

## Suggested Video Recording Tips

1. Break content into smaller segment and keep each video short (suggest under 15 min).
2. You can record yourself introducing and summarizing the video at the beginning and at the end of the video using the webcam, then combine them with the middle voice-over video. Instructor's presence is good connection with the students in online courses.
3. In video production, practice makes perfect is true. So you may record lectures that appear in a later module and then lectures in the first module to have a good first impression.
4. On slides, leave the space at the bottom for subtitles and space for you if you are going to overlay yourself talking (webcam) on the slides.
5. Use clear and meaningful title (suggest short phrases instead of full sentences) to show the major point of a slide. You don't always need a title on each slide. A slide of a relevant image is perfectly fine.
6. Use big font size (recommend bigger than 30) in slides for mobile users.
7. Use good color contrast ([color contrast checker](#)) to make slides readable. The default colors in PowerPoint/Keynote templates should be safe. Keep the design style consistent through entire slides.
8. Use concise bullet points instead of long paragraphs of texts because long texts and audio at the same time may cause information overload.
9. Use white space generously to give students a "visual break".
10. When using images or other visuals, make sure they are necessary and relevant. Avoid using lots of decorative images because they don't provide useful information and are distractive.
11. Clear animations that highlight the current point can attract attention, but too much of them are distracting. Animations can be done in PowerPoint or during post-production.
12. Do a quick test of your audio before recording to make sure that the audio is audible.
13. Use vocal variety during instruction, such as emphasis on key concepts or points.
14. Maintain a good audio pace during instruction. Depending on the content, paces can change at different parts (e.g. slower at important concepts or confusing parts).
15. Occasional hms and ahs are fine. But too many of them can be distractive.
16. Use a hook at the beginning of a video to engage and raise curiosity, such as asking a question, introducing a surprising fact, etc.
17. Talk directly to the students using "you" to make a better connection with them (e.g. "you will learn X" instead of "I will teach you X").

18. Even not having real in-video questions for students to answer, it is good to include reflective practices by “what do you think of...”, “pause the video here and draw on a piece of paper...” or “post your thoughts on this week’s forum” in the lecture to engage students, inspire their thinking and encourage participation.
19. Emphasize the impact of the knowledge. How is it relate to their lives? How can it help them with their study or career?
20. If talking about current affairs, avoid using “last week” because it will make following semesters confusing. Use “on April 10, 2018” instead. Unless you are recording a weekly summary video which will only be used once in the current week of this one semester.
21. Relax and enjoy the video recording (after practices if needed). Students appreciate instructors “being themselves” and “showing some true personality” on the video.
22. Post-production editing can edit out unnecessary hms and ahs, mistaken parts, and long pauses. So, you don’t need to start over the entire video when making a mistake.