Video Recording Best Practices
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Length
- Keep videos short; 5-6 minutes recommended.
- Break longer videos into 5-6 minutes chunks.
- Provide a topic introduction in the first video only of a sequence.

Planning
- If you are creating video for a class or educational setting, ensure the video is directly related to your educational objectives. CETL staff are available to work with faculty on aligning learning objectives with learning materials. For more information go to http://cetl.uconn.edu.
- Recording a good video can take longer than expected. It will probably take 2-3 minutes for every 1 minute of recorded presentation. As you become more experienced you will be able to record faster.
- Processing and encoding a video in Kaltura or Mediasite takes about as long as it takes to record the video. Be prepared to do other things (planning the next video, editing an old video)
- Have a script, outline, or notes prepared prior to recording.
- Keep the dialog informal and conversational.
- Video resolution recommendation is 720p (Kaltura default is 480p).

Recording
- It is easier to edit errors or re-record sections of a video if they are done as separate videos rather than a long recording.
- If there is an error in recording it can be either 1) re-recorded from the beginning or 2) edited out in post-production.
- It is impossible to make a perfect video so do not stress or re-record every error therefore only major errors or mistakes should be edited or re-recorded.

ADA Compliance and Captioning
- All University employees are responsible for ensuring the content and media they create is accessible and compliant with ADA, Section 504, and University and State policies. Please review the Universal Web Site Accessibility Policy here: http://policy.uconn.edu/2011/05/24/universal-web-site-accessibility-policy/.
- Self-Captioning is one way faculty and staff can ensure that closed captions and transcription meet compliance. Several methods are available:
  - YouTube with post-edit
  - Kaltura with Post edit
  - Manual transcription
- Third Party Captioning: UConn has contracted with 3Play Media to provide closed captioning and transcriptions. You can request to have a recording close captioned and transcribed. University departments and units are responsible for paying the costs associated with this service.
  - For Mediasite, please send your request to mediasite@uconn.edu with the share links to the recording.
  - We are working on a process for Kaltura.

Using in your course

- Videos that you record are stored and hosted in different places depending on which platform is used to make the recording:
- Kaltura videos are stored with Kaltura but are accessible through HuskyCT within "My Media" located on your HuskyCT dashboard. Support can be found here: http://ait.uconn.edu/kaltura
- Mediasite videos are stored on the UConn Mediasite server and can be accessed by logging into your Mediasite account here: https://mediasite.dl.uconn.edu/mediasite/mymediasite. Support can be found here: http://cetl.uconn.edu/mediasite-3/.
- Videos that you will show to students can be embedded on HuskyCT within a course module that you create. For Kaltura you can use the Mashup and for Mediasite you can use a link or embedded link. See documentation here. Alternatively, content can be uploaded and hosted on other platforms such as YouTube, Vimeo, etc. but a link will need to be provided to students.
- Some general considerations for using recordings in instruction include:
    - A means to provide feedback to students
    - Visual representation of ideas / complex concepts
    - A means of reinforcing concepts covered in lecture
    - A quick way to present core ideas or additional information not covered in class
    - A means of supporting, scaffolding, and providing assistance to students in conjunction with or independent of an in-class lecture
- For additional ideas and uses for recorded media in your instruction please contact staff in the Center for Excellence and Teaching.

Copyright Considerations

- Any videos, pictures, music, or other media used within a recording must be altered from its original state.
- Typically, in media if has been altered it may be only for educational purposes.
- More details and information can be found at http://librarycopyright.net/resources/fairuse/
- Videos that are recorded by an instructor are owned by the instructor. Newly created media are the sole property of the creator not the University.

Reviewing and Practice

- Self-reflection and self-critiquing is one of the best methods to improve your teaching and identify strengths and weaknesses. Please consider watching your videos (audio or visual) several times and engaging in critical evaluation and self-reflection.
- Peer-evaluation is also an effective strategy to improve teaching skills. Please consider having peers or friends with teaching experience serve as skilled reviewers and who can provide constructive feedback.