Tips for Making Instructional Videos

Preparation

First Step: Consider this question to help keep you focused on the learning outcomes. What will students need from this video to achieve the learning outcomes and complete the assessment(s)?

- **Outline**: Prepare for the video shoot by creating talking points, a script, and/or slides.
- **Practice**: Practice what you are going to say on-camera. You will find that it gets easier and more natural sounding as you rehearse.
- **Length**: If your lecture is longer than 20 minutes, think about breaking it up into smaller chunks. Several short videos will be easier to replace if new research comes out, versus having to re-record an hour-long lecture. Also, the files will be smaller and faster to upload.
- **Choose a location to record, and then:**
  - **Backdrop**: Be aware of what will be behind you or the subject in the video.
  - **Materials**: Have your script, props and/or other materials ready before recording.
  - **Audio**: Avoid recording in public, unless the location is the subject of the video. Be aware of potential noisemakers; e.g., loud fan, someone typing on a keyboard.
  - **Lighting**: Don’t point a light source right at your face, and do not sit with your back to a light source (e.g., lamp, window). Overhead lighting may be a good option if available.

Before Recording

Let your personality shine, and don't worry about perfection. The more comfortable you are the more engaged the viewer will be.

- Check to see what tabs you have open if you are going to share your screen and close your email and other tools that may send 'notifications' as you record.
- If using your webcam, sit near enough to the camera so that the learners viewing the recording can see your facial expressions and nonverbal cues.
- Before speaking, look directly into the camera, pause for a beat then start speaking.

During Recording

Work to establish a connection with your audience. Using a tone similar to a one-on one conversation will help establish a connection with the viewer.

- Maintain good posture and eye contact with the camera. Talking hands should emphasize points of discussion, but not too much.
- Try not to read off the slide or script, but if you need to, make sure you pause and look at the camera.
- If you make a mistake or mess up, don't stop; just plan to keep going.
- At the end of your recording look directly into the camera for a second or two when you are done speaking, before looking away.

After Recording

Uploading to Canvas using the tool Kaltura will save space in your course. See this resource for information about [Getting Started in Kaltura](https://kaltura.web.adpschools.org/).