

# Production checklist for beginners

## ★ Start Here

### PRE-PRODUCTION

#### Course context

Looking at your entire course syllabus determine the part of your course for which a video is appropriate. Notes the number of sections and their distribution throughout the course.

#### Learning Objective

Take a deeper look at your learning goals and objectives for the lesson for which the video is being developed. Write a specific learning objective for the video itself that fits within the lesson plan and is measurable.

#### Mechanics

Create a script for the video. This can be a bullet-pointed list of topics or it can be a full-fledged script.

Determine what type of video style you would like to produce.

Consider the length of the final video that you would like to release. Remember that viewers tend to lose interest in videos after about 5 minutes. The longer your video, the more likely that you will lose the viewer's interest.

### PRODUCTION

#### Speaker

Light is positioned at a 45% angle from the speaker

The external camera is facing the speaker at eye level

The setting behind the speaker has been arranged to minimize distractions

Use a hyper-cardioid, boom microphone which is ideal for single close-subject audio

Do a test run before recording

#### Screens

Make sure that you have a way to link your audio recording to your screen capture.

Use your storyboard to guide your recording

Test your equipment extensively before recording

Use a hyper-cardioid, boom microphone which is ideal for single close-subject audio

#### Room

The light should be soft and bright across the scene

The setting behind the speakers has been arranged to minimize distractions

Hyper-cardioid, boom microphones are ideal for picking up multiple subjects from a distance.

Decide if you want to collect multiple camera angles. If you do, make sure you have a "clap" that can link all video footage.

Do a test run before recording

### POST-PRODUCTION

#### Video Editing

Revisit Meyer's multimedia learning principles to maximize learning potential with your video

Remove extraneous information

Remove unnecessary redundancy

Make your message the focal point, not your image or graphics

Have corresponding visuals and text appear together

Break information into clear segments

In your video, find a way to signal key concepts

Build familiarity with concepts beforehand

Use visuals with spoken words rather than text

Use a conversational voice as compared to a formal voice

Avoid using generated computer text-to-speech

Add visuals to words

If you have recorded a longer video, is there a way to break it up into shorter chunks? If so, do it!

Add titles and key terms to the video recording

Organize and store your files in an easy to follow manner so that you can come back to the original content at any time

Blend various video formats that you have recorded in the post-production