

Kick-start Video

Tips for recording a kick-start video to add into a Blackboard course.

Part 1: Type of Recording

The kick-start video is a casual/informal recording, aimed to help students feel confident about approaching their lecturer and understanding the course they have enrolled in. The recording is recommended to be short (two minutes approximately).

Part 2: Kick-start Video Content

The video should include mention of:

- a brief introduction of self;
- an element of why you as a lecturer like and enjoy a particular field of study, to build the connection to the course;
- a succinct introduction to the course.
- Information on how to seek guidance and or help when required.

Part 3: Recording tips

- Remember to turn phone off / on silent – you don't want to ruin a good take with an incoming text message tone.
- Try to avoid wearing checked or herringbone patterns or extreme stripes - they can produce funny effects on video.
- Avoid wearing bright white, all black, or extreme red.

- Avoid clunky jewellery that makes noise and might interfere with the microphone.
- Consider using a timer.
- Use some gestures for a lively delivery (but don't overdo it; use your hands but avoid bouncing around or waving wildly with your arms or constantly moving).
- Aim for clarity and neutrality when speaking and allow yourself to be natural.
- It's ok to convey that your passion for a subject but there is no need to sound like an 'over-caffeinated entertainer' (unless you are one)
- Because you're interacting with a camera lens, rather than a human, it's very easy to forget using facial expressions and something as simple as a smile. Try to imagine the camera is a person – you'll feel silly, but it will look better (you're welcome to ask us for feedback on one of your videos, we'll tell you if you're overdoing it)
- After you are finished talking, smile into the camera for a few seconds, rather than looking away from the camera immediately after you're done. This helps to create a nice endpoint for your video

Part 4: Delivery tips

- Speak in short, simple, conversational sentences.
- Focus on clarity and simplicity in your language (word choices and grammar).
- Avoid acronyms.
- Pretend you're talking to one person.
- Use the active voice.
- Use transitional words and phrases.
- Avoid tangents and stick to your key message.

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Or contact your Faculty Learning Technologist.

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