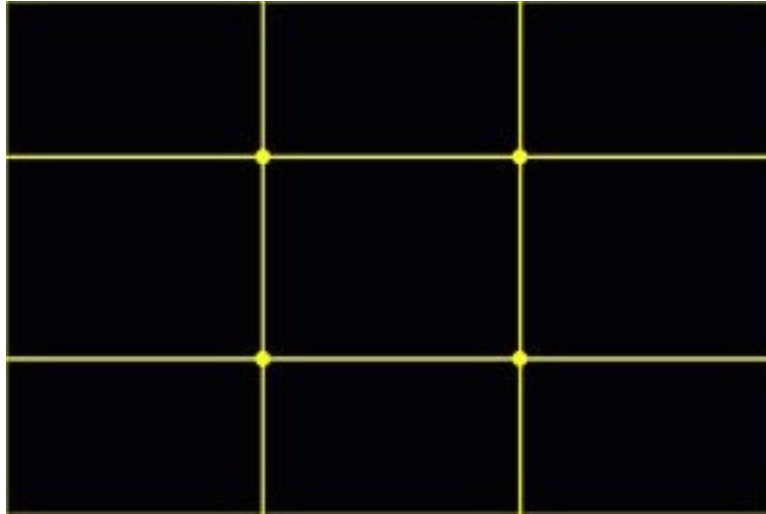
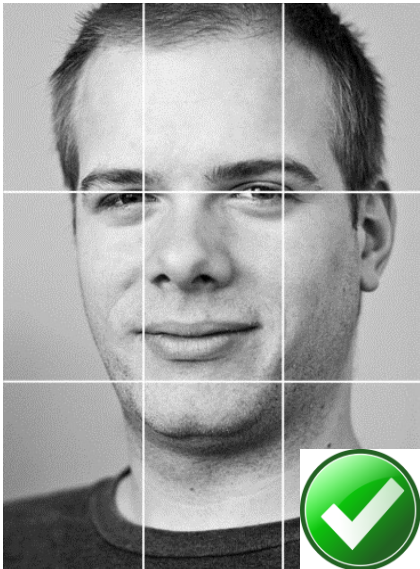


Tips for Producing Video

- 1.** Remember the, “Rule of Thirds” . The “Rule of Thirds” helps you produce a well composed shot. Picture the video screen as divided into thirds, horizontally.



- 2.** In the ‘upper third’ section is where your eyes should be. If your eyes are in the lower thirds, there will be too much head room.



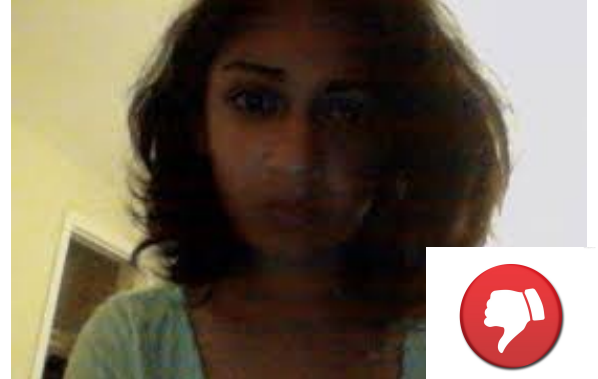
- 3.** Make sure you have a neutral, or, clean background. A blank wall is fine, too. This allows the student to focus on you. If you are using a bookshelf or plants in the background, two undesirable outcomes will happen: 1) the auto focus on the camera will routinely shift back and forth and you will be out of focus periodically. 2) The student will focus on what is behind you. Another example is that you will appear to have a plant growing out of your head or a bookshelf running through your ears. Items in the background look great for portraits but not so well for



academic videos.



- 4.** Make sure you are well lit! This will be your most difficult task! If the background is bright, the automatic iris on your camera will close and all that will be seen is your silhouette. That's why it's imperative you find a neutral colored background. If it all possible, always face towards your brightest light source. This could mean facing a window, or, being in a room with all lights on. I do not recommend placing a lamp directly in your face!



5. Try to position the camera on eye level . This will alleviate any unflattering angles. This will also avoid any ‘condescending’ video by appearing to ‘talk down’ to the viewer.

6. Speak loud and clear! There is a possibility that you will not have access to a microphone, except the one on your camera, or phone. These microphones are designed to just pick up noises from multi sources. The multidirectional microphones sound hollow and, often times, sound as if you are in an empty hall. In such instances, speak directly TO the audio attachment and avoid looking down or away. If you look down or away, you are projecting your voice in another direction, resulting in poor audio.

6. Any spoken word on video MUST be transcribed. All of the lessons that are posted through Lamar Online are Closed Captioned (CC). This is a requirement from the Federal American with Disabilities Act. Once the lessons are transcribed, verbatim, email the Lamar Online Studio the documents in a Word document, to **[jack.Fitch@Lamar.edu](mailto:jack.fitch@lamar.edu)** and **cbusselle@lamar.edu** . Once the transcripts are emailed, we will Close Caption them and have them ready and embedded into your course.

7. If you have any questions, please feel free to contact us. Again, our emails are **Jack.Fitch@lamar.edu** and **cbusselle@lamar.edu**