• **A video is not a lecture.** Effective videos are generally shorter, faster paced, more visual, and rarely interactive. Not all lecture content should become video - perhaps audio or a handout is a better way to present the material.

• **Decide on the audience and future audiences.** Content for your registered students is protected by the TEACH act, but outside of your class, you must consider the copyright status of your materials.

• **Break an entire class session into smaller units.** This makes it easier to record, and for students to find the materials they need. The best guide is your learning objectives. How small can you make your topics? Imagine that a student is looking for a brief explanation of a single concept. What name and what concept would be in a single video?

• **Consider which video style(s) best suit your content.** [https://vital.oit.duke.edu/documentation/video-examples/](https://vital.oit.duke.edu/documentation/video-examples/)

• **Make the materials simple and mobile-friendly.** Students should be able to easily read text and identify images on their phones or tablets.

• **Determine if you need your image on the video.** Being able to see you talking helps your students make a personal connection. Your face does not need to be on the screen throughout the video; consider where it will be most effective. Make sure you are well-lit and framed.

• **Write a script.** It does not have to be word-for-word, but should include key points and images, including where you will annotate, add in graphics or text, and where your image will go.

• **Assemble the materials to make your video.** Line up your visuals. Edit the script to be as brief as possible. Decide what you plan to annotate, where video of yourself will be included versus the slides or other graphics.

• **Videos must be accessible.** Include subtitles, and verbally describe images.

• **Design the videos to be as short as possible.** Optimal video length for learning is 6 minutes or shorter. Speak conversationally, not slowly. Only include needed materials. Stories that illustrate a point may be better as separate videos.

• **Practice out loud before you start recording.** Practicing saves time during recording, in editing, and will help you edit before recording.