



# Instructional Videos

Guidance on Recording, Editing,  
and Sharing A/V for Instruction

# General Guidance



# Create Alternatives

**Use low-bandwidth settings and provide alternatives:** In "Calm Technology," Amber Case emphasizes the importance of designing technology that respects users' attention and bandwidth constraints. She argues that technology should "work even when it fails" and "default to a usable state" instead of breaking down completely (Case, n.d.).

When creating instructional videos, consider using lower-resolution formats or audio-only options to accommodate users with limited bandwidth. Additionally, provide alternative resources, such as transcripts or slideshows, for learners who may have low internet access. All of this supports UDL best practices.

# Lighting

**Optimize lighting with home equipment:** Proper lighting is crucial for creating clear, professional-looking videos. Position yourself facing a window for natural light or use a desk lamp to illuminate your face evenly. Avoid backlighting, which can cause you to appear silhouetted (Horton, 2012). If possible, use a white or light-colored background to reflect light and minimize shadows.

Consider using mirrors to redirect light when additional lights are unavailable.

# Instructor Presence

**Create a sense of instructor presence:** Research shows that instructor presence can significantly impact student engagement and learning outcomes in online courses (Richardson et al., 2015).

To establish presence in your videos, maintain eye contact with the camera, use a conversational tone, and incorporate personal anecdotes or examples when appropriate.

Consider beginning each video with a brief introduction and ending with a summary or call to action. Introducing yourself by name is good practice to establish rapport.

# Keep It Short!

**Keep videos short, segmented, and focused:** Studies on microlearning suggest that shorter, focused video segments can be more effective than longer, comprehensive ones. Learners are more likely to engage with and retain information from videos that are less than 6 minutes long (Guo et al., 2014).

Break complex topics into smaller, self-contained segments and use descriptive titles or annotations to help learners navigate the content.

# Use the Tech You Have

**You can record videos even with low technology access:** If you have limited access to technology, you can still create effective instructional videos using a smartphone or webcam. Ensure that your device is stable and at eye level, and consider using an external microphone to improve audio quality.

Many smartphones will have better video quality than built-in webcams. Additionally, phone mounts and stands are cheap and easy to use.

# Use Rush for Quick Edits

**Utilize Adobe Creative Cloud for editing:** As a team, we have free access to the Adobe Creative Cloud suite. When editing your instructional videos, consider using Adobe Rush, which offers features that automatically correct audio and enhance video quality. Pay special attention to the audio correction tools to ensure that your voice is clear and easily understandable throughout the video.

Rush is built to be easy to use and serves as a happy medium between professional editing software and free alternatives.



# Dive Deeper

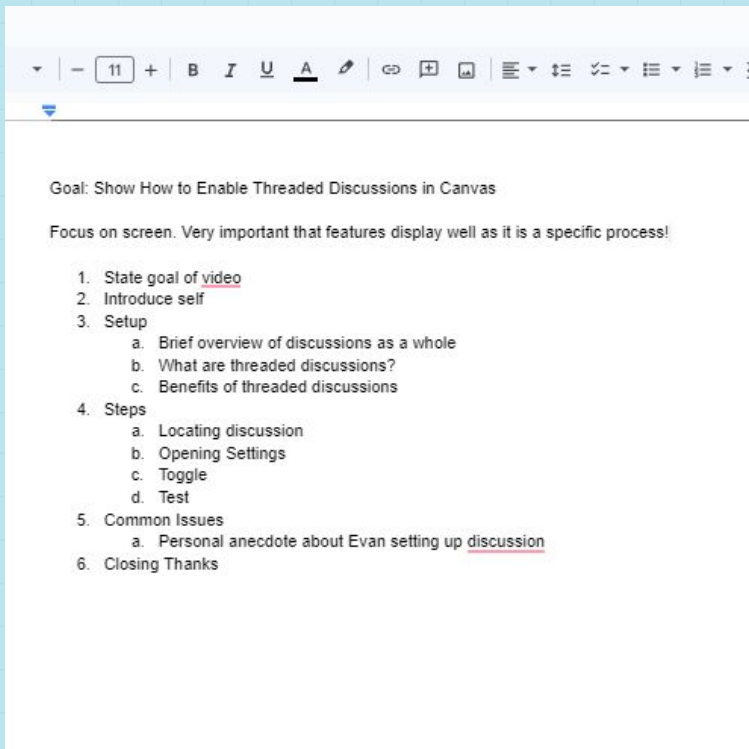


## Sources and Resources

- Case, A. (n.d.). Principles of Calm Technology. Calm Technology. <https://calmtech.com/principles.html>
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- Horton, W. (2012). E-learning by design. John Wiley & Sons.
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- Richardson, J. C., Koehler, A. A., Besser, E. D., Caskurlu, S., Lim, J., & Mueller, C. M. (2015). Conceptualizing and investigating instructor presence in online learning environments. International Review of Research in Open and Distributed Learning, 16(3), 256-297.

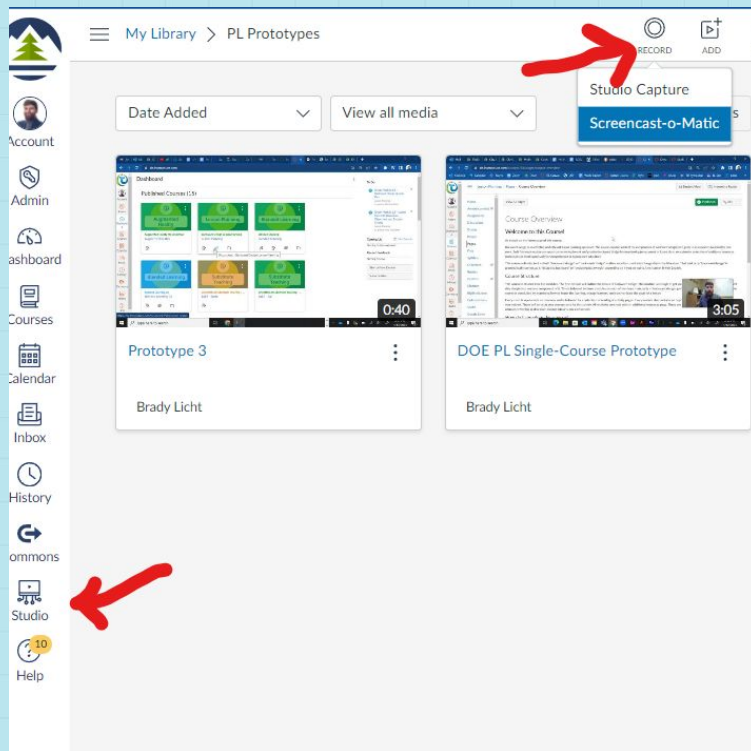
# Recommended Steps





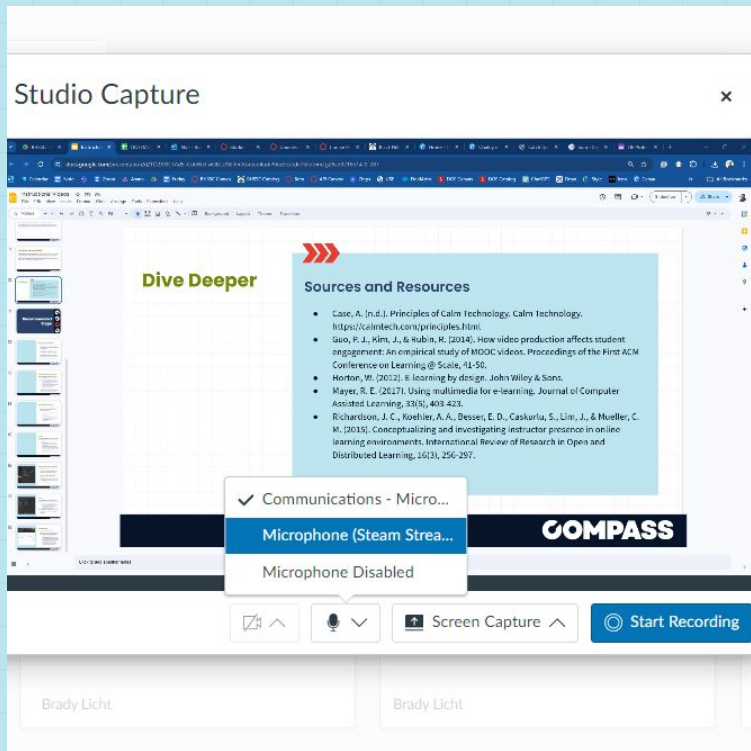
## Plan Out Your Video

1. **Objective:** Define the purpose of your video. What do you want your audience to learn or do?
2. **Context:** How important is it that participants see graphics, your face, etc? How long will this be used?
3. **Outline:** Write a brief script or outline to keep your video focused. Include notes on visuals or demonstrations.



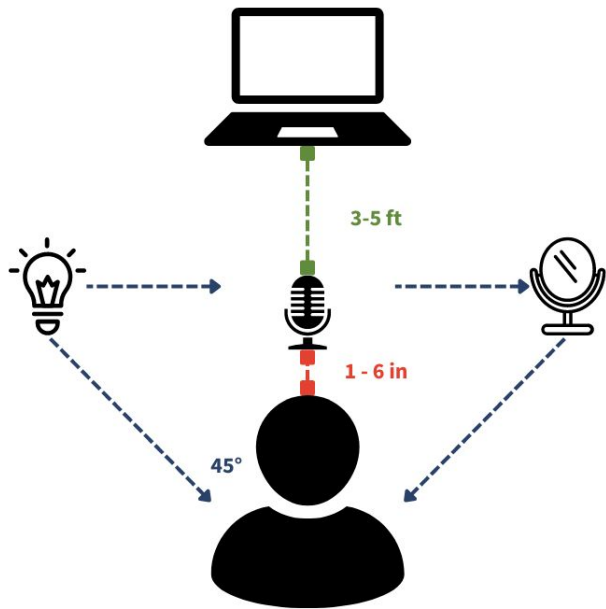
## Select Capture Software

- **Pick Out Your Tool:** Consider your needs. OBS for complex projects and ScreenCast-O-Matic for simplicity.
  - [ScreenCast-O-Matic/Canvas Studio Capture](#): A user-friendly option for beginners with options for quick edits.
  - [OBS](#): Built for live streaming but works well for high-quality recording. Supports multiple sources and scenes.
- **Consider Alternatives:** For some projects, a mobile device or an external camera may be more appropriate.



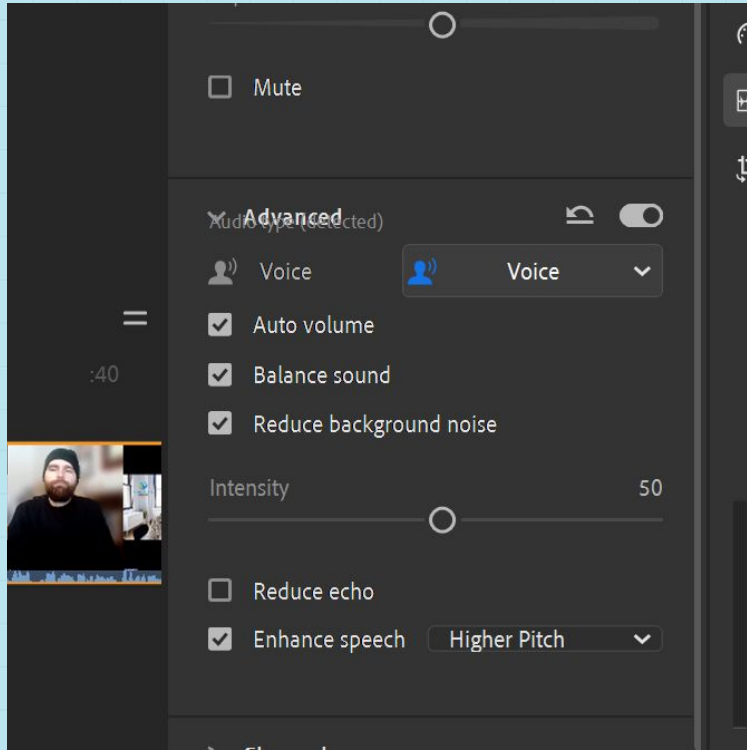
## Test Audio & Visual

- **Test It:** Before recording your actual video, record a minute or so of test footage and review it.
  - **Visual Testing:** Check lighting, framing, and background. Ensure the subject is well-lit and clearly visible.
  - **Audio Testing:** Test microphone levels and clarity. Use an external microphone if possible. Avoid background noise. Reach out to [BLicht@bhssc.org](mailto:BLicht@bhssc.org) to borrow a microphone.



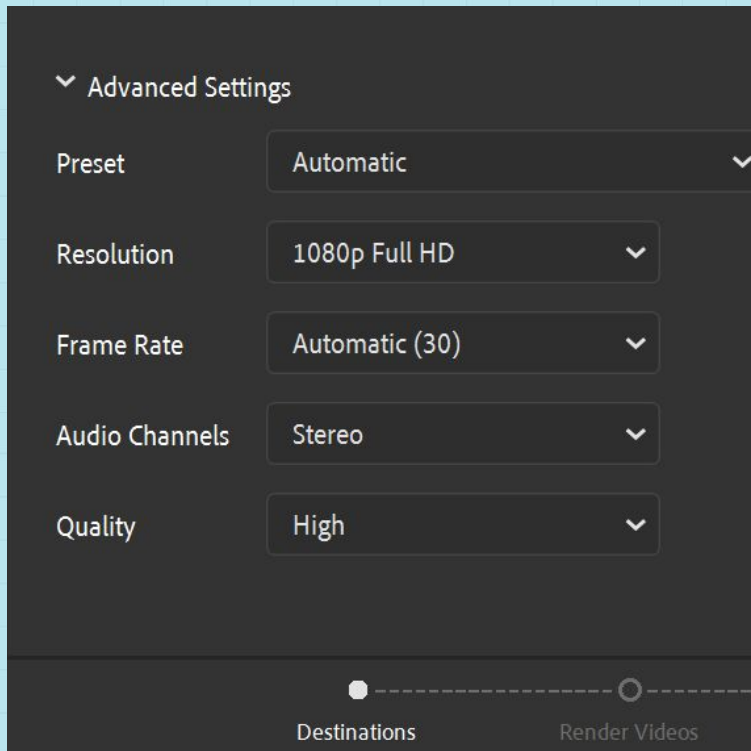
## Record

- **Start Recording:** While you can always fix things in post, try to have a single, solid take.
  - **Environment:** Ensure a quiet, well-lit recording space. Inform others to minimize interruptions.
  - **Recording Tips:** Speak clearly, maintain a steady pace, and use natural gestures. Keep an eye on the software to monitor recording status.
  - **Keep it Authentic:** Avoid “script-reading” and add in additional items as needed.



## Clean Up Audio & Process

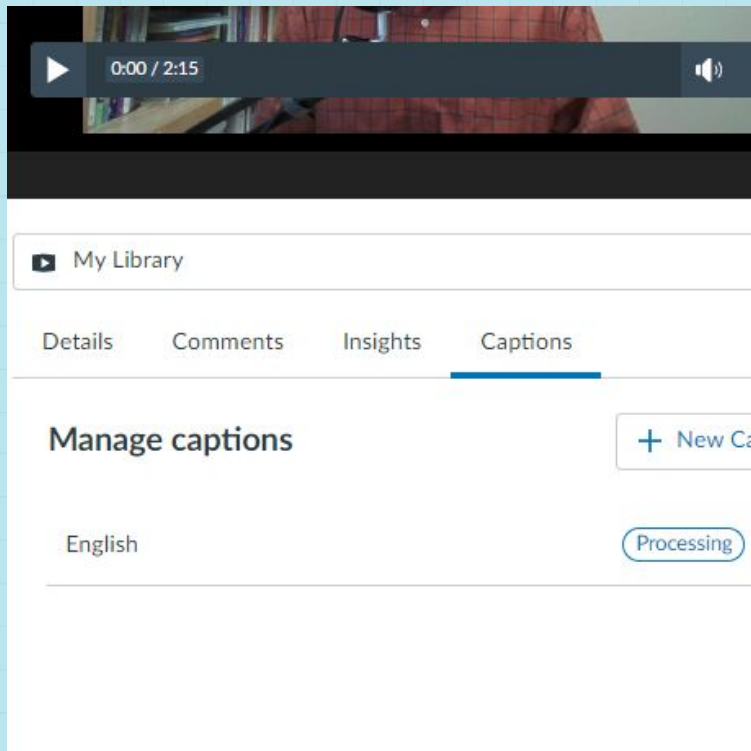
- **Adobe Rush:** Import your video into Adobe Rush for audio enhancements. Use *Auto Volume*, *Balance sound*, *Reduce background noise*, and *Enhance speech* to improve audio quality.
- **Editing:** Trim unnecessary parts, add transitions, and insert text or graphics as needed for clarity. That said, avoid complicated graphics.



## Share

- **Exporting:** Choose the appropriate format and resolution for your platform (e.g., YouTube, eLearning platform).
  - Some situations may benefit from smaller file sizes. Weigh your options carefully.
  - Podcasts have different [export recommendations for audacity](#).
- **Publishing:** Upload your product to the chosen platform after reviewing it one final time.





## Accessibility

- **Generate Alternatives:** Closed captions make your content accessible to a wider audience, including those who are deaf or hard of hearing.
  - **Creating Captions:** Use automated tools within your video platform (e.g., YouTube) or Canvas Studio. Review and edit for accuracy.
  - **Creating Scripts:** You can use the same automated tools or AI to create full, downloadable scripts. This is especially critical for low-bandwidth contexts.

**Questions?**  
**Reach out to MCD!**

