VIDEO FORMATS

AN INSPIRATIONAL GUIDE

VERSION 3 - AUGUST 2015

ABOUT THIS GUIDE

There are many different ways to communicate content by video.
To provide teachers and course developers some guidance and inspiration, we have collected multiple videos and divided them in three groups:

1) locations: where do you go?
2) positions: how do you stand/behave?
3) demonstrations: how will the content be expressed?

We don't pretend to be exhaustive but will update this document from time to time. We also advice you to contact the NMC and discuss their possibilities for realization in an early stage. Your suggestions for additions for this guide are most welcome.

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TU Delft

Special thanks to Merijn Pen and Nelson Ribeiro Jorge for contributing.

I.
LOCATIONS

Different locations for recording videos.

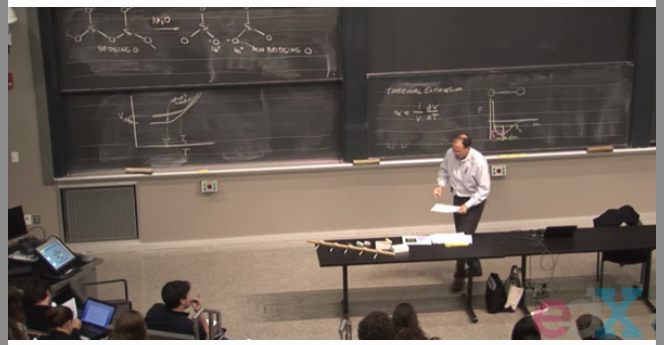
STUDIOS

VIEW EXAMPLES

OFFICES

VIEW EXAMPLES

LECTURES



VIEW EXAMPLES

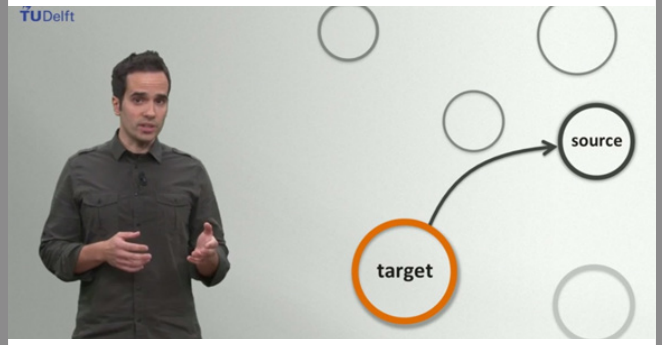
OTHER LOCATIONS

VIEW EXAMPLES

2.
POSITIONS

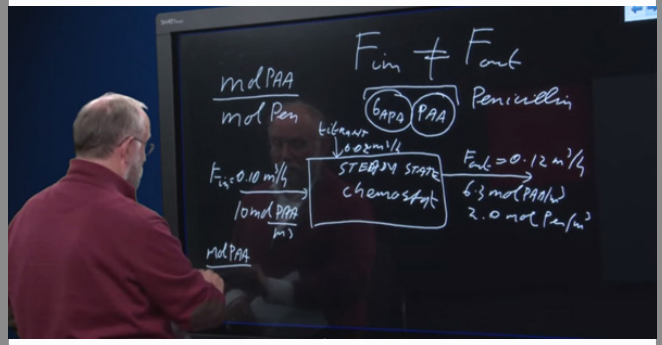
Different ways to position presentators.

FACING THE AUDIENCE



VIEW EXAMPLES

FACING BOARDS



VIEW EXAMPLES

INTERVIEWS

VIEW EXAMPLES

CONVERSATIONS

VIEW EXAMPLES

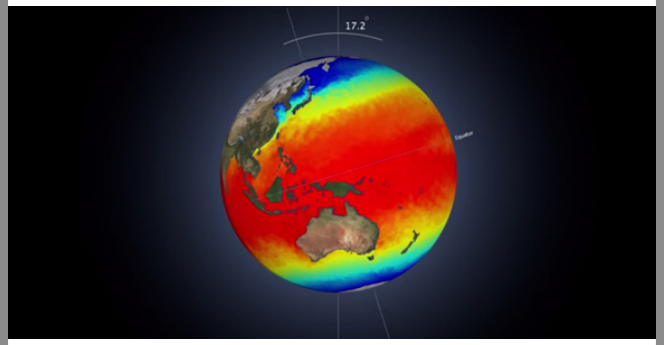
DISCUSSIONS

VIEW EXAMPLES

3.
DEMONSTRATIONS

Different ways to visualize and demonstrate content.

ANIMATIONS



VIEW EXAMPLES

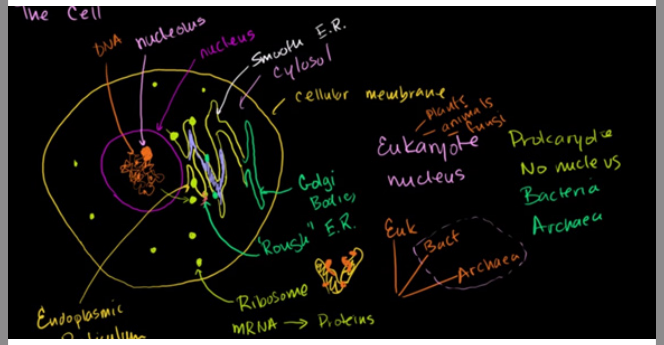
OBJECTS

VIEW EXAMPLES

BOARDS

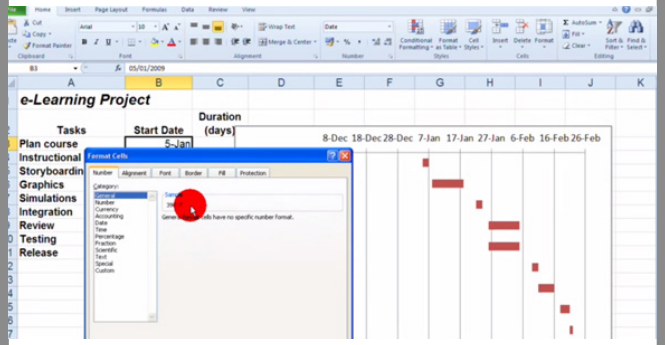
VIEW EXAMPLES

KHAN ACADEMY STYLE CAPTURINGS



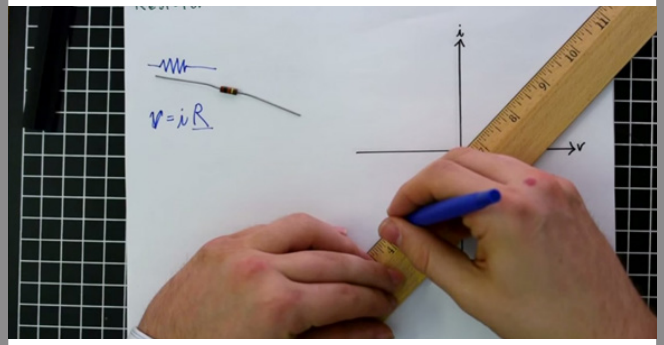
VIEW EXAMPLES

SCREEN CAPTURINGS



VIEW EXAMPLES

PAPER DRAWINGS / WRITINGS

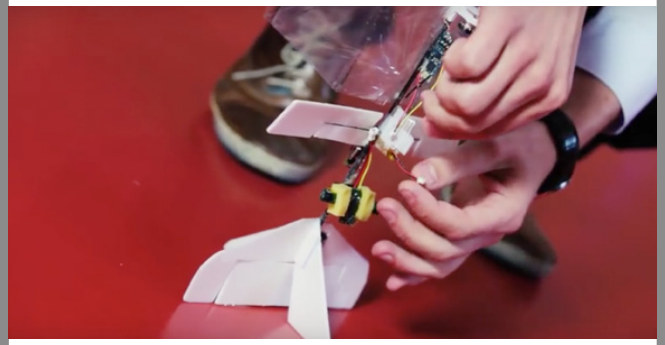


VIEW EXAMPLES

ACTORS

VIEW EXAMPLES

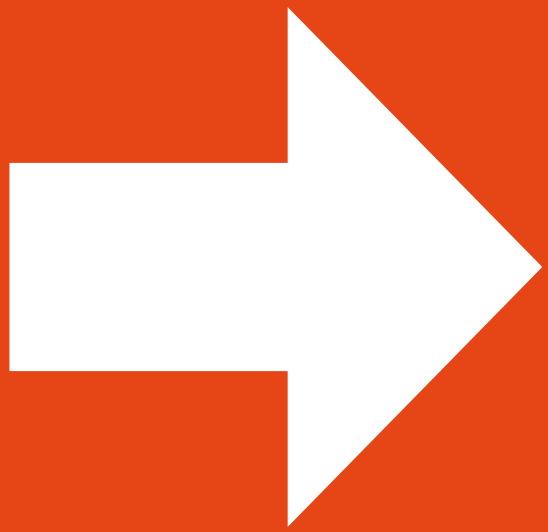
LIVE DEMONSTRATIONS



VIEW EXAMPLES

VIDEO **EXAMPLES**

FROM DIFFERENT COURSES



EXAMPLES OF STUDIO RECORDINGS

LECTURER + CONTENT BACKGROUND

Most suitable for explaining theory/concepts

to consider

- leave space for visuals
- visuals should reinforce the audio
- make use of a professional studio
- prepare well before entering the studio
- use diversity like different camera positions, animations, etc
- preparation time might be time consuming

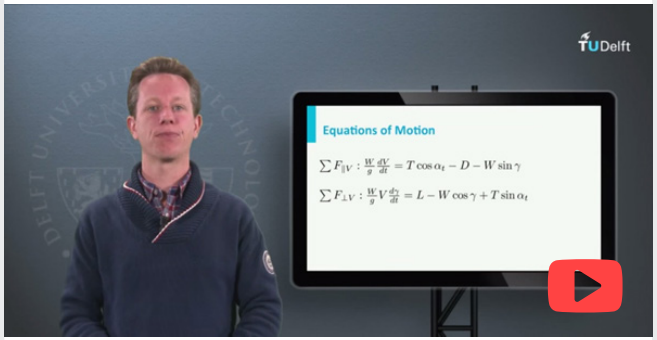
LECTURER + BLANK SPACE

Most suitable for promotion and knowledge transfer

to consider

- make use of a professional studio
- prepare well before entering the studio
- use diversity like different camera positions, etc
- needs convincing texts
- needs natural interactions between speakers

LECTURER + MONITOR

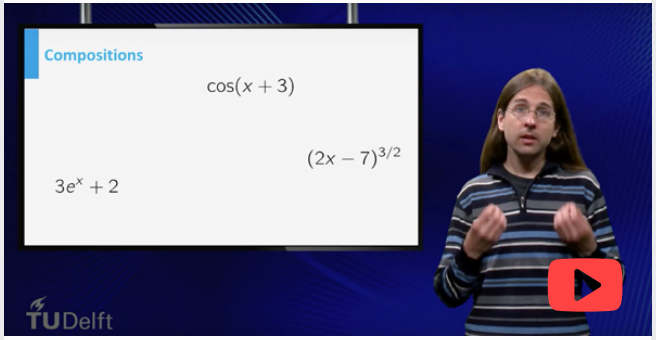


Most suitable for explaining theory/concepts

to consider

- a professional studio is required
- prepare well before entering the studio
- preparation might be time consuming
- visuals should reinforce the audio
- visuals should be animated (highlights, text shows as presenter speaks)
- visual elements (in the presentation) should be readable
- use full-screen visuals when needed (the presenter doesn't have to be there all the time)
- use a powerpoint template for the slides, contact the NMC for support

LECTURER + MONITOR



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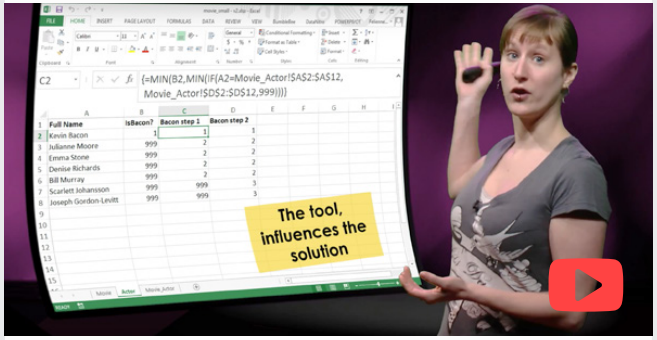
LECTURER + MONITOR



Most suitable for explaining theory/concepts

to consider

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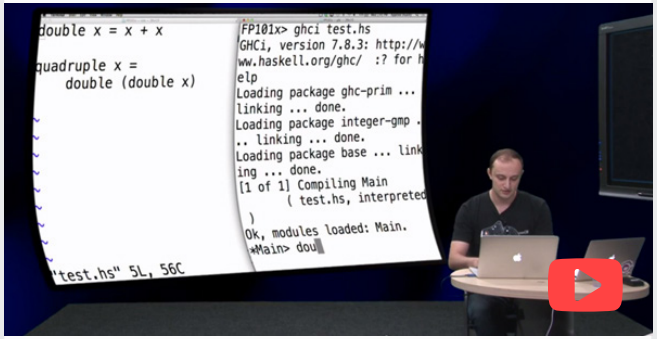
- preparation might be time consuming
- visuals should reinforce the audio
- visuals should be animated (highlights, text shows as presenter speaks)
- visual elements (in the presentation) should be readable
- use full-screen visuals when needed (the presenter doesn't have to be there all the time)
- use a powerpoint template for the slides, contact the NMC for support

COMPUTER SCREEN BACKGROUND



Most suitable for computer demonstrations (tutorials)

to consider

- prepare well before demonstrating (it will save you time)
- practice/test the steps before recording
- recommended screen resolution: 1920x1080 or 1280x720 (minimum)
- quality of your computer (capture a test video first and check if it runs smooth)

GREEN SCREEN

Most suitable for explanations in context

to consider

- a professional studio is required (greenscreen)
- prepare well before entering the studio
- backgrounds should be relevant and not distracting
- benefit from the added value backgrounds
- capturing the background video depends on context (weather, noise)

CHAIRS + BACKGROUND

Most suitable for knowledge transfer/ discussions

to consider

- make use of a professional studio and support
- prepare well before entering the studio
- be clear who will be addressed, the viewer or the interviewer

AROUND TABLE

Most suitable for knowledge transfer/ discussions

to consider

- make use of a professional studio and support
- prepare before entering the studio
- avoid dullness by using different camera stand-points

WEBINAR SETTING

Most suitable for explanations and discussions

to consider

- make use of a professional studio and support
- prepare before entering the studio
- avoid dullness by using different camera stand-points

EXAMPLES OF OFFICE RECORDINGS

DESK 1

Most suitable for short explanations like in feedback videos

to consider

- address students by looking into the camera
- audio and lights have much impact on the quality
- backgrounds should be relevant (related to the content or engaging like a personal workspace)
- preparation time mostly very short

DESK2

Most suitable for short explanations like in feedback videos

to consider

- address students by looking into the camera
- audio and lights have much impact on the quality
- backgrounds should not be distracting
- preparation time mostly very short
- appeals to learners in an informal personal way

DESK 3

Most suitable for short explanations like in feedback videos

to consider

- address students by looking into the camera
- audio and lights have much impact on the quality
- backgrounds should be relevant (related to the content or engaging like a personal workspace)
- preparation time mostly very short
- a portable prompter (auto-cue) might be helpful for long spoken messages
- contact the Extension School for a portable prompter

DESK 4

Most suitable for short explanations like in feedback videos

to consider

- address students by looking into the camera
- audio and lights have much impact on the quality
- a well designed basic background can do well for some presentators and content.
- preparation time mostly short
- a portable prompter (auto-cue) might be helpful for long spoken messages
- contact the Extension School for a portable prompter

LAB SETTING

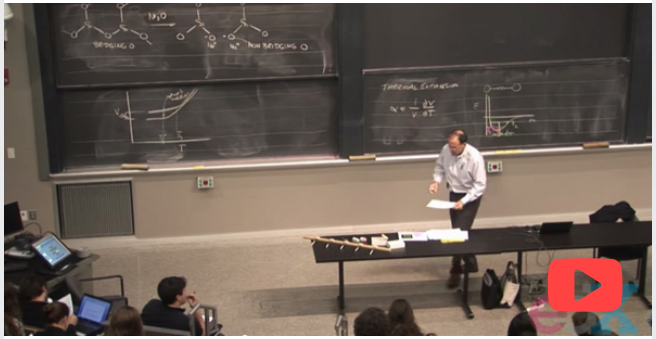
Most suitable for short engaging explanations in context

to consider

- needs an experienced team/crew
- backgrounds should be relevant and not distracting
- address students by looking into the camera
- a portable prompter (auto-cue) might be helpful for long spoken messages
- contact the Extension School for a portable prompter
- benefit from the added value environment
- depends on context (weather, noise)
- post-production required

EXAMPLES OF LECTURE HALL RECORDINGS

LECTURE HALL



Most suitable for to explain theory/concepts

to consider

- make use of professional equipment
- use diverse camera positions
- interactions with the audience, like questions (audio)

LECTURE HALL

Most suitable for to explain theory/concepts

to consider

- make use of professional equipment
- use diverse camera positions
- interactions with the audience, like questions (audio)

CLASSROOM

Most suitable for engaging explanations in context

to consider

- make use of professional equipment
- use diverse camera positions
- interactions with the audience, like questions (audio)
- address the viewer like a campus student by looking in the camera
- needs preparation and post production

EXAMPLES OF ON LOCATION RECORDINGS

ON LOCATION

Most suitable for engaging explanations in context

to consider

- needs an experienced team/crew
- backgrounds should be relevant and not distracting
- address students by looking into the camera
- needs preparation of the presenter to explain fluently
- benefit from the added value environment
- depends on context (weather, noise)
- post-production required

ON LOCATION

Most suitable for short engaging explanations in context

to consider

- needs an experienced team/crew
- backgrounds should be relevant and not distracting
- address students by looking into the camera
- benefit from the added value of the environment
- dependent on environment (weather, noise)
- post-production required

ON LOCATION

Most suitable for short engaging explanations in context

to consider

- needs an experienced team/crew
- backgrounds should be relevant and not distracting
- address students by looking into the camera
- a portable prompter (auto-cue) might be needed for long spoken messages
- benefit from the added value
- depends on context (weather, noise)
- post-production required

AUGMENTED TEXT

Most suitable for short explanations like in feedback videos

to consider

- needs an experienced team/crew
- needs preparation of the presenter to explain fluently, a portable prompter (auto-cue) might be helpful
- contact the Extension School for a portable prompter
- needs a suitable environment with decent light
- post-production required
- Adobe After Effects is suitable for this type of animated effects

HALL TBM

Most suitable for explanations on campus locations

to consider

- needs a suitable environment with decent light
- needs support from an experienced cameraman
- needs sufficient equipment (tie-clip microphone, lighting set, etc)
- avoid talking heads by using different camera positions
- use close-ups when addressing important issues
- needs preparation of the presenter to explain fluently, a portable prompter (auto-cue) might be helpful
- contact the Extension School for a portable prompter
- post-production required

EXAMPLES OF INTERVIEW SETTINGS

INTERVIEW

Most suitable for explaining theory/concepts

to consider

- needs an experienced team/crew
- needs relevant footage in high resolution
- backgrounds/materials should be relevant and not distracting
- post-production required

THROUGH A COMPUTER

Most suitable for online interviews/discussion

to consider

- needs preparation and cooperation from/between interviewer and interviewee
- needs camera support for both interviewer and interviewee
- post-production required

INTERVIEW BY TWO

Most suitable for interviews/discussions

to consider

- needs a suitable environment with decent light
- needs support from an experienced cameraman
- needs sufficient equipment (tie-clip microphone, lighting set, etc)
- avoid talking heads by using different camera positions
- post-production required

EXAMPLES OF ANIMATIONS

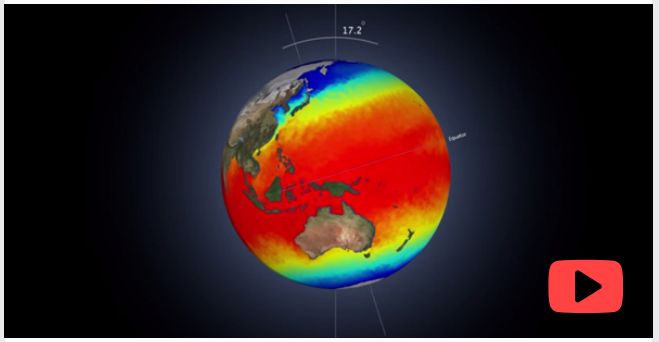
2D ANIMATION

Most suitable for promotion and to explain theory/concepts

to consider

- needs a clear storyline (script)
- development in cooperation with designer
- rather time consuming to develop
- hard to stay attended when takes too long

3D ANIMATION

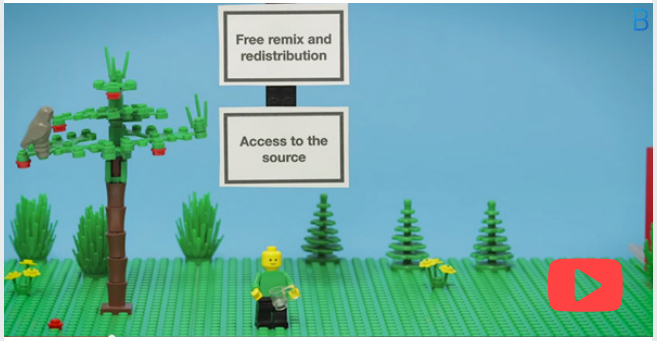


Most suitable for explaining theory/concepts

to consider

- a storyboard needs to be produced
- a professional multimedia team is required for development
- time consuming
- effective for explaining complex concepts

STOP-MOTION

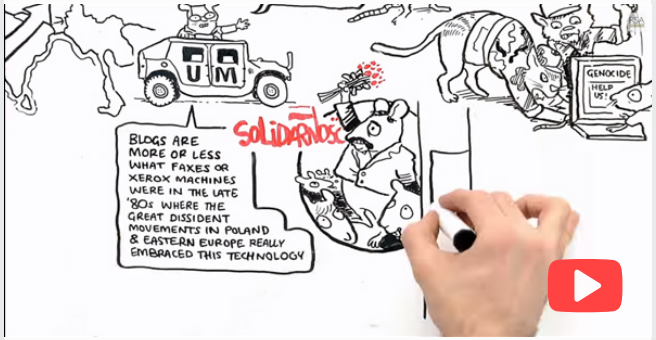


Most suitable for explaining theory/concepts

to consider

- needs a clear storyline (script)
- needs a relevant metaphor
- needs a semi-professional studio setting

SKETCH ANIMATION



Most suitable for explaining theory/concepts

to consider

- a storyboard needs to be produced
- a graphic designer is required for the design
- can be done with real recording (more authentic) or software that simulates hand writing (more flexible to edit afterwards)
- Software: videoscribe for simple animations, Adobe After Effects for professional results
- post-production required
- useful for explaining in an engaging way
- leaves room for creativity

EXAMPLES OF OBJECTS

SCALE MODELS

Most suitable for to explain theory/concepts

to consider

- a professional studio is required
- needs a professional team
- needs a strong concept and script (in this case: support the storyline visually by building a scale-model live)
- post-production required

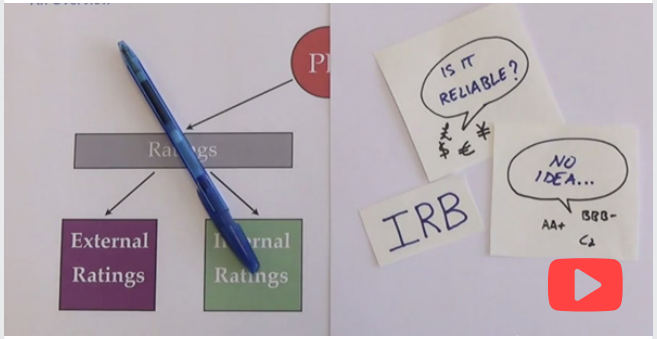
BLOCKS

Most suitable for explaining theory/concepts

to consider

- a storyboard needs to be produced
- support from a designer is recommended
- audio and lights have much impact on the quality
- some post-production required
- useful for explaining in an engaging way
- leaves room for creativity

MOVING PIECES OF PAPER



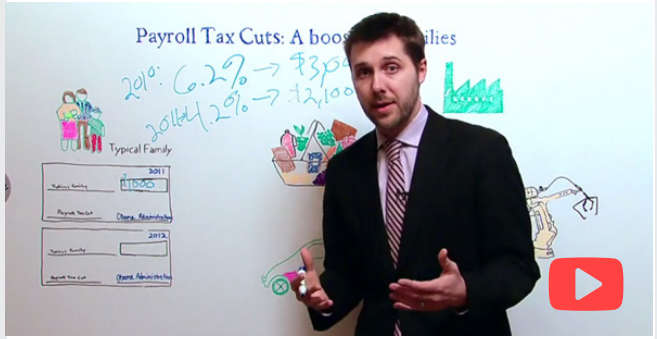
Most suitable for low-tech explanations

to consider

- needs preparation for materials and setting
- basic no nonsense personal approach, enriched by low tech materials
- easy to create, approach doesn't raise high expectations in the performance
- post-production required

EXAMPLES OF BOARDS

WHITE BOARD

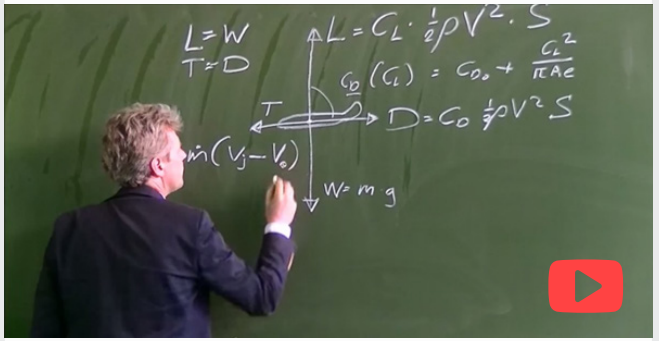


Most suitable for knowledge transfer and feed-back videos

to consider

- address students by looking into the camera
- audio and lights have much impact on the quality
- wear suitable cloth (not too dark/light)
- backgrounds should be relevant
- opportunity to add text, point at information, etc.

BLACKBOARD

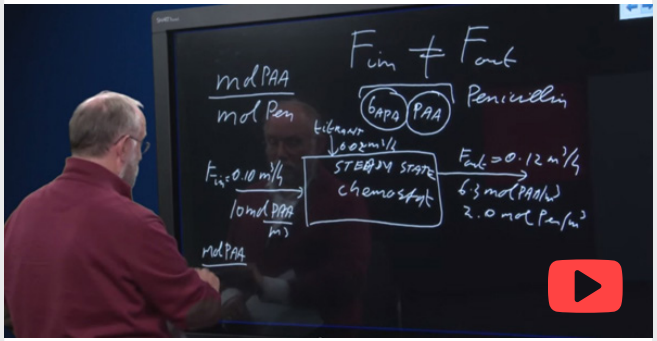


Most suitable for explaining theory/concepts

to consider

- address students by looking into the camera
- audio and lights have much impact on the quality
- preparation time mostly very short
- “old school style”, authentic

E-BOARD

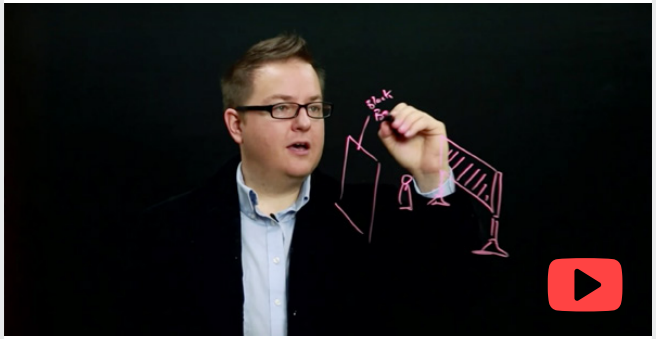


Most suitable for explaining theory/concepts

to consider

- make use of a professional studio
- prepare well before entering the studio
- use different camera positions

LIGHT BOARD



Most suitable for engaging explanations of theory/concepts

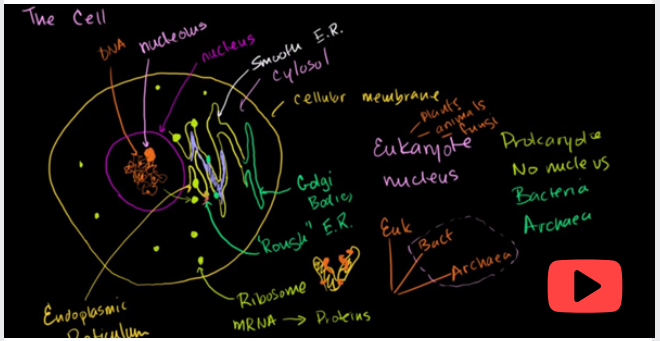
to consider

- a well tested studio setting is required
- TNW has built a glass window setting in the TN-building
- You don't have to write in reverse, the video will be mirrored afterwords :)

EXAMPLES OF

KHAN ACADEMY STYLE

VISUALIZATIONS

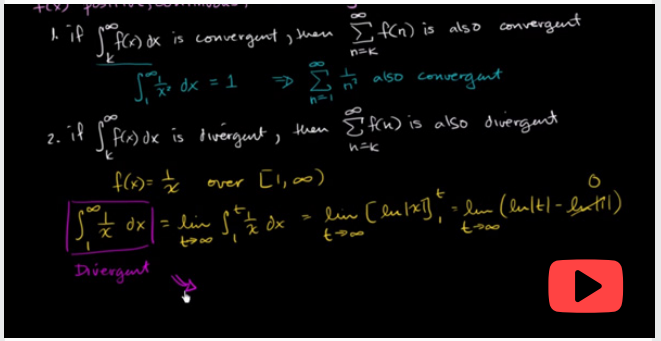


Most suitable for explaining theory/concepts

to consider

- preparation time relative short
- basic, no nonsense approach
- leaves some room for improvisation
- relative easy to create, approach doesn't raise high expectations in the performance
- needs well readable handwriting and some visual skills
- some post-production required
- recommended screen resolution: 1920x1080 or 1280x720 (minimum)
- quality of your computer (capture a test video first and check if it runs smooth)

CALCULATIONS



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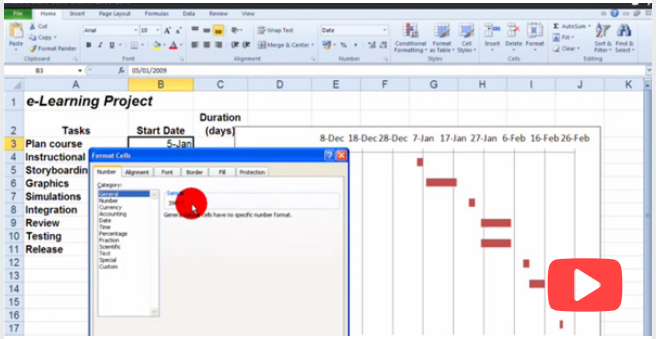
EXAMPLES OF SCREEN CAPTURING

SCREENCAST

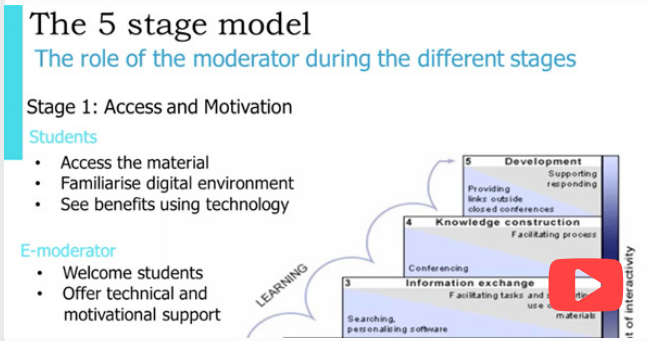


Most suitable for explaining software

to consider

- make use of a professional screen capturing software like Camtasia
- contact the Extension School for Camtasia licenses or laptop support
- needs some preparation

SCREENCAST



Most suitable for computer demonstrations (tutorials)

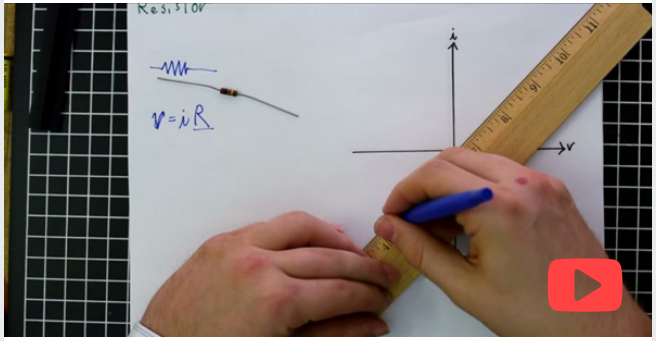
to consider

- prepare well before demonstrating (it will save you time)
- practice/test the steps before recording
- recommended screen resolution: 1920x1080 or 1280x720 (minimum)
- quality of your computer (capture a test video first and check if it runs smooth)

EXAMPLES OF

PAPER DRAWING WRITING

GRAPHS

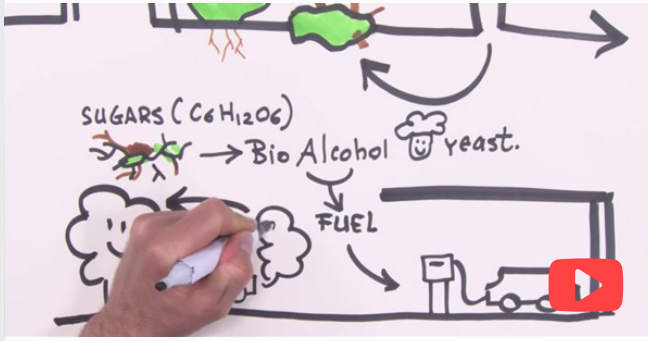


Most suitable for engaging explanations of theory

to consider

- needs preparation for materials and setting
- basic no nonsense personal approach, enriched by low tech materials
- opportunity to use 3d-objects (like the resistor)
- easy to create, approach doesn't raise high expectations in the performance
- post-production required

DRAWING RECORDINGS

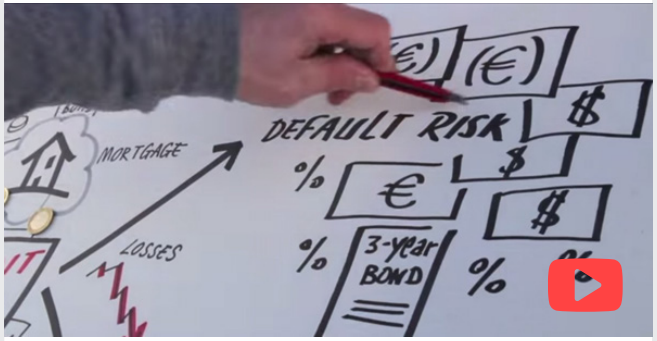


Most suitable for engaging explanations of theory/concepts

to consider

- needs a well defined script and storyboard
- needs an experienced visualizer
- needs a studio and video equipment
- relative hard to change the recorded content afterwards
- needs post-production
- timing between voice-over and visuals has to be perfect
- looks more direct and spontaneous than animated videoscribes
- opportunity to use 3d-objects (like the labelled markers)

DRAWING AND CUTTING



Most suitable for engaging explanations of theory/concepts

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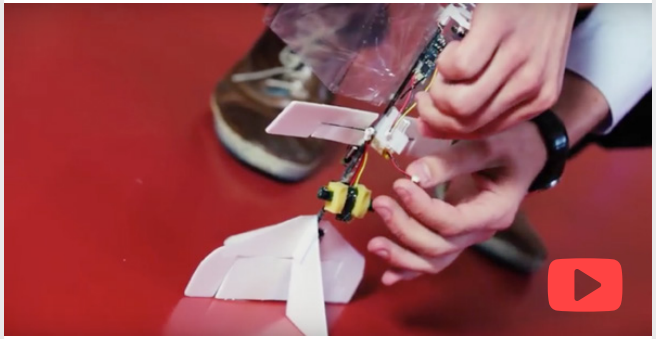
- needs a studio and video equipment
- relative hard to change the recorded content afterwards
- needs post-production
- timing between voice-over and visuals has to be perfect
- looks more direct and spontaneous than animated videoscribes
- opportunity to use 3d-objects (like the coins and cutting knife)

EXAMPLES OF LIVE DEMONSTRATIONS

MODELS



Most suitable for engaging and realistic explanations

to consider

- needs preparation for materials and setting
- needs an experienced proiduction team/crew
- post-production required

EXAMPLES OF ACTORS

ACTORS

Most suitable for explaining cases in an emphatic way

to consider

- consider the added value actors
- needs a professional studio or relevant environment and camera crew
- needs a strong script
- needs experienced and convincing presenters and actors

SUCCESS

TU Delft