURSE NAME** (where PRV stands for Pre-Recorded Video).
    Sample Sheet: 📗 Ostad PRV <> TEACHER NAME <> COURSE NAME

☐ **Research Existing Content:**
  - **Study Others and Best Practices:** Watch videos from Udemy, from established YouTubers and content creators in your niche. Pay attention to their presentation style, pacing, engagement techniques, and technical quality.

Tip: Take notes on what resonates with you, such as visual cues, teaching methods, or common mistakes to avoid.

☐ **Refine Your Communication Style:**
  - **Identify Your Unique Delivery Style:** Reflect on your strengths and style of communication. Are you more formal, conversational, or humor-driven? Tailor your content delivery to fit your personality and the tone of your audience.
  - **Practice:** Record trial sessions to refine your pacing, tone, and clarity. This will help you become more comfortable and confident on camera.

Tip: Keep refining based on feedback from the CX Team or self-assessment.

☐ **Create a Well-Structured Outline:**
  - **Draft a Clear Outline:** Once you feel confident about your content and delivery, create a detailed outline for your first video. Include:
    - **Introduction**: Brief overview and objectives.
    - **Main Content**: Key concepts broken into sections.

○ **Conclusion**: Recap of the video and a call to action or follow-up.

Tip: Make sure each video has a clear start, middle, and end, ensuring it's easy for learners to follow.

☐ **Start Recording:**
- **Ensure High-Quality Production:** Make sure the Audio Quality is top-notch. Use a script or bullet points to stay on track.
- **Recording and Review:** Once the video is recorded, share it with the CX Team to review it for any errors, technical issues, or areas where you could improve.

Tip: Do multiple takes if necessary to ensure the best quality output.

☐ **Upload Video:**
- Once approved, proceed to upload the final video to the Ostad platform.
- Make sure to organize and label the videos properly, following guidelines for video naming.