



Best Practices for Using the Academic Technology Video Production Studio

Following these tips will help ensure your time in the studio is used efficiently and results in a high-quality product!

Before your recording appointment:

- Prepare all material ahead of time
- Consider writing a script for the teleprompter or notes to guide you during your recording
- Create and bring any visual material with you to the recording or send it ahead of time via email (images, PowerPoint slides, videos etc.)
- Think about your audience – most people lose focus the longer the video. Plan to keep your video short (ideally less than ten minutes) and consider breaking up longer topics into pieces that can be covered separately in consecutive videos.
- If you are having trouble visualizing or planning your video reach out! We are here to help throughout the entire process!

Day of recording:

- Wear the proper clothing for your video:
 - Solid colors and large patterns look better on film
 - If you are filming in front of the green screen, it is critical that you do NOT wear green
 - If you are filming a video with the learning glass dark colors like grey, blue, and black are preferred over lighter colors like white
 - Dress for your audience – for professional presentations consider a blazer or tie, if you are filming a how-to video for k-12 students consider an outfit that is professional but not intimidating. You are the content expert – dress for your field!
- Consider bringing your make up with you to the studio to adjust on set
- Whether you wear make up every day or not, consider bringing a simple foundation to help give yourself a more natural look – studio lighting is very bright and tends to give a shiny look to skin

When you get to the studio:

- Be yourself! The best recordings show you being your authentic self
- Ask questions! If you don't understand something please ask, we want to work with you to make your video the best product it can be
- Be creative! If we start filming and you have other ideas, or the recording doesn't feel like it is working say something! We will do our best to adjust day of and be flexible within our abilities to help achieve your vision

Remember we are always available to help throughout the process!