ABOUT THIS GUIDE

There are many different ways to communicate content by video. To provide teachers and course developers some guidance and inspiration, we have collected multiple videos and divided them in three groups:

1) locations: where do you go?
2) positions: how do you stand/behave?
3) demonstrations: how will the content be expressed?

We don’t pretend to be exhaustive but will update this document from time to time. We also advise you to contact the NMC and discuss their possibilities for realization in an early stage. Your suggestions for additions for this guide are most welcome.

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I. LOCATIONS
Different locations for recording videos.
2. POSITIONS
Different ways to position presentators.

FACING THE AUDIENCE

FACING BOARDS

INTERVIEWS

CONVERSATIONS

DISCUSSIONS

And because of that sincere interest and knowledge they’ve connected with the people within the organization.
3. DEMONSTRATIONS

Different ways to visualize and demonstrate content.
PAPER DRAWINGS / WRITINGS

ACTORS

LIVE DEMONSTRATIONS
VIDEO EXAMPLES
FROM DIFFERENT COURSES
EXAMPLES OF STUDIO RECORDINGS

**LECTURER + CONTENT BACKGROUND**

Most suitable for explaining theory/concepts to consider
- leave space for visuals
- visuals should reinforce the audio
- make use of a professional studio
- prepare well before entering the studio
- use diversity like different camera positions, animations, etc
- preparation time might be time consuming

**LECTURER + BLANK SPACE**

Most suitable for promotion and knowledge transfer to consider
- make use of a professional studio
- prepare well before entering the studio
- use diversity like different camera positions, etc
- needs convincing texts
- needs natural interactions between speakers
Most suitable for explaining theory/concepts

to consider

• a professional studio is required
• prepare well before entering the studio
• preparation might be time consuming
• visuals should reinforce the audio
• visuals should be animated (highlights, text shows as presenter speaks)
• visual elements (in the presentation) should be readable
• use full-screen visuals when needed (the presenter doesn’t have to be there all the time)
• use a powerpoint template for the slides, contact the NMC for support
**COMPUTER SCREEN BACKGROUND**

Most suitable for computer demonstrations (tutorials)

to consider

• prepare well before demonstrating (it will save you time)
• practice/test the steps before recording
• recommended screen resolution: 1920x1080 or 1280x720 (minimum)
• quality of your computer (capture a test video first and check if it runs smooth)

**GREEN SCREEN**

Most suitable for explanations in context

to consider

• a professional studio is required (greenscreen)
• prepare well before entering the studio
• backgrounds should be relevant and not distracting
• benefit from the added value backgrounds
• capturing the background video depends on context (weather, noise)
Most suitable for knowledge transfer/discussions to consider
• make use of a professional studio and support
• prepare well before entering the studio
• be clear who will be addressed, the viewer or the interviewer

Most suitable for knowledge transfer/discussions to consider
• make use of a professional studio and support
• prepare before entering the studio
• avoid dullness by using different camera standpoints

Most suitable for explanations and discussions to consider
• make use of a professional studio and support
• prepare before entering the studio
• avoid dullness by using different camera standpoints
EXAMPLES OF OFFICE RECORDINGS

DESK 1

Most suitable for short explanations like in feedback videos
to consider
• address students by looking into the camera
• audio and lights have much impact on the quality
• backgrounds should be relevant (related to the content or engaging like a personal workspace)
• preparation time mostly very short

DESK 2

Most suitable for short explanations like in feedback videos
to consider
• address students by looking into the camera
• audio and lights have much impact on the quality
• backgrounds should not be distracting
• preparation time mostly very short
• appeals to learners in an informal personal way
Most suitable for short explanations like in feedback videos
to consider
• address students by looking into the camera
• audio and lights have much impact on the quality
• backgrounds should be relevant (related to the content or engaging like a personal workspace)
• preparation time mostly very short
• a portable prompter (auto-cue) might be helpful for long spoken messages
• contact the Extension School for a portable prompter

Most suitable for short engaging explanations in context
to consider
• needs an experienced team/crew
• backgrounds should be relevant and not distracting
• address students by looking into the camera
• a portable prompter (auto-cue) might be helpful for long spoken messages
• contact the Extension School for a portable prompter
• benefit from the added value environment
• depends on context (weather, noise)
• post-production required
EXAMPLES OF LECTURE HALL RECORDINGS

Most suitable for to explain theory/concepts to consider
• make use of professional equipment
• use diverse camera positions
• interactions with the audience, like questions (audio)
Most suitable for engaging explanations in context

to consider

• make use of professional equipment
• use diverse camera positions
• interactions with the audience, like questions (audio)
• address the viewer like a campus student by looking in the camera
• needs preparation and post production
EXAMPLES OF
ON LOCATION RECORDINGS

ON LOCATION

Most suitable for engaging explanations in context to consider
• needs an experienced team/crew
• backgrounds should be relevant and not distracting
• address students by looking into the camera
• needs preparation of the presenter to explain fluently
• benefit from the added value environment
• depends on context (weather, noise)
• post-production required

ON LOCATION

Most suitable for short engaging explanations in context to consider
• needs an experienced team/crew
• backgrounds should be relevant and not distracting
• address students by looking into the camera
• benefit from the added value of the environment
• dependent on environment (weather, noise)
• post-production required
ON LOCATION

Most suitable for short engaging explanations in context

to consider
• needs an experienced team/crew
• backgrounds should be relevant and not distracting
• address students by looking into the camera
• a portable prompter (auto-cue) might be needed for long spoken messages
• benefit from the added value
• post-production required

AUGMENTED TEXT

Most suitable for short explanations like in feedback videos

to consider
• needs an experienced team/crew
• needs preparation of the presenter to explain fluently, a portable prompter (auto-cue) might be helpful
• contact the Extension School for a portable prompter
• needs a suitable environment with decent light
• post-production required
• Adobe After Effects is suitable for this type of animated effects

HALL TBM

Most suitable for explanations on campus locations

to consider
• needs a suitable environment with decent light
• needs support from an experienced cameraman
• needs sufficient equipment (tie-clip microphone, lighting set, etc)
• avoid talking heads by using different camera positions
• use close-ups when addressing important issues
• needs preparation of the presenter to explain fluently, a portable prompter (auto-cue) might be helpful
• contact the Extension School for a portable prompter
• post-production required
Examples of Interview Settings

**INTERVIEW**

Most suitable for explaining theory/concepts to consider
- needs an experienced team/crew
- needs relevant footage in high resolution
- backgrounds/materials should be relevant and not distracting
- post-production required

**THROUGH A COMPUTER**

Most suitable for online interviews/discussion to consider
- needs preparation and cooperation from/between interviewer and interviewee
- needs camera support for both interviewer and interviewee
- post-production required
INTERVIEW BY TWO

Most suitable for interviews/discussions
to consider

• needs a suitable environment with decent light
• needs support from an experienced cameraman
• needs sufficient equipment (tie-clip microphone, lighting set, etc)
• avoid talking heads by using different camera positions
• post-production required
EXAMPLES OF ANIMATIONS

2D ANIMATION

Most suitable for promotion and to explain theory/concepts to consider
• needs a clear storyline (script)
• development in cooperation with designer
• rather time consuming to develop
• hard to stay attended when takes too long

3D ANIMATION

Most suitable for explaining theory/concepts to consider
• a storyboard needs to be produced
• a professional multimedia team is required for development
• time consuming
• effective for explaining complex concepts
STOP-MOTION

Most suitable for explaining theory/concepts to consider
• needs a clear storyline (script)
• needs a relevant metaphor
• needs a semi-professional studio setting

SKETCH ANIMATION

Most suitable for explaining theory/concepts to consider
• a storyboard needs to be produced
• a graphic designer is required for the design
• can be done with real recording (more authentic) or software that simulates hand writing (more flexible to edit afterwards)
• Software: videoscribe for simple animations, Adobe After Effects for professional results
• post-production required
• useful for explaining in an engaging way
• leaves room for creativity
**SCALE MODELS**

Most suitable for explaining theory/concepts

to consider
• a professional studio is required
• needs a professional team
• needs a strong concept and script (in this case: support the storyline visually by building a scale-model live)
• post-production required

**BLOCKS**

Most suitable for explaining theory/concepts

to consider
• a storyboard needs to be produced
• support from a designer is recommended
• audio and lights have much impact on the quality
• some post-production required
• useful for explaining in an engaging way
• leaves room for creativity
Most suitable for low-tech explanations

to consider
• needs preparation for materials and setting
• basic no nonsense personal approach, enriched by low tech materials
• easy to create, approach doesn’t raise high expectations in the performance
• post-production required
EXAMPLES OF BOARDS

WHITE BOARD

Most suitable for knowledge transfer and feedback videos
to consider
• address students by looking into the camera
• audio and lights have much impact on the quality
• wear suitable cloth (not too dark/light)
• backgrounds should be relevant
• opportunity to add text, point at information, etc.

BLACKBOARD

Most suitable for explaining theory/concepts
to consider
• address students by looking into the camera
• audio and lights have much impact on the quality
• preparation time mostly very short
• “old school style”, authentic
**E-BOARD**

Most suitable for explaining theory/concepts to consider
- make use of a professional studio
- prepare well before entering the studio
- use different camera positions

**LIGHT BOARD**

Most suitable for engaging explanations of theory/concepts to consider
- a well tested studio setting is required
- TNW has built a glass window setting in the TN-building
- You don’t have to write in reverse, the video will be mirrored afterwards :)}
EXAMPLES OF KHAN ACADEMY STYLE

VISUALIZATIONS

Most suitable for explaining theory/concepts to consider
• preparation time relative short
• basic, no nonsense approach
• leaves some room for improvisation
• relative easy to create, approach doesn’t raise high expectations in the performance
• needs well readable handwriting and some visual skills
• some post-production required
• recommended screen resolution: 1920x1080 or 1280x720 (minimum)
• quality of your computer (capture a test video first and check if it runs smooth)

CALCULATIONS

Most suitable for explaining theory/concepts to consider
• preparation time relative short
• recommended screen resolution: 1920x1080 or 1280x720 (minimum)
• quality of your computer (capture a test video first and check if it runs smooth)
EXAMPLES OF SCREEN CAPTURING

Most suitable for explaining software to consider
• make use of a professional screen capturing software like Camtasia
• contact the Extension School for Camtasia licenses or laptop support
• needs some preparation

Most suitable for computer demonstrations (tutorials) to consider
• prepare well before demonstrating (it will save you time)
• practice/test the steps before recording
• recommended screen resolution: 1920x1080 or 1280x720 (minimum)
• quality of your computer (capture a test video first and check if it runs smooth)

SCREENCAST

The 5 stage model
The role of the moderator during the different stages
Stage 1: Access and Motivation
Students
• Access the material
• Familiarise digital environment
• See benefits using technology
E-moderator
• Welcome students
• Offer technical and motivational support
EXAMPLES OF
PAPER DRAWING
WRITING

Most suitable for engaging explanations of theory to consider
• needs preparation for materials and setting
• basic no nonsense personal approach, enriched by low tech materials
• opportunity to use 3d-objects (like the resistor)
• easy to create, approach doesn’t raise high expectations in the performance
• post-production required

GRAPHS

Most suitable for engaging explanations of theory/concepts to consider
• needs a well defined script and storyboard
• needs an experienced visualizer
• needs a studio and video equipment
• relative hard to change the recorded content afterwards
• needs post-production
• timing between voice-over and visuals has to be perfect
• looks more direct and spontaneous than animated videoscribes
• opportunity to use 3d-objects (like the labelled markers)

DRAWING RECORDINGS
Most suitable for engaging explanations of theory/concepts
to consider
• needs a simple script and storyboard
• needs an experienced visualizer
• needs a studio and video equipment
• relative hard to change the recorded content afterwards
• needs post-production
• timing between voice-over and visuals has to be perfect
• looks more direct and spontaneous than animated videoscribes
• opportunity to use 3d-objects (like the coins and cutting knife)
EXAMPLES OF LIVE DEMONSTRATIONS

Most suitable for engaging and realistic explanations
to consider
• needs preparation for materials and setting
• needs an experienced production team/crew
• post-production required
EXAMPLES OF

ACTORS

Most suitable for explaining cases in an emphatic way

to consider
• consider the added value actors
• needs a professional studio or relevant environment and camera crew
• needs a strong script
• needs experienced and convincing presenters and actors