



Beginners Guide: Creating Professional Video



Academic Technology
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Not sure how to create professional looking videos for your courses? You've come to the right place! The Media Services Team within Academic Technology is here to help. We offer many professional video services to the JU community.

Let's go over four steps for creating professional videos on your own or with help from Academic Technology:

Step One: Plan



Planning your video will go a long way in helping you through the creation process. Try writing an outline, script, or even drawing your ideas. Don't get caught up on the format, just get your ideas down and organized.

Step Two: Gather Materials



Want to include a photo you took while researching marine life? Or a graphic you like to show in class of the anatomy of the heart? Great! Find all the digital materials you want to include and put them all in a folder on your computer.

Step Three: Know your Equipment



Worried you don't have the technology to make your ideas into a finished video? Think again! Most smart phones and computers have what you need to record video and audio. There are free apps and software for editing your video right on the devices you already own like the iMovie app for iPhones and iPads. Inexpensive webcams and USB microphones are available at many major retailers and can go a long way in taking your video to the next level.

Step Four: Be Yourself



There are many resources available for free that give technical advice on making videos. Most people forget though how important it is to just be yourself! You're the content expert. The audience wants to learn from you, not a boring robot. Tell relevant anecdotes about your experiences, use body language, and most of all smile! Nothing looks better on camera than your authentic self!



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