







13 Tips for Better Educational Video

Whether recording by yourself in your office or with help in a studio, creating educational videos can be daunting, especially if you have never done it before. Conveying content within the time constraints of a short video, having no direct student feedback, and using sound and video technology are just some of the challenges.

Below are 13 easy tips to help you make your educational videos look and sound more engaging and professional.





Preparing your content



-  **Length** - keep videos short and concise (12-20 minutes are recommended)
-  Treat each video as a **standalone video** that is focused on **one topic / concept** and has a beginning-middle-end structure
-  Preferably use **audio-visual assets** that don't need **copyright** clearance - create them yourself or use content in the public domain or with a Creative Commons license
-  **Animate** bullet points, images, graphs etc. on your slides to keep viewers engaged
-  **Fact-check** your slides and content **before recording** - correcting errors in a video later on can be time consuming and may require re-recording the entire video
-  If you want to **make your content reusable**, avoid vague temporal statements ("last year", "earlier this month", "in the previous video")




Looking and sounding good on camera



-  Talk like a human - keep your tone **conversational** and use intonation
-  **Look at the camera** and **keep smiling** - while you speak and 3 seconds before and after you start talking
-  Prior **practice** goes a long way - with a timer and a camera if possible
-  Don't digress and go off topic - bring some **bullet point notes** if it helps you to **stay on topic**, it's perfectly fine to look at them in a lecture video

Technical tips for DIY recording



-  Bad **audio** ruins any video - use a professional microphone, choose a quiet location, and avoid outdoor recording in windy conditions
-  Be **composed** - choose a head-on camera angle or look slightly upwards
-  Don't hide in the shadows - make sure your face is **evenly lit** and avoid being backlit against a lightsource (such as a window)



Bonus-tip: If you are recording videos for more than one week / module of the course at once, bring a change of clothes!