



Penn Nursing

Online Learning



Preparation

Planning and rehearsal

The Online Learning team will discuss an overall strategy for the course to ensure that your pedagogical and learning needs are met. For more details about the online course creation process and other faculty resources, [click here](#).

The Online Learning team can schedule a 30-minute rehearsal session for you to become familiar with the recording studio environment and to determine what you would like to bring with you on the day of filming. To schedule a rehearsal, email servicedesk@nursing.upenn.edu. This rehearsal is free of charge and can save hours of extra recording time in the long run.

Time expectations

For a course introduction video, plan on **three hours** of recording time to produce **one hour** of video content.

For subsequent course videos or guest lecture videos, plan on **two hours** of recording time to produce every **one hour** of video content.

Filming locations

The Penn Video Services recording studio is located at 3401 Walnut Street, Suite 232A ([View map](#)). The entrance to 3401 Walnut Street Suite A is located near the Starbucks at 34th and Walnut Streets.

Filming may also be done in Claire M. Fagin Hall, 418 Curie Boulevard, depending on the specific video content.

Preparing Content

Arrive for filming prepared and ready to deliver your content in 3-8 minute sections (6 minutes is ideal).

Here are five tips for creating effective video content:

1. **Define the scope of your video lecture or lesson.** Chunk and sequence the instructional material into segments that will become short videos.
2. **Be clear and explicit regarding the goal of each video section.** Eliminate digressive information that doesn't contribute to that goal.
3. **Keep each video section short and focused.** Focus each video section on a single objective at a time.
4. **Use visual tools deliberately and thoughtfully in your presentation.** Think through your content and determine ways that you can illustrate your concepts consistently and actively.
5. **Consider multimedia principles in the delivery of your content.** If you would like to take your video content and delivery a step further, consider Mayer's 12 principles of multimedia learning. For additional reading on this topic, [click here](#).

PowerPoint templates: You are welcome to use one that is specific to your department or center (e.g. HUP, CHOP), if you prefer, but please try to avoid using standard PowerPoint templates.

Delivering content on location: You may choose to write scripts (this is time intensive) and will be able to use a teleprompter with either the script, slides or bullet points.

Delivering content on a green screen: You can view slides or notes behind the camera.

Filming

What to wear: General tips

- Dark, solid colors work best.
- Refrain from wearing white or bright yellow shirts that tend to reflect light and are too vivid on camera.
- Avoid fabrics (including neckties) that are shiny or have complicated patterns.
- For green screen recordings, avoid wearing green or red clothing because those colors conflict with the color key process.
- It is ideal to have a place to clip on a microphone.
- Light colors are more sensitive to showing sweat.
- A jacket and/or tie are not required for filming, but if you choose to wear a suit, blue, grey, and brown are best.
- Avoid shiny jewelry or jewelry that rattles, clicks and clanks.

- If possible, wear clothes made of natural fabrics that tend to breathe easily under the warm studio lights.
- Wear comfortable shoes.
- Light powder may also reduce shine.

Speaking on camera

- Enunciate your words.
- Speak at a moderate pace.
- Make sentences simple and concise.
- Change the inflection of your voice.
- Consider your audience.
- Smile!

Movement and expression

- Make eye contact.
- Avoid only using your eyes to look at your slides.
- Avoid looking down too often.
- Try not to hit the microphone.
- Smile (Again)!

We aim to make the recording process an easy-going, relaxed process with very little pressure to perform in a manner that is uncomfortable. We only proceed when all involved have the confidence to record the best selections and obtain the best results.

Adapted from:

*Toolbox: Tips for Your Video Recordings, Penn Online Learning Initiative
Distance Learning Speakers Corner, National Association of College and University Business Officers
[Guidelines for Producing Video](#), NYU Teaching and Learning Resources*