

IPSDS – Guidelines for recording a Course for Online Viewing

Preparation

- Make a detailed course plan using the course outline template and send it back to IPSDS for review.
- Each complete unit of the course should include a minimum of 1.5 hours of recorded presentation, up to a maximum 2.5 hours.
- Every unit should be split into several short video segments; we recommend no longer than 10 minutes, in exceptional cases up to 20 minutes.
- At the beginning of each unit, present the 1-2 unit learning objectives. Providing a clear goal for the unit will help learners focus on the most important concepts.
- We recommend that you provide a short summary at the end of each unit. New material is better integrated into memory when it is linked to relevant prior knowledge. This process can be supported by asking the learner to recall or reflect on concepts covered in the previous unit or segments.
- We suggest that you also record a short intro video for your students introducing yourself, explaining the course structure, learning goals, assignments and grading, etc. (5 to 10 minutes length). We recommend to record the intro video at the end after having recorded all other videos.

Slides

- Use a simple template for the slides. We suggest: white background and blue or black font. You may use the logo of your institution or company, but only on the first slide of each unit/video.
- Use the PowerPoint slide size “widescreen” (Click the *Design* tab, and click *Slide Size* in the Customize group. Then select *Widescreen (16:9)*).
- Note that the percentage of students using mobile devices to watch the videos is increasing. Therefore use at least font size 20 and make sure that the diagrams, tables, graphics, etc. are big enough to be read on smaller screens.
- Instead of several smaller images, try to use one large image per slide. Larger images will provide a better display on mobile devices. One image per slide will help learners to process information.
- As the recordings of you speaking usually will be displayed on the bottom right of the screen, leave some space on the slides.
- If you use formulas and Greek letters, check that they are displaying correctly on the machine that will be used for the video recording. The slides will be recorded along with the video of you speaking and font incompatibilities will be shown in the recordings.

- Remove class date or session # references on your slides. e.g. wrong - "Session 5: SURV XXX: Simple Random Samples, January 1, 2010", correct: "SURV XXX Simple Random Samples"
- Insert title slides throughout the unit to signal new topics or subtopics. eg., Writing Survey Questions would have subsections for Factual Questions, Attitudinal Questions, etc.
- Indicate your (off- and online) sources clearly.

Setting up the recording

- If necessary, IPSDS can provide you with the equipment necessary to record videos (webcam, microphone, and tripod/stand) and an interactive pen tablet.
- Provide sufficient lighting so that you are not in a shadow and your face is clearly visible. Artificial lighting is better than daylight (as daylight changes). The lighting should not be in your back but in front of you, beside or above you.
- The camera should be on your eye level, set in a fixed position, close-up, clearly showing your face.
 - Please do not sway out of the frame or end up significantly off center.
 - Please turn off any features that cause the camera to automatically zoom or face track.
- Make sure that there is no background noise (air condition, ticking clock, chatter, etc.).

Recording with Camtasia

- We can't provide Camtasia licenses, but you can use a free trial version of the software which is valid for 30 days. Download it from <https://www.techsmith.com/camtasia.html>.
- You only have to record the videos, the editing will be done by the IPSDS staff.
- The editing is done by using the red "trec"-files which Camtasia creates when you record your screen. These are the files which you must save and transfer to your contact person. You do not need to produce the videos. Please see additional documentation for recording with Camtasia.
- If something goes wrong while recording, you do not need to re-record all slides. Just go back to the beginning of the slide where you made a mistake and start again. Write down a short notices for the person editing your videos indicating the file name and the slide number/page and what happened and what has to be done.
- Please name your files clearly. We suggest a name structure like "unit number-video/segment number-title of segment", e.g. "unit01-01-intro", "unit01-02-db-mgmt" etc.

- We kindly ask you to record a short test video and send it to your IPSDS contact person for a quality check.
- Again, don't worry about editing, we will take care of that in Mannheim or Maryland.

References to avoid

- Do not refer to homework, assignments, etc. during the lecture. Future homework, assignments, etc. might be different. Try not to mention that a technique or equation will be part of the upcoming homework assignment.
- Do not use time-specific references because the lecture might be rearranged at a later point or only portions of it used.
 - e.g., “last week’s election”, “this summer’s cell-phone-only data release”
 - e.g., “we covered that last week”, “next class, we’ll talk about...”
- C-tools/Canvas (for Michigan faculty)

General remarks

- If you record several units, please think of changing your clothes (accordingly to the weekly postings of your videos).
 - If you come to Mannheim or Maryland for recording, try to avoid light blue or light grey tops (because of the backdrop color).
- Note that if you drink coffee before recording, it will reduce the production of saliva and you’ll get a dry mouth.
- Try to speak neither too fast nor too slow (not less than 120 words per minute and not more than 180).

Please feel free to call or write an e-mail to your IPSDS contact person, if you have questions or need assistance while recording the videos. We are here to help you.

Maryland/Mannheim, August 2016