

# VIDEO FORMATS



## AN INSPIRATIONAL GUIDE

VERSION 4 - DECEMBER 2019

### 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 advise 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.

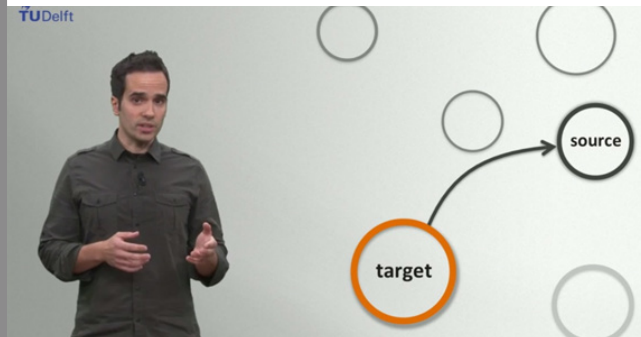
Mark van Huystee  
M.T.M.vanhuysee@tudelft.nl



# I. LOCATIONS

Different locations for recording videos.

## STUDIOS



[VIEW EXAMPLES](#)



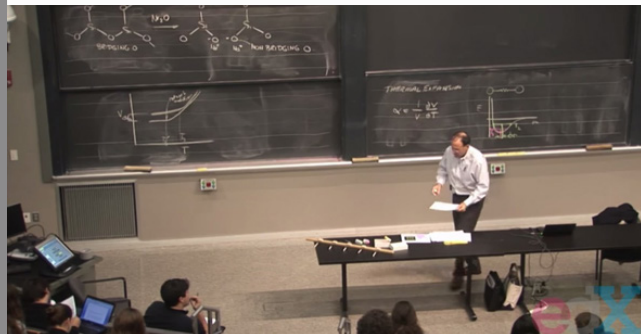
## OFFICES



[VIEW EXAMPLES](#)



## LECTURES



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## OTHER LOCATIONS



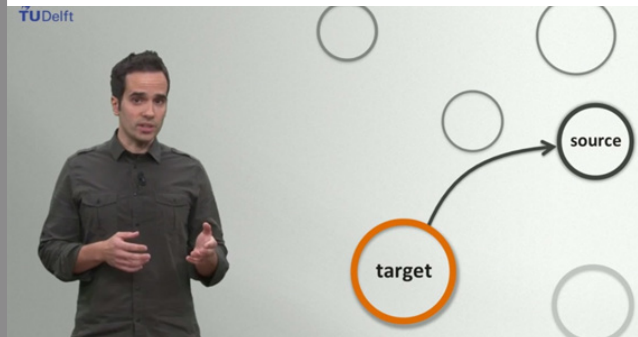
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## 2. POSITIONS

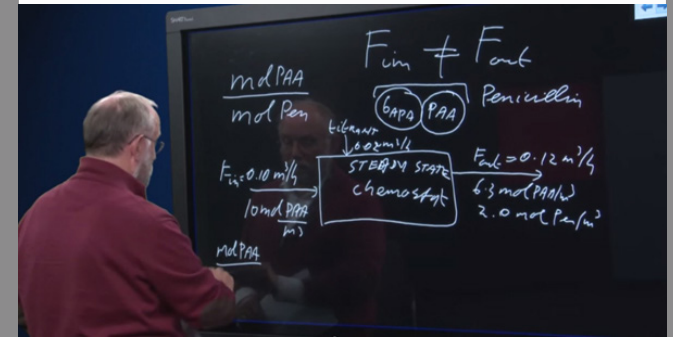
Different ways to position presentators.

### FACING THE AUDIENCE



[VIEW EXAMPLES](#)

### FACING BOARDS



[VIEW EXAMPLES](#)

### INTERVIEWS



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### CONVERSATIONS



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### DISCUSSIONS

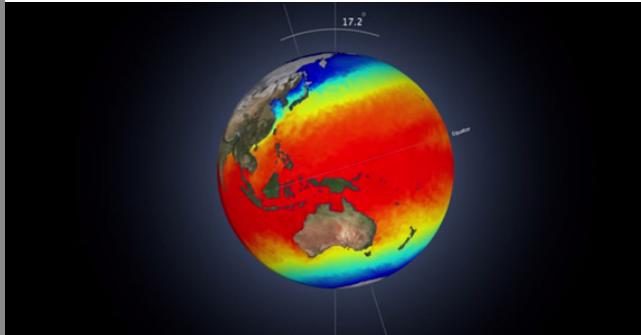


[VIEW EXAMPLES](#)

# 3. DEMONSTRATIONS

Different ways to visualize and demonstrate content.

## ANIMATIONS



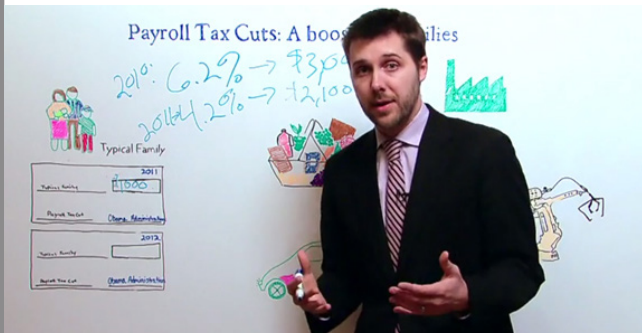
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## OBJECTS



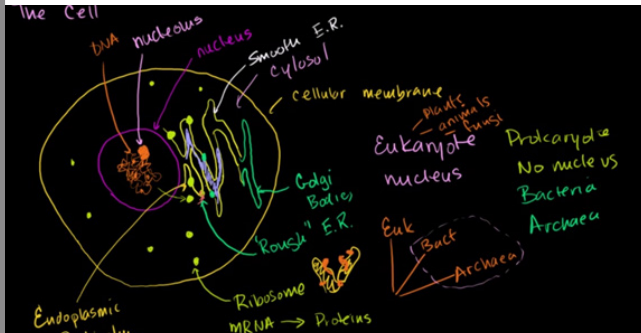
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## BOARDS



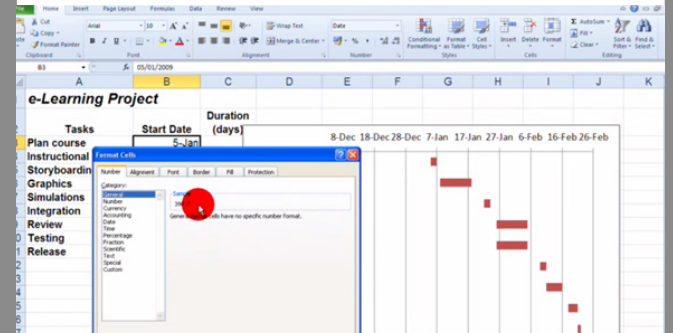
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## KHAN ACADEMY STYLE CAPTURINGS



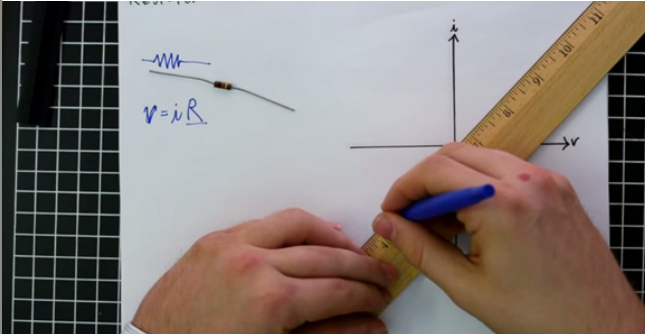
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## SCREEN CAPTURINGS



[VIEW EXAMPLES](#)

## PAPER DRAWINGS / WRITINGS



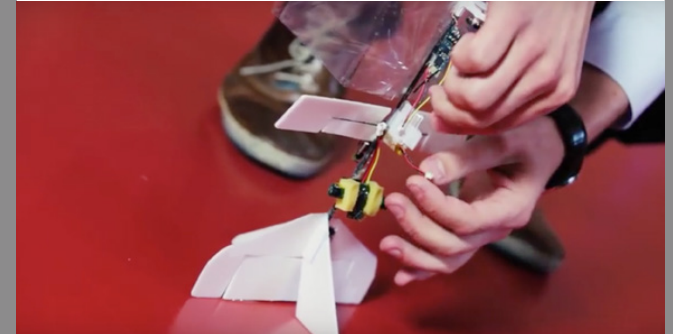
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## ACTORS



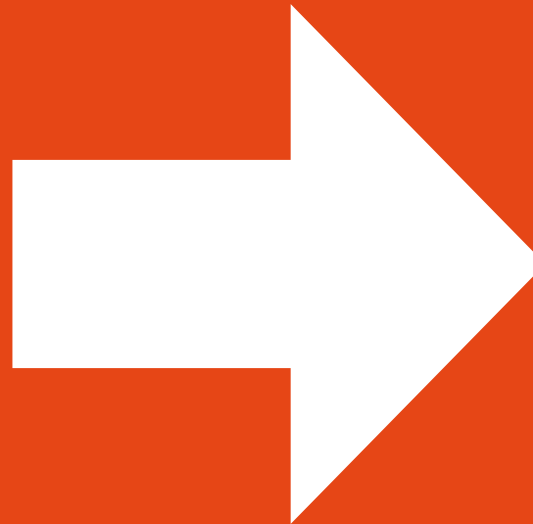
[VIEW EXAMPLES](#) 

## LIVE DEMONSTRATIONS



[VIEW EXAMPLES](#) 

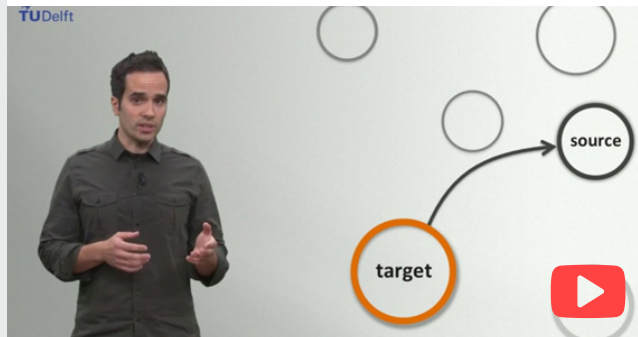
**VIDEO EXAMPLES**  
FROM DIFFERENT COURSES





## 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

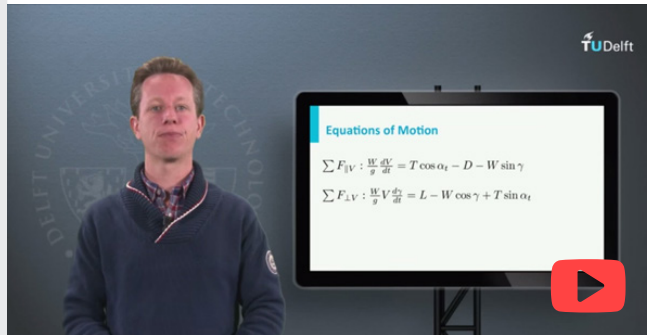


Most suitable for promotion and knowledge transfer

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

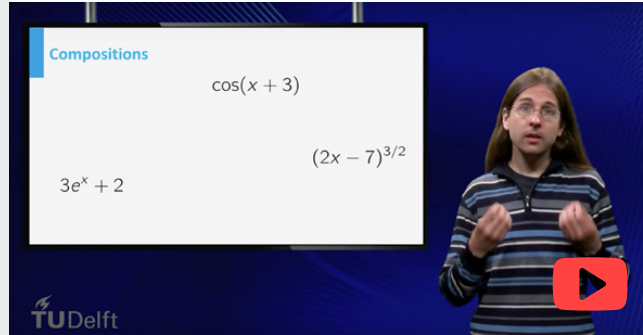


Most suitable for explaining theory/concepts

### 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

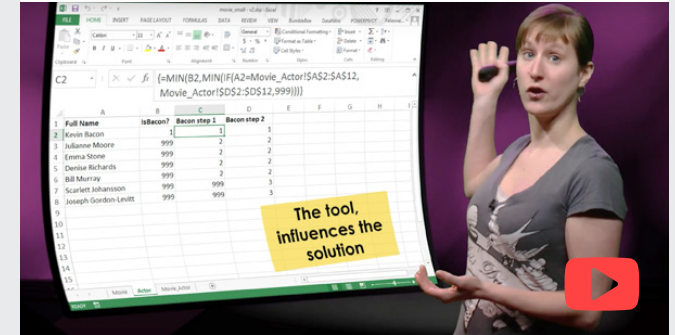


Most suitable for explaining theory/concepts

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## LECTURER + MONITOR



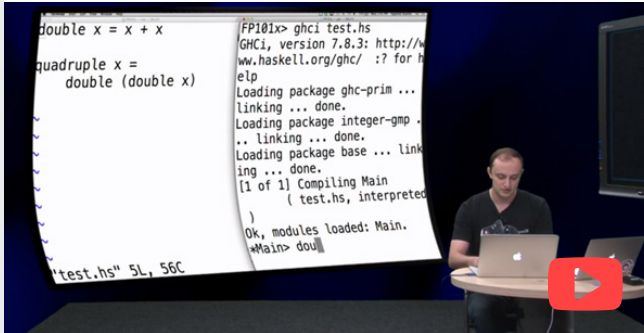
Most suitable for explaining theory/concepts

### 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



## 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



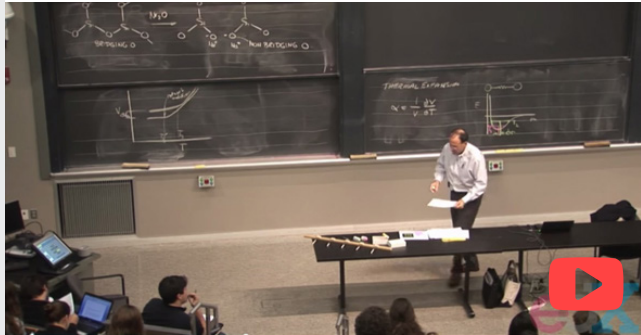
**Most suitable for short engaging explanations in context**

#### 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

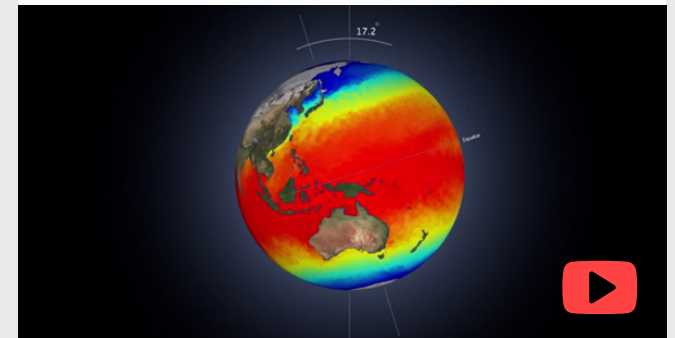


**Most suitable for promotion and to explain theory/concepts**

**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

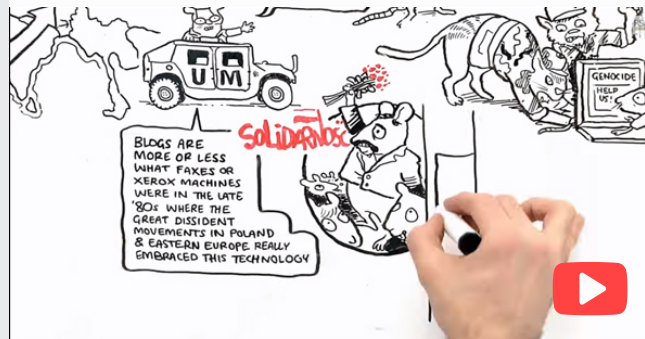


Most suitable for explaining theory/concepts

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

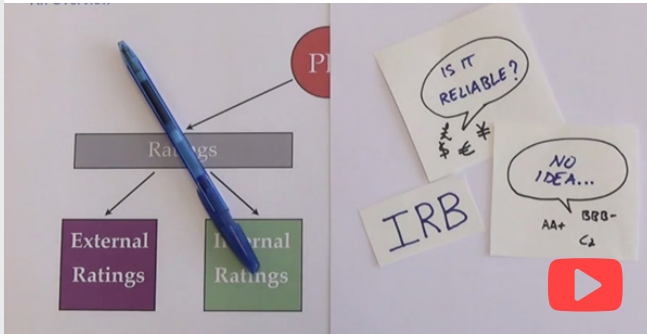


Most suitable for explaining theory/concepts

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



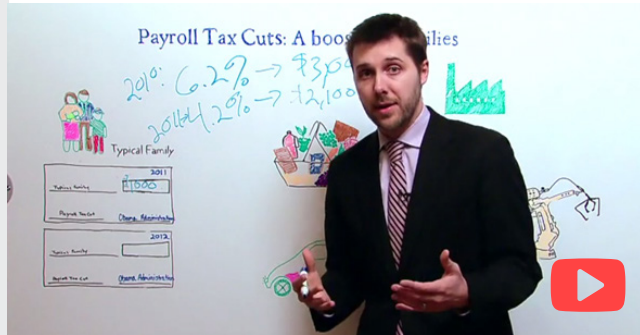
### Most suitable for low-tech explanations

#### 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

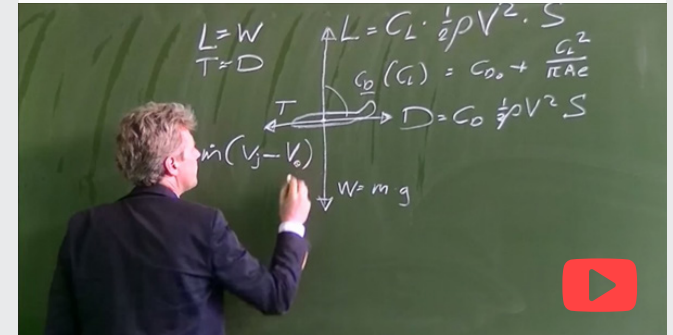


Most suitable for knowledge transfer and feedback videos

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

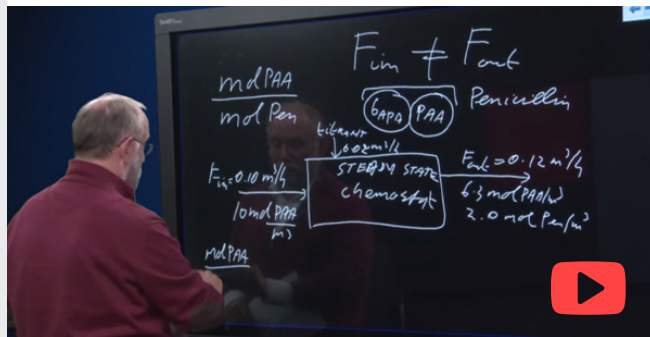


Most suitable for explaining theory/concepts

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 afterwards :)

## EXAMPLES OF KHAN ACADEMY STYLE

### VISUALIZATIONS

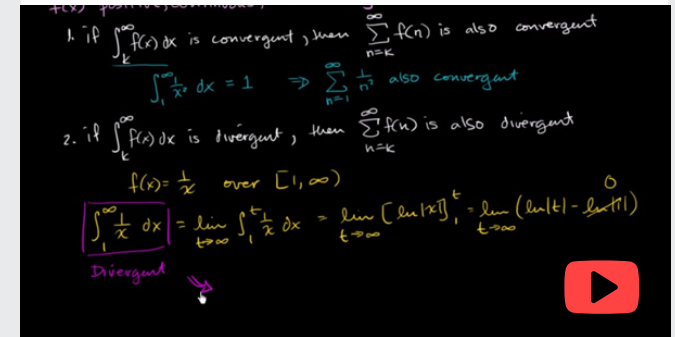


Most suitable for explaining theory/concepts

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



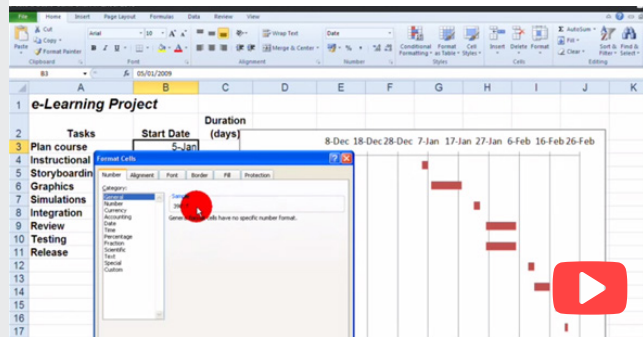
Most suitable for explaining theory/concepts

to consider

- preparation time relative short
- recommended screen resolution: 1920x1080 or 1280x720 (minimum)
- quality of your computer (capture a test video first and check if it runs smooth)

## 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

#### The 5 stage model

The role of the moderator during the different stages

Stage 1: Access and Motivation

Students

- Access the material
- Familiarise digital environment
- See benefits using technology

E-moderator

- Welcome students
- Offer technical and motivational support



Most suitable for computer demonstrations (tutorials)

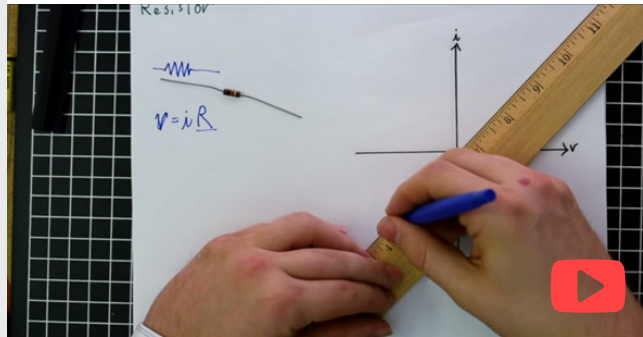
to consider

- 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

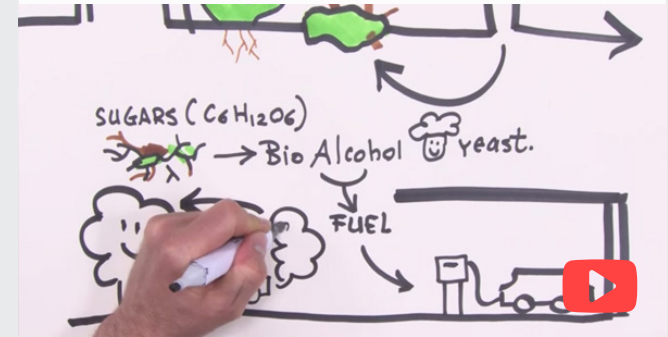


Most suitable for engaging explanations of theory

#### 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

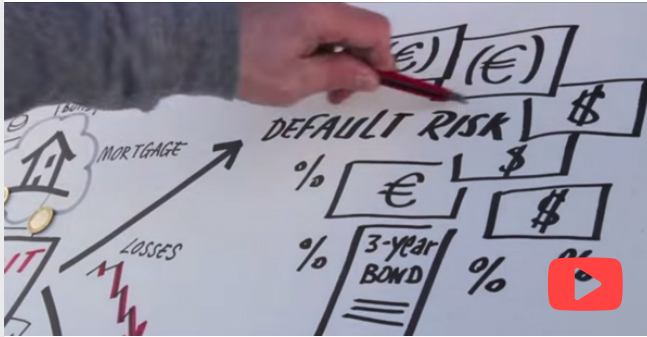


Most suitable for engaging explanations of theory/concepts

#### 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

to consider

- needs a simple 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 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 production team/crew
- post-production required

## EXAMPLES OF ACTORS

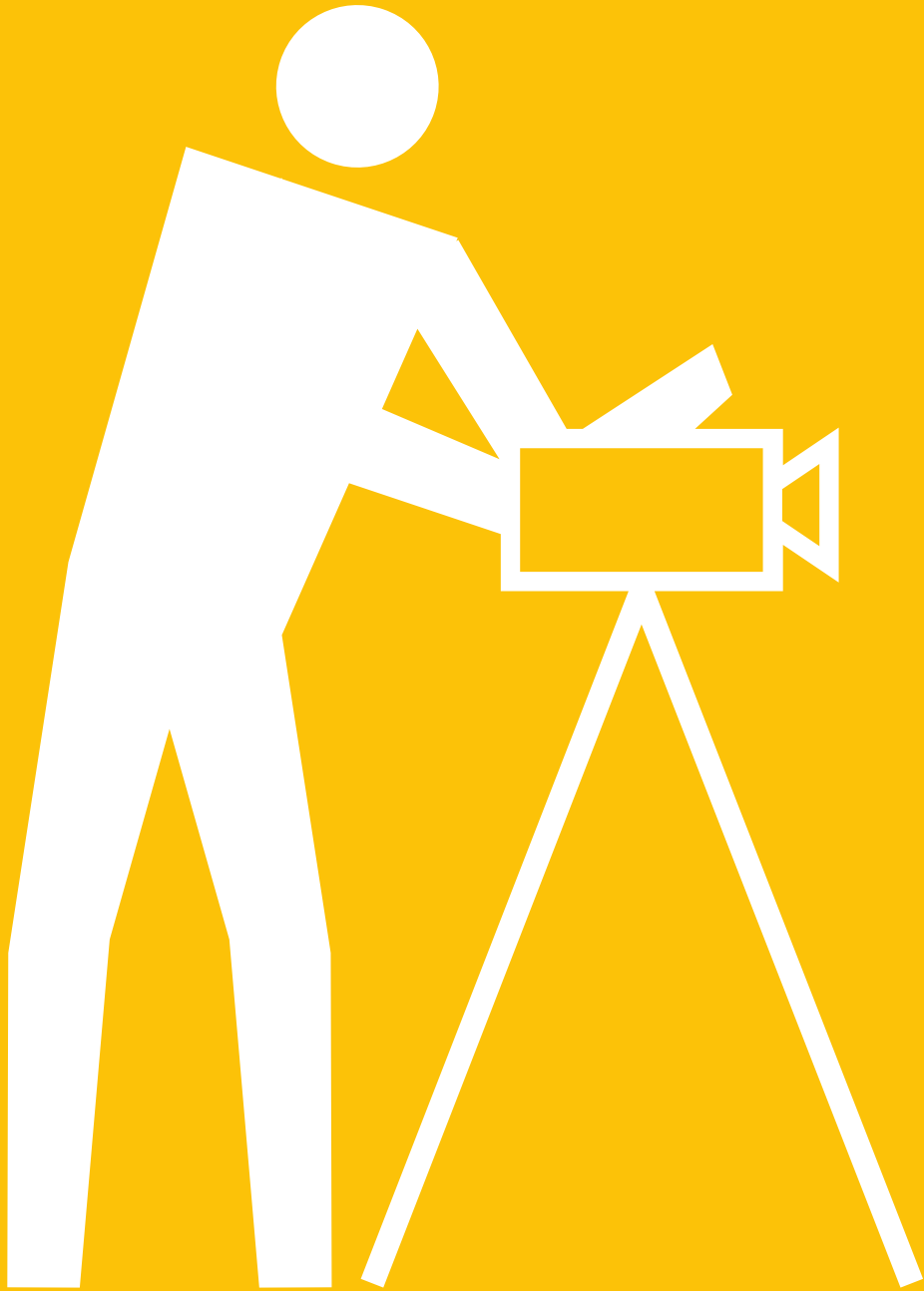
### ACTORS



**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**