**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](https://www.canva.com/design/DAGccXB0fsM/UBzuAfrUUyLUERL5qXe8MA/edit)
  + [Navy Blue Variant - 2](https://www.canva.com/design/DAGcceqU2wU/EQnbgJNRyQgzAupPC_1XVw/edit)
  + [Purple Variant](https://www.canva.com/design/DAGccX25_WY/xEF9fFgisf8T-Bp_kq3DTQ/edit)
  + [Gradient Variant](https://www.canva.com/design/DAGccVkz7r0/6mM6YRytlboAFz5350V_9A/edit)
  + [Galaxy Variant](https://www.canva.com/design/DAGccYkNDKA/DcMtGtVlKQxJQEG3vbTA-w/edit)
* **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](https://youtu.be/JIxGqu5jV5A)
  + **Branding resources:** [Ostad Logo](https://drive.google.com/drive/folders/1Bc-CUUUnQjbcoqxbK-_4AACDqZ2CD7Sy?usp=sharing)

##### **Recording & Technical Setup**

* **Recording Software:** Must use **OBS Studio**. Avoid Loom or other tools. **Download Link:** [Download OBS Studio](https://obsproject.com/download)
* **Setup Shortcuts:** Configure hotkeys for an efficient workflow. **Tutorial:** [How to start screen recording on hotkey press in OBS Studio](https://youtu.be/hLG_8SlGbNQ)
* **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।"

1. **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।"

1. **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.
2. **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।"

1. **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](https://drive.google.com/drive/folders/11g1GkP80h9AgOYkHd0OC7cuuRjuRwxEU)

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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.

1. **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)

1. **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?"

1. **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?"

1. **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?"

1. **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](https://docs.google.com/spreadsheets/d/1dezQWnQW6G3V3JULFqKyjqRnqYNBz2jFCBzcRKwAmtU/edit?usp=sharing)
* **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.