



VIDEO PRODUCTION CHECKLIST

1. “TALKING GOOD”

- ☐ Write your script as if you are talking to your audience directly
- ☐ Use proper grammar and sentence structure
- ☐ Speak just a little slowly and enunciate your words – avoid slang and jargon
- ☐ Be aware of your audience – keep things like their level of knowledge and whether English may be a second language in mind

2. SHOWMANSHIP

- ☐ Use body language to emphasize key points
- ☐ Maintain eye contact with camera lens
- ☐ Be mindful of your posture
- ☐ Get plenty of rest the night before a scheduled studio recording
- ☐ Use props to demonstrate an activity or clarify meaning
- ☐ Try attending an improv show to assess what performance styles resonate with an audience and which you might like to integrate into your own style

3. QUALITY & ACCESSIBILITY

- ☐ Keep videos short to ensure students maintain their focus (7 to 10 minutes long)
This will also make correcting your closed captions easier
- ☐ Record in an ideal environment when possible (quiet and limited distractions)
- ☐ If recording independently, purchase a good USB microphone (internal laptop microphones, as well as mics with a 3.5mm headphone jack, are not recommended)
- ☐ Consider scheduling time in the Boca, Lake Worth, or Palm Beach Gardens campus green screen studios. These professional environments yield the highest quality video and sound

4. TIPS & TRICKS

- ☐ For beginners, start by creating a short intro video that tells your students who you are and explains the course goals
- ☐ Practice in front of a mirror or a friend
- ☐ Time yourself using a stopwatch app, or the Public Panic app
- ☐ Add infographics and digital activities to promote active learning (ex. Piktochart and Kahoot!)
- ☐ Contact your campus Instructional Technology Design Specialist for assistance