



Video Production in Higher Ed

10 Lessons Learned in Developing Workflows
for Capturing Content



Distance Education
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Introduction



- The University of Florida's College of Pharmacy produces **over 2,000 videos** each year, averaging at about 50 minutes each.
- By creating **realistic expectations** and investing in the **proper studio design**, our team is able to produce educational content at a rapid pace.
- Our process keeps the course content relevant while maintaining a **high production value**.

Lessons Learned

Increasing Quantity Without Sacrificing Quality

1

Make “Real Time” the Goal



- Create a workflow that captures the final product as you shoot. No reshoots or post-production unless necessary.
- Understanding the basic principles of production can make the process more affordable.
- The production quality necessary for effective course content is different than what is typical broadcast quality.

KISS Your Faculty



- Keep the recording process simple. Faculty need to focus on the delivery of the content, not the capture process.
- If presenters think it has to be “broadcast quality” they will put too much focus on perfection and could slow down production.
- Professors are not actors; they are experts in their field of study. It’s important to play to their strengths and allow their personalities to shine through.
- Plan ahead - avoid long recording sessions with the same presenter.

3

Design to Your Strengths



- If a professor is good at something, capitalize on it. If they struggle with something, don't try to force it.
- If they are nervous on camera, try voice-over-PowerPoint; if they like to move around, try green screen.
- Know your own strengths and the limits of your technology.

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Create a Team-Based Process



- Share the load! When developing content with new talent, involve experienced lecturers for support.
- Schedule a dress rehearsal; let faculty review and learn from it.
- Involve instructional designers, content producers, or teaching assistants early.
- Record online courses in parallel with “on-ground” versions.

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Design a Flexible Studio Space



- Being able to adapt quickly to different presentation styles is essential.
- Use software to create one-click solutions instead of manual changes.
- Studios can be intimidating, so consider creating a “classroom studio” to make it an easier adjustment.

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Know Your Medium

- There are fundamental differences between capturing course content and recording lectures.
- Videos need to engage the viewer.
- Eye contact is critical!
- Use the format to your advantage.



Encourage Constant Innovation



- Keep trying new flavors of video and see what works best.
- Include an instructional designer in this process to develop content that fits the educational goals of the course.
- Listen to students and adapt based on their feedback.

Use Reliable Hosting & Delivery

- When possible, don't reinvent the wheel. Out-of-the-box solutions can save time, energy, and money.
- Kaltura and others provide a range of configurations to meet most clients' needs.



Celebrate Success Early



- Find an early adopter to show success and how early development will lessen the load during the running of a course.
- Resistant faculty will come around when they see success and innovation.



Shoot Often & Stay Sharp

- Keep a steady recording calendar, encourage early production schedules, and spread out the capture sessions.
- Long breaks in production can cause bad habits and time wasting scenarios.



Results for 2015

2,137 students (online, professional, PharmD, etc.)

2,774 videos created

300,809 video plays

139,585 hours of playback

98,594 downloads

1,520,167 Player impressions

Cost per minute of video is less than \$3

Peak usage month: 37,825,159 MB (38 TB) bandwidth consumption

Questions?

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