

Guide to record videos for YouTube

- **Technical details**
 - Best formats: MOV, FLV, MP4
 - Aspect ratio: we recommend horizontal video 16:9 (as long as the video is horizontal it's ok)

- **Setup details**
 - Create the video sitting down so there's minimal movement to the equipment and recording if you need to move the recording device we suggest to use a gimbal.
 - Make sure to have good lightning without being too overpowering
 - Put the camera on a tripod or similar device to make sure it doesn't move
 - Sound is very important
 - Sit close to the camera or have an external microphone to make sure the audio is clear
 - Test different rooms to see where's less echo
 - Watch out for external noises such as people talking, TV, Radio, dogs barking, street noise, etc.

 - Allow the video recording to run for a few seconds before starting to talk. This gives us room for editing
 - The same applies to the end of the video

A few links that will greatly help plan for better content:

- Creating Effective Educational Videos from Columbia University: <https://ctl.columbia.edu/resources-and-technology/teaching-with-technology/diy-video/effective-videos/>
- 10 Best Practices for Creating Quality Education Videos https://flippedlearning.org/how_to/10-best-practices-for-creating-quality-education-videos/
- Best Practices for Instructional Videos from University of Cincinnati: <https://www.uc.edu/ctl/ourwork/online/Videobest.html>

1. Use lots of light: Lighting is important in the quality of a video. It should be a priority during filming.
 - Indoor filming: The sun is one of the best light sources for video. Windows are a good source of natural light. Filming indoors, take advantage of natural light. If you don't have natural light, you should be more intentional about the types of lights you use and where you put them. Avoid overhead lighting (overhead) as it can cast shadows on the face. You can also use a large lamp or two to emit the type of light you want.
 - Shooting outdoors: If you are shooting in natural light, do your best to record in the morning or at night, when the light is softer.
2. Use a clean background: Avoid distracting with a messy background and / or with lots of objects. An easy way to get a professional look for your video is to use a solid color background. A wall, a sheet or a cardboard are good options. Place the subject several feet away from the background to avoid casting shadows. You can also consider an organized or "professional" environment. Do not record with a window or background mirrors.
3. Use your phone the right way: You can use your smartphone to capture the video as the quality is excellent for most purposes.
 - Use the camera on the back of your phone (the one facing out). The quality of the front camera (the one used for "selfies") is not as good on most phones.
 - Record in landscape mode (that is, horizontally rather than vertically). This will give you images that look good on larger devices, not just on phone screens.
4. Presence on camera: behavior and body language have a huge impact on the professionalism of the content. Appearing nervous, restless, or uncomfortable in front of the camera will distract viewers.
 - Use calm and open body language. Stand up straight: bad posture shows on camera. Keep your shoulders back and your muscles relaxed. Don't cross your arms.
 - In sitting, avoid bad posture in the same way. If you are in front of a table, avoid lying down on it.
 - Smile, especially at the beginning of the video.
 - Speak slowly and clearly.
 - If you are nervous, you can use a non-distracting accessory to keep your hands busy. For example, write on a board.
 - Avoid touching your face or head.
 - Before recording, practice. Look at the images of yourself and identify the areas where you could improve.

5. 5. Duration time: Must capture the viewer's attention in the first 15 seconds. The theme will determine its duration, but the content is what will make the viewer stare at it in its entirety.
6. 6. Title: Avoid long titles, not to exceed 66 characters. Including the "keyword" video helps to optimize the search process. Use an intriguing title to catch the viewer's attention.