An effective lecture on video is engaging and creates an active learning experience for students. Here are some tips for delivering a successful lecture on video.

BEFORE RECORDING PREPARE & ORGANIZE YOUR THOUGHTS

1. Outline course modules and topics

2. Write talking points in sequential order, for each lecture

3. Write a script (estimate about 150 words per minute)

4. Incorporate PowerPoint slides when appropriate.

    - Avoid text-heavy slides and instead.

    - Include idea highlights or concepts.

    - Include contextual cues such as pictures, illustrations, charts, graphs, infographics etc.

    - Use only graphic images your create, or those you have permission to use. Royalty free images have terms and conditions. For questions on copyrights, please contact our SMU Library Director.

KEEP VIDEOS SHORT

2-3 minute videos are succinct, focused, and emphasize important concepts.

7-10 minute videos work very well also.

For lectures or demonstrations longer than 10 minutes:

Divide content/ideas into small chunks and record in short clips for viewing independently.

REHEARSE YOUR LECTURE

- ❑ If possible, practice in front of someone and be open to feedback.

- ❑ Keep your audience in mind. The computer webcam is your audience.

- ❑ Look straight at the webcam to make a more intimate connection with your audience.

ENGAGE YOUR STUDENTS

- ❑ Stand or sit
- ❑ Look straight in the camera lens
- ❑ Smile naturally
- ❑ Use hands and body language as necessary
- ❑ Project your natural voice
- ❑ Put emphasis on important concepts/terms, etc.
- ❑ Look to your notes if necessary
- ❑ Demonstrate your passion and love for the subject matter, and you will inspire and foster learning.

PROPS

Use small objects to describe, explain, or demonstrate. Point toward webcam.

WHAT TO WEAR?

- Professional attire
- Avoid busy patterns, whites, and fluorescent colors
- Solid colors are best (neutral or pastels)
- Groomed hair

KEEP HANDY FOR YOUR RECORDING

- ❑ Notes
- ❑ Laptop for accessing your resources
- ❑ Extra shirts/tops if you wish

- ❑ Comb or brush
- ❑ Compact makeup
- ❑ A favorite drink and snack

Record an engaging presentation on video. Here are some tips for delivering your message successfully.

PREPARE YOUR PRESENTATION

1. Outline the topic and sub-topics you want to deliver.

2. Write the talking points in sequential order.

3. Write a script. It will help you to stay focused and plan your time. (estimate about 150 words per minute)

4. Connect and recognize your audience.

KEEP VIDEOS SHORT

2-3 minute video is ideal for a succinct and focused message.

3-7 minute is ideal for delivering a short speech or important message that requires delving in deeper.

SETUP YOUR COMPUTER, BACKDROP, LIGHT & SOUND

1. Choose a location that keeps the recording professional, like an office or neutral setting.

2. Make sure the setting is free of distracting sounds and noises.

3. Make sure there there are no distracting objects in the frame (especially behind the head).

4. The webcam should be leveled with your eyes (not tilting the head down or up, but looking straight ahead).

5. If you prefer to stand, use a stable object to raise the height of the computer screen safely.

6. Light should face you (combined with sidelight is is optimal). Avoid backlight as you'll be in shadow.

7. Use a mic. Preferably, use a wireless or wired lavaliere mic. Wearing a buttoned shirt helps to hide the cord. Otherwise, adjust the webcam. Optionally, you can use a headset with mic.

WHAT TO WEAR?	ENGAGE YOUR AUDIENCE	REHEARSE
Professional attire Avoid busy patterns, whites, and fluorescent colors Solid colors are best (neutral or pastels) Groomed hair	☐ Stand or sit. ☐ Look straight in the webcam lens. ☐ Smile naturally. ☐ Use hands and body language as necessary. ☐ Project your natural voice and add emphasis as necessary. ☐ It's okay to look and your notes if necessary. ☐ To inspire and build trust with your audience, speak with conviction and passion.	☐ If possible, practice in front of someone and be open to feedback. ☐ Keep your audience in mind. The computer webcam is your audience. ☐ Look straight at the webcam to make a more intimate connection with your audience.

You're ready!