E-Learning, Technology and Communications

UF | COLLEGE OF EDUCATION

Video Production

FOR INSTRUCTIONAL DESIGN

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Pre-Production

SCOPE OF YOUR PROJECT

In your initial meeting with our team, the first topic we will discuss is the scope of your project.

We will ask you to share:

- Your **research** and work
- The **project** at hand
- The intended **audience** for the content
- The basic **purpose** and learning outcomes of the course

TYPES OF VIDEO CONTENT

There are various types of videos we can create to present your content to participants. Not all courses contain every type of video listed.

Introduction Videos

Introductions to an entire course or to modules/lessons within a course.

- Video type> scripted
- Length> 1-4:00 minutes
- View> first person

Meet the Expert Videos

These are more personalized introductions from the course's subject matter experts (SMEs). They usually tell their audience a little about themselves, their background, personal relationship to the research and what they hope participants take away from the project.

- Video type> scripted or unscripted
- Length> 2-4:00 minutes
- View> first person

Content Delivery Videos

These are best described as videos where the SME delivers the learning content to the audience. Depending on the project, we can add to these by incorporating slides, text-on-screen, images, animations and motion graphics, and embedded interactive activities and questions.

- Video type> scripted
- Length> 5-9:00 minutes
- View> varied

Supplemental Instructional Content Videos

These videos complement the main content by providing real-world experiences, testimonials, guest speakers, Q&A sessions, role plays and other content-related material.

Conclusion/Summary Videos

Similar to introduction videos, the conclusion video summarizes the takeaways from a course or each individual lesson and wraps up that content.

Hiring Actors

If you do not feel comfortable being on camera and would rather hire an actor, please bring this to our attention during the pre-production phase. We can help guide you through hiring actors for your videos.

LOCATION

Most of the videos we produce are filmed on-site in our newly renovated studio space. This location has been updated to provide quality equipment for both lighting and sound. We can customize the space to provide a set designed specifically for your needs. If you would like to shoot at an off-site location, let our team know during the planning phase, and we will determine what would be best for your project.

Studio location:

- Below the Education Library- in the Norman Hall Addition
- Room number 0502C (Institute for Advanced Learning Technologies)

The Filming Process

Your next step is to look over your content and create your scripts. You can do this alone, using one of our templates, or with the help of one of our instructional designers (ID). You will meet with your ID for tips on creating a rough draft of your script. They will then look over the scripts and assist in editing with helpful feedback.

Writing a script for a video lesson may not be the same as the delivery language you would use in an in-person lecture.

Once your scripts are created, they should be sent to the video team at least 2 days before your filming date. This ensures we have time to look them over and transfer them to the teleprompter.
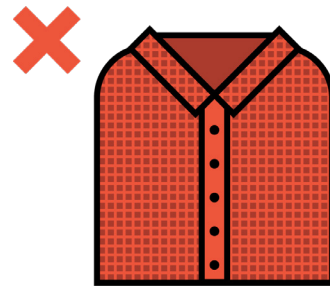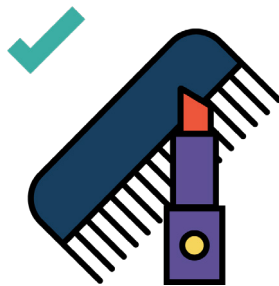
When creating your script:

- Use a Microsoft Word document file format
    - * No PDFs
- Title each section within the script
- When in doubt, simple is better.

WHAT TO WEAR

There are a few guidelines we recommend to look your best and help us incorporate the microphone as seamlessly as possible into your wardrobe.

- Avoid solid black, white, and red shirts and tops. These colors appear very "flat" in the camera and don't show the dimension of the fabric.
- Avoid small prints like polka dots, small stripes, and houndstooth. These can interfere with the camera's digital processes and appear zebra-like in the final product.

WHAT TO BRING

Session length varies by project, but most take less than 2 hours. You only need to bring yourself and a water bottle. Your script will be loaded into the teleprompter, so there is no need to bring a copy with you.

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Post-Production

In post-production, we work closely with you, our SME, to finish crafting the video content in the way you envision.

We may add:

- **Slides**- Footage transitions to screens with material to reinforce what is being discussed
- **Pop-ups**- Vocabulary terms or other small graphics that appear alongside the footage of you
- **Lower Thirds**- Pop-up name tags including credentials, title, and location as applicable
- **Title slides, transitions, animations, and bookends**

TIMELINE

While our team can reasonably create most projects in about a 6-week time frame, each project's timeline to completion will vary. The timeline will be discussed in our pre-production consultation. Once we have sent over links to the video draft, please respond with your comments and feedback **within 3-5 days** to allow time for edits to be made.

**We provide our clients with 2 rounds of edits and feedback.
Any additional edits may require an additional charge.**

THANK YOU

We are looking forward to working with you. If you have any questions, feel free to visit our website or contact our video team lead for more information.
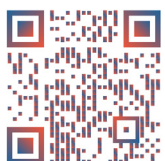
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