

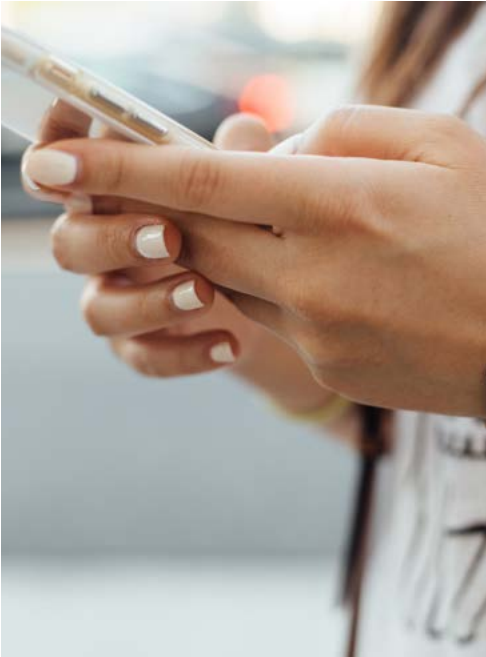


creating

video content

A guide for University of Plymouth students on creating video content including filming techniques, getting set up and recording through Zoom and Powerpoint.

keep it short



When it comes to filming content for other students, it's important to think about how you yourself consume content. Are you used to watching short, engaging and digestible video clips and adverts on YouTube and social media? If yes, then the chances are that your peers will feel the same so make sure that you:

- ✓ Try to keep your film short and concise
- ✓ Remember to smile and have fun, you want to be engaging and welcoming for your audience
- ✓ Try to keep your film to a short length and ideally under 15 minutes (you can get through a huge amount of content in that time!)

equipment & technique



Don't be intimidated at the thought of filming - you don't need to splash out on expensive equipment. If you're filming any videos, filming on your phone should offer good enough quality audio and video. The quality on your phone will be better than Zoom or recording via a webcam.

- ✓ Use a phone camera or camera to film rather than recording the screen through zoom/webcam.
- ✓ If you've got a tripod, great! If not lean on a bookshelf/windowsill/against some books, try to avoid too much movement whilst doing handheld interviews as it can be distracting.
- ✓ Stay a consistent distance from the phone/camera so you don't change focus
- ✓ Don't use the zoom function if filming on a phone as it lowers the quality – if you're too far away, move closer to get in the frame.
- ✓ Don't film from below, try and have the phone/camera somewhere level with your eyeline.

lighting



Getting the right lighting is key to producing a good quality video but it doesn't need to be overly complicated - finding the right location before you film is crucial, if you get this right you won't need to worry about it afterwards.

- ✓ Try and have the light source behind or to the side of the phone/camera so you can be seen clearly and light distributed evenly.
- ✓ The best light to shoot in is natural light, whenever possible in the daytime.
- ✓ Avoid fluorescent overhead lighting.
- ✓ Don't sit in front of a window this will backlight (silhouette) you and your viewers won't be able to see your face.
- ✓ Don't shoot in bright sunlight as this can wash you out and if the sun's in your eyes you'll be uncomfortable while you're filming which will show in the video.

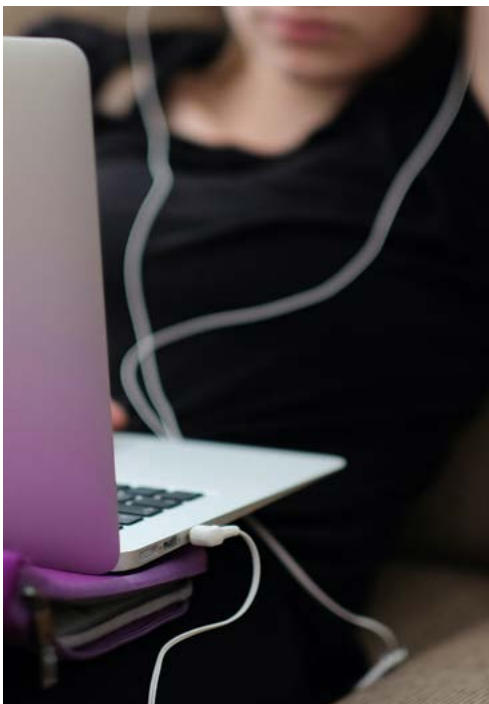
framing/backgrounds



Film somewhere that you are comfortable and somewhere you know you won't be disturbed. Busy backgrounds can be distracting for the viewer.

- ✓ Make sure the background is clear/uncluttered or has relevant material on display.
- ✓ Having a real background is preferable There are some nice local images if you would rather not show your own home environment they [can be found here: \[at the bottom of the list under Zoom\]](#)
- ✓ Centre yourself in the frame.
- ✓ For online videos for YouTube film in Landscape not portrait – this works better as you will not get black bars on the sides.

sound



It goes without saying that when you create content to be shared you want to be sure that your audience can understand your message. Sound quality is key to ensuring that your viewers can listen to and appreciate your video content and bad sound quality or background noise can be offputting and distracting.

- ✓ Stay close enough to the phone that the microphone will pick up your voice clearly.
- ✓ Turn off any computer notifications, mobile phones etc.
- ✓ Turn off any fans/AC that could interfere with the noise.
- ✓ Avoid filming outside in windy conditions as this will be picked up by the mic.

clothing



It's important that not only do you feel comfortable while you're filming but also that you're not distracting either yourself or your audience. The main focus should be on what you're telling your audience, not on the outfit you've chosen that day.

- ✓ Wear clothes that make you feel comfortable and confident.
- ✓ Don't wear stripes or patterns as these can show up distorted on cameras/phones.
- ✓ Be mindful of any clothing that is distracting and if you're wearing clothing with a logo or slogan make sure it's in line with the image and message you want to portray.



recording via zoom

Recording via zoom allows you to not only share your screen but also show your presenter view at the same time. To record via Zoom:

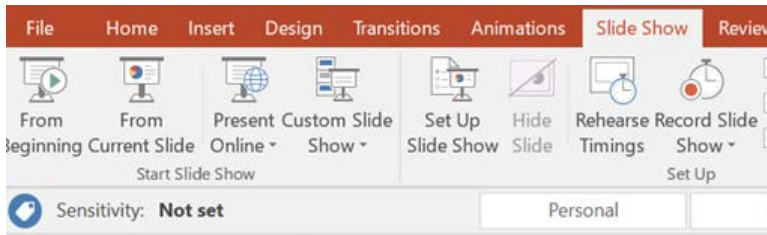
- Open a Zoom meeting
- Click Share your screen and select the screen view you wish to show
- Enable the presentation to be full screen (if you are using one)
- On the top toolbar you will see a number of options – the end one is three dots 'more' ... click on this and it will enable you to select 'Record'
- When you have finished go back to the three dots icon (...), select end recording
- When you close out of the zoom meeting it will then convert the recording and open a folder showing where this is saved on your computer

[There are lots of other hint and tips guides available for recording via Zoom here.](#)

audio only - recording a powerpoint presentation

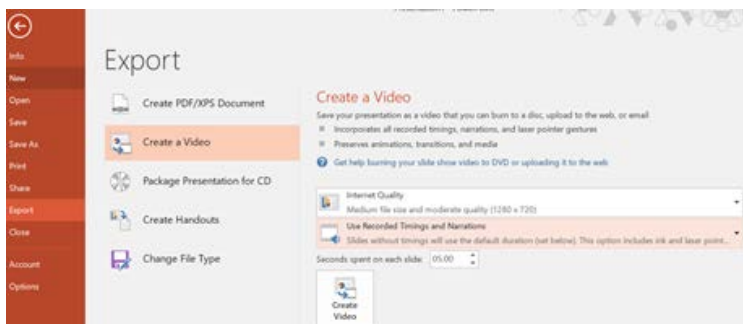
Once you have completed your presentation slides, it is possible to record your presentation along with a narration or voice-over. To do so, use the 'Record Slide Show' option in the Slide Show Tab.

This will include all narration, animations, and slide transitions in the PowerPoint video.



Click Slide Show > Record Slide Show > Start Recording

When you get to the last slide of your presentation (all the while speaking over and clicking through the slides as you would when presenting normally), click again to end the presentation. Now you need to save your presentation as a video. To do this, you need to save your presentation as a video.



Click File > Export > Create a Video

Select 'Internet Quality' under the quality settings, and 'Use Recorded Timings and Narrations'.

Click 'Create Video', and save as an MP4 file.

[Another useful video on how to do this can be found here.](#)