VIDEO PRODUCTION STUDIO
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Getting Started

Welcome to the Distance Education and eLearning (DEeL) video production unit. We are happy to help you create high-quality instructional videos for your online and hybrid courses. In order to have the best experience possible, here are some general tips and guidelines to assist you in the process.

If this is your first time in the studio...

First off, welcome! We’re glad to help you get acclimated to the studio, equipment, and process.

- Your first appointment will be an orientation. This is a 30-45 minute consultation. At this time we will review best practices for filming including wardrobe, instructional materials, editing timeline, and amount of time it will take to complete your project from start to finish.

- Please bring sample materials if you have them so that the Video Technician can adjust the recording session as needed.

- Remember, it typically takes two weeks to get your sessions edited, closed captioned, and securely published so make sure you plan ahead!

- Think about the type(s) of video that you want to create. The table on page two outlines some of the options available with pros, cons, and examples. If you aren’t sure which type of video you’d like to choose please email elearning@uncw.edu. An instructional designer can help you determine which method may fit your needs best.
<table>
<thead>
<tr>
<th>Video Type</th>
<th>About This...</th>
<th>Benefits</th>
<th>Considerations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donut/Bookend</td>
<td>Faculty can record part of the video on their computer and part in studio</td>
<td>Can be shot in the studio or at a mobile location</td>
<td>Faculty must use their own recording software for part of video</td>
</tr>
<tr>
<td></td>
<td>Video Example</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Introduction/Wrap Up</td>
<td>Introduces faculty to the students</td>
<td>Can be shot in the studio or at a mobile location</td>
<td>None, we highly recommend this practice</td>
</tr>
<tr>
<td></td>
<td>Video Example</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lecture Style</td>
<td>Traditional video content delivered in video form</td>
<td>Typically, short video (2-3 minutes), quick turn around</td>
<td>None, we highly recommend this practice</td>
</tr>
<tr>
<td>Explainer</td>
<td>Video Example</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lightboard Style</td>
<td>Faculty record video where they write or draw on a glass screen (illusion of writing on air)</td>
<td>Ability to write as if on a white/chalk board</td>
<td>Must be shot in the recording studio</td>
</tr>
<tr>
<td>Explainer</td>
<td>Video Example</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SmartBoard Style</td>
<td>Faculty record video where they write or draw on an electronic &quot;chalkboard&quot; screen</td>
<td>Excellent for equations and drawing</td>
<td>Must be shot in the recording studio</td>
</tr>
<tr>
<td>Explainer</td>
<td>Video Example</td>
<td></td>
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</tbody>
</table>
Define your goal for the video. This will help you to figure out what you need to create and add to your script. Here are some things to ask yourself when determining the goal.

- Why am I creating this in a video format? What are the benefits of recording a video instead of using another content delivery option?

- Who is watching/the audience? What are the students like and what do they need?

- What subject are we going to discover? The more specific this answer is the better your video will be.

- What are the key points or objectives that I am trying to present? What do I want my students to get out of watching this video?

- What is my call to action? What do I want the students to do with this information?

Prepare your materials that you would like to use in advance. If you are using a PowerPoint presentation all edits must be completed before the start time of your session. As recording can be a lengthy process, time will not be given in the studio to edit slides.

Save all materials that you would like to use to a thumb drive or cloud-hosted space (Google Drive, OneDrive, etc.) This will allow the Video Technician to pull up your materials to use in the recording and editing process.

Pick out your wardrobe. This might seem trivial, but actually makes a big impact. As we record in front of both blue and green screens, please try not to wear blue or green during your session unless you want to be the Invisible Instructor. UNCW teal will probably be too close to green for shooting as well. Instead, the best colors for filming are any shade of:

- Orange
- Yellow
- Gold
- Purple/Violet
- Red
- Gray
- Black
- White
- Tan
- Pink

Practice, practice, practice! While we will be there to help you as you record and become comfortable in front of the camera there is no replacing practice. Create a script for what you are going to say and practice speaking to yourself in the mirror. Watch for facial expressions, tone, and body language so that you can portray the desired image.
What to Expect (cont'd)

During your session...

**Most of all, during filming just relax!** No need to worry if you mess up, this is not a live stream or broadcast. We can always stop and restart again and make an edit in post-production. Your Video Technician will make you feel right at home in the studio and can answer any questions you may have.

**Speak loudly and clearly.** Pretend you are trying to speak to someone across the hall from you.

**Let your personality shine through.** Remember, you are the reason that students are coming to class! They get to learn from your passion and expertise. Use this time to make the content come alive. Consider adding in humor, stories, and personal connections to engage your learners with both you and the content.

**Be succinct.** Studies indicate that once a video is past the 10-minute mark, student/viewer’s attention spans begin to drop. Please try to keep your videos to less than 15 minutes. If you need help chunking your content to match this time frame, please email elearning@uncw.edu for an appointment with an Instructional Designer.

After your session...

**Leave a digital copy of your materials with the Video Technician.** This will allow them to incorporate the materials and slides into the editing process.

**Be on the lookout for an email with a rough draft of your video.** The Video Technician may have some questions about how you’d like to have your video edited and published. The faster a response is given to the questions and suggestions the faster the Video Technician can finalize your session.

**Expect a 2 week turnaround time for your completed video.** Video editing is a tedious and time consuming process. Please allow approximately 2 weeks for your videos to be edited, closed captioned, and securely published.
Edits and Revisions Process

Once your session has been completed, then the video moves into the post-production phase. During this time the video technician will edit any restarts, combine footage, add in visual effects, ensure audio quality, and perform quality assurance checks.

When a first draft of the videos have been completed your video technician will email you a link to the video. **It is your responsibility to review and respond with any changes that need to be made in the dedicated revision window.** The time constraints for your revision window will be outlined in the email you receive with the links.

Timely responses to the first draft will yield a quicker finished product. Once you have either approved the first draft or requested edits then the video will be updated and sent off for closed captioning services.

To Book Your Session

Now that you have decided to record a video for your online or hybrid course, please use the Video Services reservation form to book your session. Make sure to include **3 dates and time slots that you are available.** Please be mindful that studio availability is limited so you may want to plan to record in advance.

Please submit one form per session. For example, if you are shooting 3 videos please submit 3 forms and indicate that you have several videos to shoot in the Additional Comments field. This will help us to schedule you for blocks of time.

Drop in sessions are unavailable at this time. **All sessions must be booked at least 24 hours advance and is subject to studio and staff availability.** Please plan accordingly.
FAQ's

If I Need to Reschedule My Session

We understand that life happens and plans change. If you need to reschedule a session, please follow these steps:

1. On your Outlook Calendar, please decline the meeting request that was sent to you and choose the “Edit the response before sending” option.
2. Type in the space provided that you will need to cancel the session and indicate if you intend to reschedule for a later date or if you want to terminate the project.

Please note: studio and staff availability may vary and rescheduling your shoot will also reschedule your completion date for the edited video.

If I Need to Cancel My Session

Should you decide that you'd like to postpone working on your video or that the video is no longer needed please...

1. On your Outlook Calendar, please decline the meeting request that was sent to you and choose the “Edit the response before sending” option.
2. Type in the space provided that you will need to cancel the session and indicate if you intend to reschedule for a later date or if you want to terminate the project.
3. If you want to reschedule, please submit a new form and indicate your preferred dates. In the space for additional comments, please indicate that this is a rescheduled session to receive expedited services.
Tardiness Process

If you are going to be late to your scheduled session please follow these steps:

- Contact your video technician by emailing elearning@uncw.edu as soon as possible to alert that you will be tardy and give an estimation of when you intend to arrive.

- If you are unable to be present within 15 minutes of your scheduled start time you will be asked to reschedule and follow the steps outlined in section 4.

Additional Resources

Copyright Basics for Online Presentations - If you have specific questions related to content for your online course, please consult with your Designated Librarian.

Common Mistakes to Avoid in Recorded Lectures - The biggest of these is time. Please try to keep your videos to less than 15 minutes. Studies indicate that once a video is past the 10-minute mark, student/viewer’s attention spans begin to drop. If you need help chunking your content to match this time frame, please email elearning@uncw.edu for an appointment with an Instructional Designer.

Effective Online Instructional Videos - This article looks at visual and audio best practices for video creation.