



VIDEO STUDIO HANDBOOK

Recording your video at the EUR Studio

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1. Introduction

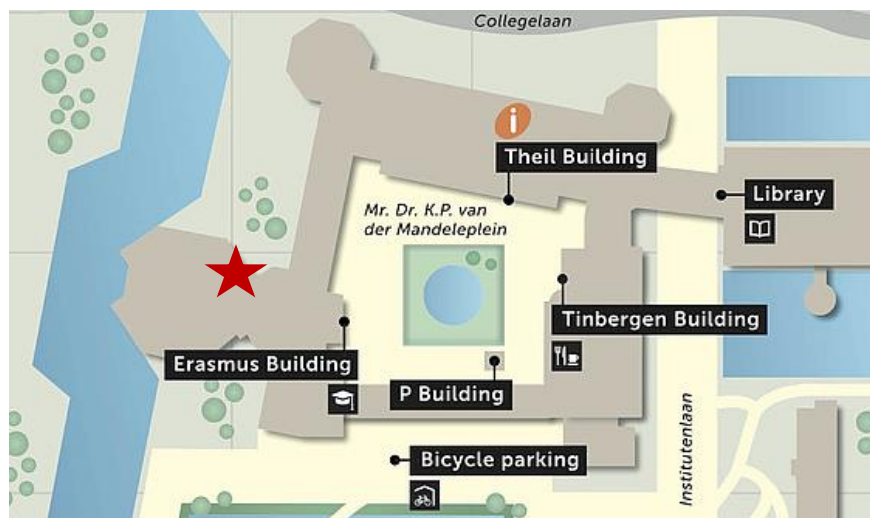
In this manual, we will discuss the many opportunities available to you when filming your knowledge clip at the EUR Studio. The facilities of the studio will be introduced and examples of studio formats and styles to film your video will be provided. In addition to scripting the video, it is recommended that time is taken to create professional looking PowerPoints that present your institute and the university well. Opportunities for camera training before filming will also be mentioned. Next, the timeline of activities regarding the filming the studio will be listed, and the manual ends with general recommendations and tips for in the studio related to presenting and filming.

Knowing what is possible in the studio whilst scripting is strongly recommended. This allows instructors to know the studio capabilities and incorporate useful information into scripting to create seamless and professional looking videos from the onset.

2. The Studio

The audio video studio opened in 2014 and is a professional space where high quality recordings for the university are created. The studio is equipped with lighting, cameras, a teleprompter and a green screen.

The studio is currently located in the Erasmus Building, with the entrance on the right hand side of the AULA lecture hall entrance (Room A1-31A).



Sessions at the studio last for two hours at a time and can be booked between 10am-12am, 1pm-3pm and 3pm-5pm. Depending on the duration of your session, normally 2 or 3 videos can be filmed in a session. This takes into account any last minute changes required and the possibility of re-filming videos. It is not recommended to attempt to film a higher number of videos in one session. This is to ensure that the instructor still presents the content with enough energy and the videos do not feel hurried.

3. Scripting and the Studio

Preparation is key to a successful video, and a script is necessary before filming. It provides structure, saves time and prevents forgotten content, mumbling and side tracking, which could reduce the quality

of the session. Additionally, the videos are filmed in one take, to prevent post-editing after filming. Therefore, scripting helps save time also for the studio.

Creating a script also helps the studio technicians, providing instructions of when an operation should be performed, such as when a slide should be changed, a video should start, or when the camera shot should be altered.

4. Presentation Content and Design

The content within the presentation should support the instructor and the information he is providing. The script and presentation should provide a whole when combined, but should not be replicas of one another. Additionally, the content should be suitable for a video – i.e. if the content contains a large amount of text, graphics etc. another medium may be more appropriate to communicate this information.

As you will be creating a series of videos, it is recommended that you produce a design format for your content, including a PowerPoint template in a 16:9 format, a colour scheme, consistent fonts and sizes etc. By doing so, your learners will recognize the style, which is beneficial to the learning effect.

Below you will find some guidance regarding choosing copyright free images and videos to incorporate within your videos. Please remember that these should only be included if there is value added by the additional media in the presentation.

4.1 Images

Within presentations, hi-resolution images should be used to create attractive and dynamic presentations. Additionally, it is recommended to use images that are under the Public Domain Dedication (CC0) or the Creative Commons. CC0 images can be copied, modified and distributed for commercial purposes without having to ask for permission from the image owner.

For more information regarding the Creative Commons, please read the right hand column of the link: <https://www.flickr.com/creativecommons/>

Below is a list of sites where you can find impressive and free stock images:

- <https://www.pexels.com/>
- <https://pixabay.com/>
- <https://unsplash.com/>
- <http://www.lifeofpix.com/>
- <https://www.flickr.com/creativecommons/cc0-1.0/> (with this link you can search Flickr's CC0 images)
- <http://www.publicdomainfiles.com/>

5. Camera Training

Camera training is a recommended and constructive element of recording a video, and is a service that Risbo are happy to organize and schedule for you in preparation of your recording. The session lasts on average for one hour with a professional trainer where you and a maximum of three others practice presenting inside the studio.

The training will begin with an introduction and tips for when you are in the studio and how to act in front of the camera. Next, you will be filmed practicing the scripts and (if available) presentations. Watching your colleagues practicing their scripts is beneficial to them because it provides additional feedback from people they know and trust. It is also beneficial for you to see how others act in front of the camera and may provide you with amendments for your own recordings and scripts.

6. Media Delivery

When sending scripts, presentations or media related to your sessions (such as videos, studio backgrounds etc.), there are two methods of delivering the files to the technicians:

1. Upload the files to Canvas (please check with Risbo that the studio have access to this folder)
2. Send the files to the studio via Studio@eur.nl

Regardless of the method chosen, please ensure the files can be accessed by the studio a minimum of 24 hours before recording. The computers used for recording cannot accept files from a USB stick.

7. Additional Studio Recommendations and Tips

7.1 Script Practice and Presenting

The importance of script writing has already been stated, but it is also crucial that you rehearse your script aloud before filming. This will make you feel more comfortable with the content, and you may notice any final errors that can be corrected before recording.

- A great way to practice the script is by downloading a teleprompter app on your tablet or iPhone and practice reading aloud the script.
- Additionally, talking at an inanimate object without any reflection provides as good practice for talking to the camera. Be sure to look directly into the camera, so that viewers feel directly addressed.
- If you have had camera testing previously, you could ask for a copy of the recording from the day. This way you can see for yourself your facial expressions and gestures and whether there is anything you would like to change for the final recording.

7.2 Clothing for Filming

During filming, you should consider the clothing worn whilst filming as this can affect the quality of the camera image when you are in front of the green screen.

- Try to wear neutral coloured clothing when presenting to prevent difficulties with camera exposure. Recommended colours include navy blues, greys, purples, dark creams and browns. Avoid greens (due to the greens screen), reds and black and white.
- Avoid wearing items of clothing with complicated patterns such as stripes, tweeds and plaids. These patterns can often flutter on camera.
- Additionally, you should avoid wearing clothes that create a high contrast with your skin tone, as this creates difficulty for correct camera exposure.
- If possible, try not to wear large amounts of jewellery when recording. If you move about when being filmed, the noise from the jewellery can be picked up on the microphone, which will

distract from the content. Additionally, avoid long silver earrings, as these can reflect the green screen and appear incorrectly on screen.

- Regardless of colour and patterns, you should wear something you feel comfortable in. An outfit that you normally wear when lecturing is recommended.

7.3 Other Filming Tips

- A little movement when presenting is good. Hand gestures make the video more dynamic; just make sure that you keep your hands low (below your torso).
- Try to feel relaxed – keep your feet flat on the ground, keep your shoulders relaxed and make sure you breathe regularly.
- Remember to stay aware of the tone, articulation and dynamics of your voice. It is good to make a contrast between high and low tones, fast and slow sentences, and loud and quiet speech to create a contrast and to lay emphasis on certain topics within your session.
- If appropriate, choose a session time in the day when you generally feel most awake. During filming, you should aim to be as enthusiastic as possible. The camera supposedly eliminates 20% of your visible enthusiasm so dare to be even more enthusiastic!
- Also aim to get a good night's sleep the day before to make sure you're fresh and ready for a session of filming.

8. Studio Flow Chart

Below is a flow chart displaying the key steps of the studio process.

