5x5x5: Choosing Type (5), Method (5), and Audience (5) for Effective Video

Where does your goal fall?

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Tier Orange
These platforms require no extra device, no amplified audio, and no editing. Zoom is often a college-licensed product and we highly recommend it for all kinds of videos. But Skype, Google Hangouts, Jing, etc, all offer ways of recording video without much cost or skill. These platforms can also be paired with several accessories to create higher quality recordings and/or offer interactive content or editing.

- USEFUL ACCESSORIES: Camtasia, Logitech Webcam, Yeti Mic, tablet/iPad, Wacom Drawing Tablet

Tier Blue
These devices are common and easily acquired. Cellphones now easily record in HD. And the newest GoPro Hero 7 costs as little as $350 and includes extremely useful HyperSmooth Stabilization. Combine the two to gain a screen and remote that make self-recording super simple.

- USEFUL ACCESSORIES: YouTube for cellphone stabilization, Purple Panda mic (plugs into cellphones to offer higher quality audio), cheap flex tripod for multiple devices ($17 for good ones on amazon).

Tier Gray
These options are split between a device that offers unique interaction (Google 360) but can also be used solo, and the highest quality video we experience in a university studio. Both options require large amounts of knowledge and time, but are very valuable mediums.

- USEFUL ACCESSORIES: Wireless lav mic for 360 camera, iPad/tablet for annotations in studio recordings
- STUDIO x 5: Do It Yourself (DIY) Studio, Field Shoots, Lightboard, HD Lecture Studio, University Centralized Studio

Tier considerations: cost, staff time, wait time, professional guidance, personal training/knowledge
Suggested “Easy to Use” and “Useful to Improve” Video Accessories:

Wacom Drawing Tablet ($80)

Purple Panda Lav Mic, for mobile recording ($30)
https://www.amazon.com/Purple-Panda-Lavalier-Lapel-Microphone/dp/B01MSKI46R/ref=asc_df_B01MSKI46R/

Yeti Mic for Desktop ($110)
https://www.amazon.com/Blue-Yeti-USB-Microphone-Silver/dp/B00N1YPXW2?th=1

GoPro Hero 7, or higher ($318)
https://www.amazon.com/GoPro-HERO7-Black-Waterproof-Streaming-Stabilization/dp/B07GDGZCCH

UBeesize Tripod for phone/GoPro ($18)
https://www.amazon.com/UBeesize-Phone-Tripod-Wireless-Compatible/dp/B07837W5NX/ref=as_li_ss_tl