

Creating High-Quality Videos for Educational Purposes

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Video production techniques and storytelling

- Telling stories
- Proper video techniques



How we use video

- Interviews with experts to enhance teaching
- Student led in-class projects
- Instructional/news videos
- Extend the reach of the university



Getting Started

- What STORY do you want to tell?
- Who's your audience?
- What's the message?
- What's the purpose?
- What's the outcome?

Gear you may need

(If you don't use a mobile device)

- Video camera
- Tripod
- Camera batteries
- Chargers
- Media to record on (memory card)
- Microphones (stick, lav, wireless)
- Batteries for the microphone
- Audio cables
- Lighting - either on camera or external
- Lens cloth
- Ear buds
- Small backup camera (optional)

Mobile device accessories



Directing

- Much of video production is getting people to do what you want them to do **(directing). It's theatre!!**
- Who's the director? What does the director envision? (It's the director's program.)
- Following directions: Be willing to do the same thing over, and over, and over.

Good instructional video “formula”

- “Tell them what you’re going to tell them”
- “Tell them”
- “Tell them what you told them”
- (Similar to public speaking!!)



Demonstration video

- Demonstration videos showcase a **step-by-step process or procedure**.
- Some popular examples include:
 - Cooking shows
 - Gardening shows
 - Design shows
 - And of course...several examples on YouTube

Demonstration video

- Shooting in sequence
 - Give introduction.
 - Begin with a wide shot (establishing shot).
 - Start process with explanation.
 - Use medium shots and close-up shots.
 - Have talent freeze in position to zoom in for close-up shots, helps avoid *jump cuts*.
 - Give conclusion.

Composition basics

- Camera movements
- Basic shots
- Angles
- On-screen room
- Continuity (next presentation)



Angles

- **Eye level:** flat angle shot
- **Low angle:** looking up at the object.
 - Magnifies the object
- **High angle:** above the point of interest.
 - De-emphasizes the object



Eye level

Low angle

High angle

Video shooting tips

- If you are not a steady shooter and you don't have a tripod, shoot **fewer** close-ups.
- Make pans, zooms, and tilts **count**.
- **TRIPOD or a MONOPOD AS MUCH AS POSSIBLE.**



Video shooting tips

- Shoot a lot of shots, a variety of angles, and vary the tripod height.
- Shoot until you think you're finished, then shoot 5-10 more shots.
- Dress appropriately.



Lighting – Time of day

- **Timing matters:** Helps to avoid dark shadows on the subject's face.



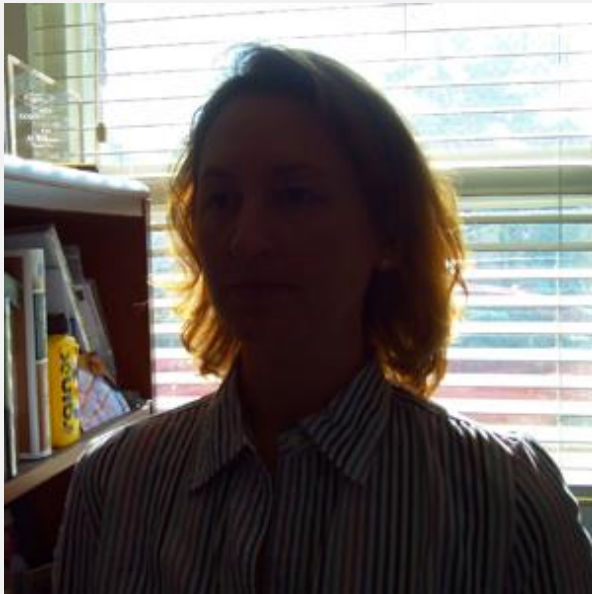
Mid-morning or late afternoon



Middle of day

Lighting – Backlighting

- **Backlit subjects:** Avoid shooting subjects with brightly lit background or window



Window in the background



Close the shades!

Shooting video for interviews

- Listen for distracting noises, backgrounds and people.
- Don't cut off an answer. Let the person talk.



Shooting video for interviews

- Have the interview subject look at the person asking questions
- For a demonstration video or when the person is “talking to” the audience, it is perfectly acceptable for the person to **look at the camera.**



If you're on camera

- Wear the right clothes and look the part.
- Know what you're going to say ahead of time. Do not read a script word for word on camera.
- Keep it simple and to the point.



MOBILE DEVICE VIDEO PRODUCTION TIPS

To improve quality

- Something to stabilize the camera will help tremendously.
- This includes selfie sticks.



Shooting video on mobile devices

- Do **NOT EVER** compose video shots in a **vertical**.
- **ALWAYS** shoot video **horizontally**.

NO!!!

YES!!!

Video editing apps

- Adobe Premiere Clip
- VidTrim
- ReelDirector
- Magisto
- Camera Plus Pro
- Highlight Cam Social
- Movie Aid (Android)
- iMovie (iPhone/iPad)
- Cinefy (iPhone/iPad)

