Educational videos: Production, Tips and best practices

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VIDEO STUDIO
How to Create a Video Studio on a Shoestring Budget

GET A STEP-BY-STEP ROADMAP FOR CREATING YOUR OWN VIDEO STUDIO...
• Producing great video used to be a luxury for businesses. But more and more, it’s becoming a requirement to capture attention and engage your audience.

• A video studio may cost tens of thousands of dollars and look something like this:
• But you don’t always need such an elaborate setup.
• Your first studio can be much simpler and much less expensive, it can look like:
• Thanks to improvements in camera technology over the past, you don’t need as much equipment as you might think. And you don’t need to spend as much money as you might think, either.
Tips

1. Get Equipment That Makes Sense Together
2. Make It Easy to Livestream
3. Get Your Priorities Straight
• The priority order that I recommend when buying equipment for your video studio:
  
1. Invest in better audio. I recommend going up to the entry-level equipment described below.
2. Next, upgrade your video up to the entry-level equipment described below. (Don’t go any higher than that for now because a pro-level camera will be much more expensive and complicated to set up.)
3. Then work on getting better lighting and improving your backdrop.
QUESTION

• How many people do you need in a video studio?
• Video studio at the University of Alicante:
SOFTWARE
Comparison of screencasting software

From Wikipedia, the free encyclopedia

This page provides a comparison of notable screencasting software, used to record activities on the computer screen. This software is commonly used for desktop recording, gameplay recording and video editing. Screencasting software is typically limited to streaming and recording desktop activity alone, in contrast with a software vision mixer, which has the capacity to mix and switch the output between various input streams.

Comparison by specification

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<tr>
<th>Product name</th>
<th>Publisher</th>
<th>Latest stable version</th>
<th>Latest release date</th>
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SIMPLE AS 1, 2, 3
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<th>OpenGL</th>
<th>Direct3D</th>
<th>Editing</th>
<th>Output</th>
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| ActivePresenter | Yes | Yes | No | No | Yes | Video: AVI, FLV, MKV, MP4, SWF, WebM, WMV  
Image sequence: PNG, JPEG  
Slideshow: PowerPoint, HTML  
Scripted animation: SWF, HTML5, SCORM |
| ActivePresenter free edition | Yes | Yes | No | No | Yes | Video: AVI, MKV, MP4, SWF, WebM, WMV  
Image sequence: PNG, JPEG |
| Adobe Captivate | Yes | Yes | ? | ? | Yes | SWF, EXE, MP4 |
| Adobe Presenter Video Express | Yes | Yes | ? | ? | ? | MP4 |
| Bandicam | Yes | Yes | Yes | Yes | No | AVI, MP4 |
| BB FlashBack express | Yes | Yes | ? | ? | No | AVI, FLV, SWF, MP4 (H.264 or MPEG-4 ASP), WMV, Animated GIF, PowerPoint slideshow, self-extracting EXE[4] |
| CamStudio | Yes | Yes | Yes | Yes | Yes | AVI, SWF |
| Camtasia | Yes | Yes | Yes | Yes | Yes | .camrec, AVI |
| Capture Fox | Yes | Yes | ? | ? | No | Motion JPEG or Xvid in AVI |
| Debut | Yes | Yes | Yes | Yes | Yes | AVI, FLV, MKV, MP4, WebM, WMV, 3GP, ASF, DV, MOV, MPG, OGV |
| FFmpeg with a plug-in | Depends | Depends | Depends | Depends | No | cf. FFmpeg § Codecs, formats and protocols supported |
| Fraps | Yes | Yes | ? | ? | No | FPS1 in AVI |
| Free scren | Yes | Yes | Yes | Yes | Yes | Ogg |
| Grabilla | Yes | Yes | Yes | No | Yes | WMV, mp4 on website. |
| HyperCam | Yes | Yes | Yes | No | Yes | AVI, WMV |
| Jing | Yes | Yes | Yes | No | Yes | SWF |
| Microsoft Expression Encoder | Yes | Yes | ? | Yes | No | Video: MP4  
Image sequence: PNG |
| Nero Vision | Yes | Yes | No | Yes | No |  
Simple mode: FLV, MP4, MOV, MKV, TS, HLS  
Advanced mode: Any format supported by libavformat |
| Nvidia Shadowplay | Yes | Yes | No | Yes | No |  
Simple mode: FLV, MP4, MOV, MKV, TS, HLS  
Advanced mode: Any format supported by libavformat |
| Open Broadcaster Software | Yes | Yes | Yes | No | Yes |  
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OBS
OBS Studio

Последние версии 22.0.2, 22.0.3, 22.0.2

Windows  macOS 10.11+  Linux

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Sergio Luján Mora
sergio.lujan@ua.es
@sergiolujanmora
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Departamento de Lenguajes y Sistemas Informáticos
Universidad de Alicante (España)

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STEPS TO CREATE A VIDEO
CREATION OF EDUCATIONAL VIDEOS: TOOLS AND TIPS

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Abstract

With the education scenario in evolution and continuous change, and with more and more people turning to the Internet as a primary source of learning and knowledge, many institutions of higher education are using video to transmit their message.

According to some recent findings, almost 70 percent of Internet users watch videos online frequently. Moreover, young adult internet users between 18 and 29 year olds, continue to be the heaviest consumers of online video. Since 2007, educational videos have also experienced considerable growth, from 22% of online adults watching this type of video in 2007 to 38% watching in 2009. Therefore, online videos are a great opportunity to improve the educational process.

Nowadays, it is not necessary to have the support of a video production company or the knowledge of an expert to make quality online videos. All this creates a huge opportunity for education. Any teacher with a normal computer can produce and publish quality videos that can reach a broader audience. Besides, online videos are a perfect way of reaching our students "in their bedrooms".

In this paper, different aspects of educational online videos are explored. Firstly, the production of an educational video is explained step by step, from the definition of the objectives to the making and the online publishing of the video. Then, different tools that can help to make educational videos are presented. Finally, some advices to enhance the production of educational videos are provided.

Keywords: Video, e-learning, internet, education, innovation.
1. Think an Idea
2. Write a Script
3. Source the Multimedia Content
4. Create the Animations and Annotations
5. Plan the Recording
6. Practice
7. Record the Screencast
8. Edit
9. Produce
10. Publish
1. Think an Idea

• The first step, and probably the most important step, is to have an idea, to have something to tell and show viewers. A video can be used to show how a program is used, to answer the most frequently asked questions of students, or to support or extend a lecture in the classroom.

• One important question about the content of the video is to figure out the audience of the video, i.e., to define the target of the video. The educational video has to be matched to the needs of the potential viewers.

• Some advices for elaborating a good idea are: be memorable, stay relevant, and make the point of the video from the beginning.
2. Write a Script

- The script or screenplay describes the actions and the key points to cover in each scene of the video. The major components of the script are the scenes (the images) and the narration (the dialogue).
- The script helps one to focus on the needs of the potential viewers (the target audience). A fully-defined script is hard to prepare, but it is easier to follow when recording the video and will help to save time and reduce errors.
- A storyboard, a set of draws or images displayed in sequence for the purpose of pre-visualizing the video, also helps to visualize the scenes and find potential problems before the recording.
3. Source the Multimedia Content

- There are hundreds of web sites where multimedia content in the public domain free of charge can be found. However, the multimedia content, such as images and photographs, should not conflict with the message of the video.
Search photos

Free images for creatives, by creatives

A post production file, over 350,000 free stock photos for commercial use.
4. Create the Animations and Annotations

- Animations and annotations help to create stunning videos. Typically, video recording and editing software video include some types of animations and annotations, so it is not necessary to be an expert to use them. Use animations and transitions, because video is the best medium to show motion.

- Annotations, on-screen text, help to support what you say. For instance, if your video is about an academic program with six components which you are about to describe one by one, show them on the screen as you tell the audience about them.
5. Plan the Recording

• Everything must be planned before starting the recording. For example, when recording a demo about some applications open and resize all of them to the record window so it looks seamless and flows well.

• Moreover, record a quick demo to make sure that everything is working as it should.
6. Practice

• Practice reading the script of the video a few times to make sure it sounds natural and clear. Look for words or phrases where you might face problems.

• Educational videos have to teach the viewer some subject in the shortest amount of time possible. Because of this, educational videos have to be as clear as possible.
7. Record the Screencast

• It is important to speak clearly to avoid any confusion and to move at a pace that is comfortable for the viewers to follow the video.

• If there is an error during the recording, editing may be an option, but sometimes it is better to simply start over and have a nice flow to the production rather than piecing together small parts.
8. Edit

• If necessary, the video can be edited to correct some content, or to add transitions or other post recording material. For example, audio can be edited and added when editing the video instead of being recorded during the presentation. Or video can be edited to adjust the brightness, contrast, or colour of the image.
9. Produce

- The video has to be produced to fit the intended output, such as streaming from a web page, downloadable media or delivery on a disc.
10. Publish

- There are several video-hosting services, such as YouTube or Vimeo that can be used. Besides, the video should be advertised or posted in different web sites to get the attention of the audience.
1. Keep Simple in the Beginning
2. Prepare Your Environment
3. Prepare Yourself
4. Invest in a good quality microphone
5. The Length of the Video
6. Grab the Attention of the Audience in the First Minute
1. **Keep Simple in the Beginning**

- Do not try to create and produce complex videos in the beginning. Try to keep it simple in the beginning. Try to create videos in one shot, which most likely means less editing and retakes.
2. Prepare Your Environment

• Before starting the recording session:
  – Control the ambient noise. Turn off any machine or appliance that can make
    disturbing and annoying noises. For example, remember to switch off the
    telephones and alarm clocks. Check that the chair does not squeak. If the
    ambient noise cannot be reduced, try screening it out by playing some music
    in the background while recording.
  – Get rid of distractions. Put out of sight everything that can attract your
    attention while you record, such as flash lights or the view through a window.
  – Get comfortable. Check the position of the microphone and the screen. Check
    that there is enough room to move the mouse.
  – Prepare the computer. Shut down all the applications that are not necessary.
    Specially, shut down the antivirus and the screen saver.
3. Prepare Yourself

- Recording a high quality screencast demands a strong and deep concentration. When a person is tired or nervous, he or she commits more errors.
4. Invest in a good quality microphone

- Good audio is critical to guarantee the success of a video. Some experts say bad audio is worse than a bad screen. Some cameras may have a built-in microphone, but more than likely it is better to invest in an external microphone.

- Basically, there are two types of microphones: omnidirectional and unidirectional. An omnidirectional microphone records sound from all directions, whereas a unidirectional microphone records sound from only one direction.

- When recording a narration, it is extremely better to use a unidirectional microphone, because it only records the sound coming from the narrator, so the ambient noise is not recorded. In this way, videos will sound crisper, louder, and overall better.
5. The Length of the Video

• The Web is a medium quite different from traditional communication medium. For example, web pages typically have shorter paragraphs and long-form articles are broken up into different web pages when published online.

• In the same way, if a screencast is too long, it can always be broken into smaller parts. The length of an educational video should be between three and five minutes, perhaps stretching to ten minutes for more complex subjects.
6. Grab the Attention of the Audience in the First Minute

• The intended goal of the video must be defined in the first seconds of the video. Make use of emotive hooks to engage the audience with the content in the first minute of the video. A variety of techniques do this: telling an anecdote, using quotations, asking a question, stating an interesting statistic or fact, giving a definition, and many others.
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