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 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
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
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**.
Video editing apps

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