How to quickly create video for your subject

Being able to quickly produce effective video saves time for both your and your student. Video made with a few basic production values is sufficient – it does not have to be high-end quality to be effective. This guide outlines these values using an efficient workflow specifically for the La Tobe University context. There are two scenario presentations included - (1) direct to camera; and (2) screen recording.

Quick videos encourage greater student engagement and satisfaction with a subject. Techniques can include:

- Building a strong learning community through a regular and visual teacher presence.
- Verbally explain the rationale for assessment – reassuring students they’ve understand the written word version.
- Provide general feedback that summarises the trends and issues in student forum posts – showing their work has received attention.
- Guide the not-so-technical student through the assessment submission steps using screen recordings - reducing your email support.

Outline:

This video workflow guide shows how to create and publish videos quickly, using standard tools provided by La Trobe to academics. All training videos linked have been selected or created for their simplicity and brevity.

What will the guide cover?

The guide will cover a full video production workflow, skills and concepts including preparing, recording, producing, publishing and sharing video.

- No prior knowledge of video production is assumed – just a general computer file management, Moodle LMS and basic Zoom skills.
- Staff account with rights to access and install Adobe and Zoom software.
How long will this take?

Invest the time become set up for video production. A good set up increases your efficiency and effectiveness. The guide should be used as a reference with tasks as either once-only, project-dependent or core-universal tasks.

For first time users - set aside 2 hours for configuration and software installation. Allow another hour for first few recordings of video. Allow 2 hours for editing videos. Allow 20 minutes for publishing and sharing of final video.

Once practiced, video creation will take between 20 minutes to an hour depending on video length and production tasks required.

What technology will it use?

- Software: Zoom.us, Adobe Premiere Pro
- Hardware: Webcam

Materials needed?

- A La Trobe staff account
- Computer equipped with a webcam.
- Adobe Premiere and Zoom.us software.
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The process overview

Overview

The key to creating video quickly is practice – getting the basics right: being clear on the message, a quick set up, comfort with the editing tools and having short cuts set up for quick publication (e.g. bookmarks / favourites).

The tasks required

The first once-off step is to set-up-your-studio: the location, your computer and access to online services. Once done, take some time to explore the tools and services. This is explained in the Required set-up for creating video section.

Once the once off Regular video production goes through the above basic 6 steps of planning, recording, editing, producing, publishing and finally sharing.

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* Denotes required applications and online tools
## Required set-up for creating video

### Introduction

Setting up for video editing is a once-off task. If start from scratch, set aside 2 hours to set yourself up. Allow a week for all AskIT requests to be completed.

Video publishing is made significantly easier for La Trobe staff by the universal access to the professional tools, services and support.

### The accounts required

1. A La Trobe staff account
2. A DORIS account (see note). Test your access now: [https://doris.latrobe.edu.au/](https://doris.latrobe.edu.au/)

**Note:** Currently a DORIS account is required. DORIS is in limited release. Staff can request an ‘Early adopters’ account – contact doris@latrobe.edu.au. Refer to the [DORIS UNITE site](https://doris.unite.latrobe.edu.au). In the next major release (due after 2017), the step can be ignored.

### The software tools required

La Trobe provide all the tools required to complete the video production workflow.

The required software applications are:

- **Adobe Creative Cloud** (Includes Premiere Pro and Media Encoder). Requires a IT Software request: [https://latrobe.service-now.com/latrobe/request_ict.do](https://latrobe.service-now.com/latrobe/request_ict.do) (Select Software > Adobe Software)

- **Zoom** (a video conferencing tool).
The hardware required

In terms of video camera, there are three common options available to you:

1. A webcam (on either laptop or desktop)
2. 1 Button Studio
3. Your mobile phone

This guide will look at using a webcam (option 1). Ultimately, the “camera” you use will produce a video file – it’s often depends on what’s available to you at the time. The rest of the workflows remains essentially the same.

The Digital Media Development Guide provides more hardware or “recording environments” options.

The environment required

Selecting an environment that minimises technical issues of noise, poor light and unstable image will really enhance a video’s effectiveness:

1. **Lighting**: natural light from the side works well but watch for dark shadows.
2. **Sound**: avoid air-conditioning hum, wind and traffic noise; mute your mobile and computer.
3. **Camera**:
   - Keep the camera angle flat (don’t tip down), and lift the whole camera to eye level.
   - Ensure your camera is flat and won’t move
If using a mobile, put it in landscape mode (i.e. don’t hold your mobile phone camera vertically).

Watch YouTube: How to Record an In-Office Video on a Smartphone [3 minutes]

The mindset required

Very few people are comfortable in front of the camera, seeing themselves or hearing their voice. It takes somewhere 5-10 videos to get some grudging level of comfort with publishing video.

Some of the benefits of providing video are:

- It’s a quick way to contextualise a subject or topic.
- It reassures students that what they have read has been interpreted correctly.
- It closes the emotional distance of online learning can have by having their learning community leader regular appear, especially at the high anxiety points e.g. assessments.
- It’s highly efficient way to provide feedback on student contributions – especially for the non-assessed work
- It makes support very efficient - planned in advance, you can reuse videos from year to year anticipating typical student questions with pre-canned responses to issues. This will save you significant time supporting student’s administrative queries
• Video from an academic carries a valuable authentic voice. Research shows TV quality or very poorly shot video is not as effective as simply produced video by an academic.

Planning your video

Conceptualising the video

Be guided by the key message to be communicated. The recording style will depend on its purpose, for example:

• **Introduction video**: short video (<5 minute) contextualizing the learning path, learning concepts, expectations and tasks.
• **Feedback video**: short videos (<3 minutes) to summarise student non-assessed weekly work and progress.
• **Learning support**: short and sharp (<2 minute) videos explaining a task and/or rationale for assessment; technical processes required etc. Avoid references to dates so they can be reused in future semesters.

For a more options and deeper look at:

• [Quick video guide for instructional video for teaching and Learning](https://doris.latrobe.edu.au/digital_asset/4540)
• [Recording styles](https://doris.latrobe.edu.au/digital_asset/4540) in the Digital Media Development Guides

As much as possible, include yourself in the video. Your continued presence is a significant part of building an online learning community. Zoom provides a picture-in-picture facility.

Preparing a script

The more practiced you get, the less scripting (and time) will be required. The extent of scripting depends on your degree of comfort talking to a camera, accuracy required and presentation duration:
• **Full script** – typically characterized by formal, lengthy, detailed and/or high-accuracy presentation.
• **Bullet points** – moderate
• **Straight-to-camera** – short informational messages

**TIPS!**
• Think how you can reuse each video semester after semester - refer to the 'semester week' rather than specific dates.
• Read your scripts aloud – if it doesn’t sound natural, re-draft it until it does.

**Preparing video props**

For longer format videos – prepare your props. This may be physical or digital - PowerPoints, images, video and/or a page in the LMS subject etc.

If you are preparing a PowerPoint, set aside a fixed space in each slide for thumbnail video to be overlaid (like green screen but without the hassle).

**Testing video hardware configuration**

Watch YouTube.com: Joining & Configuring Audio & Video [1 minute]
Note: if the Input Level indicator does not flicker with sound, you may need to change the microphone device. If that and/or video does not work, contact Ed-Tech support (x1500).

Set up the physical environment

Set up your “studio” carefully: consider

1. Lighting – the more light / less shadows on your face the better. For example either face a brightly lit window or (b) turn on a desk lamp (two are better than one).
2. Position the camera at eye level – it should be looking very slightly down at you; you may need to lift your laptop up higher and/or lower your seat.
3. If needed, preload your presentation props.

Recording video using Zoom

Recording scenarios

The two most common recording scenarios are

1. Direct To Camera
2. Screen Recording.

Zoom can produce a good quality result, sensibly compressed file. This is ideal for a quick result where you are not concerned about trimming or effects. The file can be directly published with DORIS and then shared in the LMS.
Alternatively the same video can also be edited (see Editing video).

Tips to managing mistakes:

When recording video, it’s common to make mistakes. Effectively managing mistakes can significantly reduce editing time.

- For long videos - keep recording:
  - A sharp tap or finger click will create a spike in the audio making it easier to identify a “take” for editing.
  - Editing is easier if a section/paragraph is repeated rather than a single word.
- For short videos
  - Avoid mistakes in advance by practicing with the camera on without recording.
  - Simply re-record the message and you can avoid the editing process altogether.

A direct-to-camera recording

A simple head-and-shoulders shot scenario using Zoom.
Watch on YouTube: Using Zoom for direct-to-camera video presentation [2 minutes]

Keyboard shortcuts mentioned:
Screen Recording

A alternate scenario, allowing you to record your screen (e.g. a LMS subject demo) with a picture-in-picture video of yourself. 
Watch on YouTube: Using Zoom for a screen recording [2 minutes]

Tip: Lower your computer screen resolution to approximately 1280x720 will improve the recording performance and place the video overlay in the same window.

Editing

Introduction

Successful basic video editing can be achieved by knowing a small set of skills. These few core skills are demonstrated through short videos below; alternatively a printable version of the DMDG’s Quick Start Editing Guide (PDF) is available.
Understanding the Premiere Pro interface

Take some time to understand Premiere Pro as a video editing tool.
Watch ‘Taking a tour’ on Lynda.com [8 minutes]

Import zoom video and other media

Load your Zoom video file into Adobe Premiere Pro:
Watch Adobe.com: Grab your footage and take a look around [8 minutes]

Add clip to time line

Start video editing.
Watch Adobe.com: Assemble your clips [4.5 minutes]
Trimming video

Technique for cutting video eg to remove unwanted start and end moments from the video.

Premiere Pro CC : How to Trim and Cut Video (with Shortcuts) [2 minutes]

Adjust volume of a clip

Simple audio techniques to improve the sound volume.

Watch Lynda.com: Performing basic audio adjustments [8 minutes]

Note: after 6 minutes, the audio adjustments techniques become advanced.
Change the size of video (crop or scale)

Scale or crop a video or image to make it fit better into the video.

Watch Adobe.com: Change the size of clips

Adding Titles

Add labels to videos

Watch Adobe.com: Create a new title [4.5 minutes]
Alternatively, Read Adobe.com: Add titles and graphics to your video (~5 minutes)

**Troubleshooting FAQ**

Read Troubleshooting section (page 11) of the DMDG quick start Editing Guide [PDF] for La Trobe University specific advice.

[<10 minutes | a DMDG resource]

**Producing**

**Exporting your movie – using In and Out points**

Export specific sections of your video.

Watch on YouTube.com: Exporting in HD for H.264 (.mp4) in Premiere Pro CC [2.5 minutes]
Note the DMDG recommends YouTube 720p HD pre-set (the video shows YouTube 1080p HD pre-set).

**NOTE:** The La Trobe specific export settings are available in the DMDG Adobe Premiere Pro Exporting files guide (pdf) [<10 minutes | a DMDG resource]
Publishing

Upload video to DORIS

DORIS is the La Trobe University repository for digital files for publishing and sharing internally and externally to the university. 
Watch YouTube: Uploading Video to DORIS (2.5 minutes; La Trobe sign-in required)
Sharing

Embed a DORIS video into the Learning Management System (LMS)

To share a published video, requires copying html code of the video from DORIS and placing it in the LMS.

Watch YouTube: Publish DORIS video in the LMS (1.5 minutes. La Trobe sign-in required)

Provide a direct link to the video

Sharing with a direct link will allow other users to see a video without having a DORIS account.

Watch YouTube: Share a video from DORIS using a link (1 minute. La Trobe sign-in required).
End of guide
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