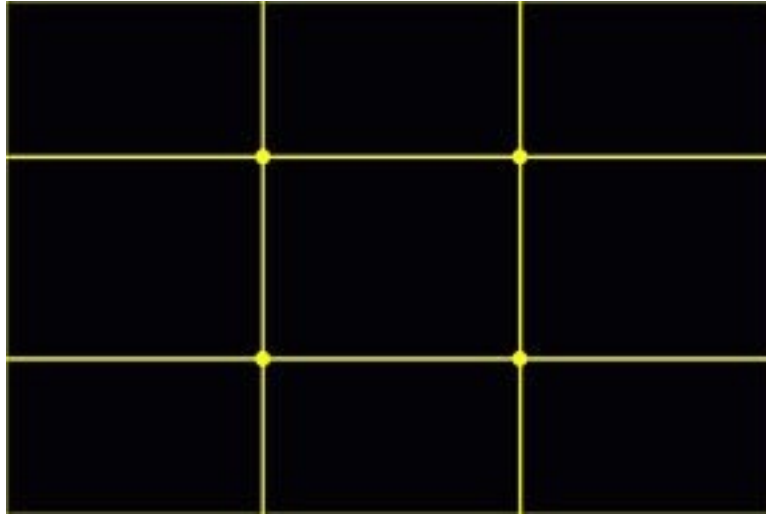
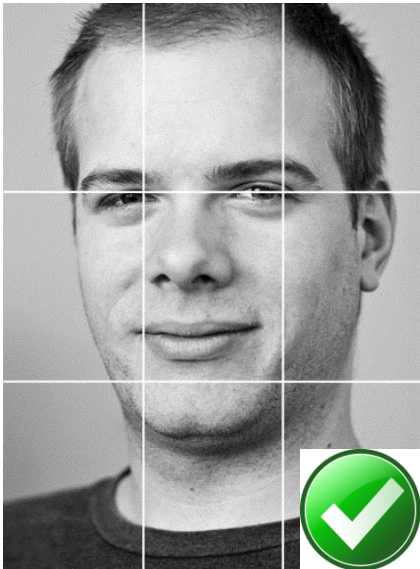


Tips for Producing Video

1. Remember the “Rule of Thirds.” The “Rule of Thirds” helps you produce a well composed shot. Picture the video screen as divided into thirds, horizontally.



2. In the ‘upper third’ section is where your eyes should be. If your eyes are in the lower thirds, there will be too much head room



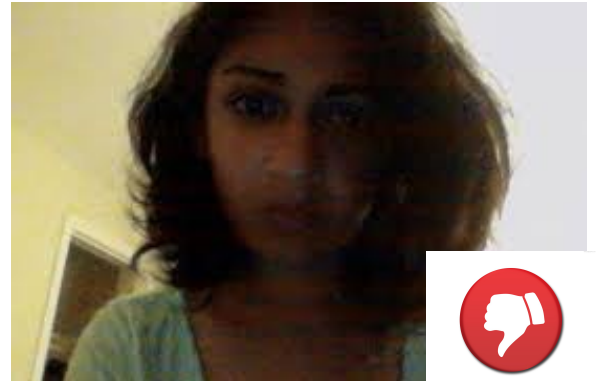
3. Make sure you have a neutral or clean background. A blank wall is fine too. This allows the student to focus on you. If you are using a bookshelf or plants in the background, a few undesirable outcomes will happen: 1) the auto focus on the camera will routinely shift back and forth causing you to become out of focus periodically. 2) The student will focus on what is behind you. 3) You will appear to have a plant growing out of your head or a bookshelf running through your ears.

Tip: Items in the background look great for portraits, but not so well for academic videos



4. Make sure you are well lit! This will be your most difficult task. If the background is bright, the automatic iris on your camera will close and all that will be seen is your silhouette. That's why it's imperative you find a neutral colored background. If it all possible, always face towards your brightest light source. This could mean facing a window or being in a room with all the lights on.

Tip: Do not place a lamp directly in your face.



5. Try to position the camera at eye level. This will alleviate any unflattering angles. This will also prevent a 'condescending' video that appears to be 'talking down' to the viewer.
6. Audio quality is more important than video quality. Viewers will tolerate poor cinematography, but will turn off a video with poor audio. Using a headset or headphones with built in microphone is recommended.
7. Speak loud and clear! There is a possibility that you will only have access to your camera or phone's built-in mic. These microphones are designed to pick up noises from multiple sources. Make sure you are in a quiet environment so distracting background audio does not interfere with lecture or speech.
8. Multi-directional microphones generally sound hollow, and often times sound as if you are in an empty hall. In such instances, speak directly TO the audio attachment and avoid looking down or away. If you look down or away, you are projecting your voice in another direction, resulting in poor audio.
9. Try not to go over 8-10 minutes per lecture. Creating a script beforehand will help you stay on track during recording. All of the videos that are posted in Lamar University Online Courses are Closed Captioned (CC). This is a requirement from the Federal American with Disabilities Act (ADA Section 508A). Having a script will help with transcribing videos for Closed Captioning.
10. If possible save to .mp4 format. If you have questions, please email us and we can help with formatting questions.

If you have any questions, please feel free to contact us:

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