Tips for creating videos or clips for University Marketing projects

In general
- Keep it simple
- Keep it short

Pre-production
- Prepare your remarks and record several takes. If you feel the need to rehearse your presentation, please rehearse with the camera recording you. There's no pressure to get through the entire presentation in one take—we may be able to edit the clips together.
- Consider your audience. Your enthusiasm and energy should be appropriate to this audience. The medium is different, but the tone should be just as warm and welcoming as your in-person presentation would be.
- Scout your location—when you think you've got a good location, take a still photo and look carefully for visual distractions in the frame and adjust accordingly. Keep it simple.
- Look directly at the lens (like it's a cute puppy, if that's what makes you smile inside.)
- Test audio—keep an ear out for echoes, ambient noise, electronic buzzing, flushing toilets (this happened to us once!)
- Test Lighting—natural light is best. If you must shoot in artificial light, indirect lighting is best.
- Don't place yourself directly under an overhead lamp—this is a surefire way to get some shiny highlights and scary shadows on your face.

Recording and editing
- Frame your shot—Follow the rule of thirds (https://www.youtube.com/watch?v=HMjvvltQpmw)
- Use a tripod or prop your phone against a static object.
- If you're using the camera built into your laptop, consider propping the laptop on a stable surface and adjusting the angle so the camera is just above eye level—this is a more flattering angle than shooting from below.
- Shoot in horizontal (landscape) format if your videos are intended to publish on a web page.
- View with a critical eye (and ear) and take the opportunity to shoot another take.
- Record short takes—this will make editing go more smoothly and is usually better for the talent
- Use a microphone—don't rely on your phone's speaker to capture good audio. A lavalier or tabletop microphone can be purchased for under $100
- If you're incorporating music, be sure to use copyright-free music
- If you're using b-roll, check that the image supports what the person is saying
- ADA captioning is required. Many platforms offer auto-generated captioning—be sure to proofread and edit it before publishing

Storytelling
- Don't bury the lead. Get to the point within the first 8 seconds.
- Be authentic and relatable. Don't go too fast or forget to pause and take a breath.

Uploading
- Small files can be sent via email. Send large files via wetransfer.com, or with links to DropBox or GoogleDrive.

Zoom Recording
- Enable recording to the cloud and auto transcribe, so your video will be transcribed and captioned.
- More information at https://instructionaldev.umassd.edu/zoom-tips/#accessibility