GUIDELINES FOR POSTING VIDEOS DURING TELECOMMUTING AND ONLINE COURSE DELIVERY

Departments/Offices/Administrators:
• Your videos will be hosted on a playlist on UT’s main YouTube channel, which is managed by the Office of Public Information and Publications. Departments should not create their own YouTube channels.
• Send publicinfo@ut.edu a link to download your video via a file-sharing service such as OneDrive or Dropbox. Public Information will then upload your video to YouTube and send you a link to share with your audience.
• Public Information has the right to decline your video if it does not meet minimum acceptable standards for UT’s brand and image. You are not expected to produce professional-quality videos, but shaky or blurry footage, poor audio or other obvious faults could result in your content being declined.

Faculty/Instructors of Online Courses:
• Your videos will not be hosted on UT's YouTube channel, but you are encouraged to create video content, host it through your UT OneDrive account and share a link to your content on your courses in Blackboard. If you feel it is necessary, you can create a personal YouTube channel to host your videos, but it should not include UT-branded content.

TIPS FOR CREATING SUCCESSFUL VIDEOS WITH YOUR PHONE

Setting Up
1. Whenever possible, film your video with a phone rather than a webcam. Only use a webcam if it can shoot in HD.
2. When filming on your phone, put it in airplane mode to avoid interruptions.
3. Vertical videos should only be used for social media story formats, such as Snapchat and Facebook/Instagram stories that disappear after 24 hours. For all other uses, shoot your videos horizontally. (Put your phone on its side to film in landscape mode.)
4. If you have a tripod, use it! If not, place a stack of books on each side of the phone to hold it in place without covering the camera.
   • Put the camera at about eye level so you are not looking up or down as you record.
   • Here are some DIY iPhone tripods you can try making at home.
5. While the front camera ("selfie side") is useful for seeing yourself while you record, use the back camera when possible for better quality.
   • On an iPhone, you can film up to 4K (high quality) video on the back camera. Click Settings → Camera → Record Video. Recommended settings are either 1080p at 30 fps or 4K at 30fps.
   • 4K files are larger, so make sure you have space on your phone if you plan to film in 4K.
6. AE/AF Lock will help you stay in focus and keep the exposure steady.
   • In your camera app, before you start recording, press and hold the spot you want to focus on. You will see a box pop up around the subject, and the top of your screen will say “AE/AF Lock.” This feature keeps the camera’s focus locked on the area it is recording. Don’t move around while talking or you will go out of focus. To remove AE/AF Lock, press and hold the spot you were focusing on and the AE/AF Lock icon at the top of the screen will disappear.
7. Audio
   • Camera microphones aren’t great, but they get the job done. To automatically get better audio with an iPhone, Click Settings → Voice Memos → Audio Quality. Change it from “compressed” to “lossless.”
   • Test your audio! Figure out how loudly/softly to speak before you start recording.

8. Lighting
   • Use a light source so your audience can see you. This can be a desk lamp, floor lamp or light from a window.
   • Avoid backlighting, which is when the light source is behind you. Instead, try to put the light at a 45-degree angle to your face. You may also want to put it directly in front of you, as long as this doesn’t cause you to squint. Learn more tips on lighting for your video.

Filming
1. Look into the camera when filming yourself. You are talking directly to the viewers.
2. Avoid moving around too much. Do not use a swivel chair. If you are standing, do not sway back and forth. This could cause you to move out of your locked focus area, and it’s distracting to viewers.
3. Speak calmly and clearly, and keep a steady pace throughout the video.
4. Have a script or outline of what you plan to say in front of you, so you can reference it as needed.
5. Record your video in one take, unless you have the skills and software to edit it.

Editing
1. If you have followed the instructions above, you should not need to edit your video. When you are done recording, simply save the video (likely as an mp4) and upload it to your OneDrive account.
2. If you decide to edit your video, Apple users should utilize iMovie on either your phone or your Mac. There are many iMovie tutorials available online.
3. Premiere Pro and Premiere Rush are professional-level editing platforms. If you are skilled with these programs, use them.
4. Videos must be accessible for auditory impaired individuals. Public Information will ensure that any videos uploaded to UT’s YouTube channel have closed captioning. Faculty members should have a written script prepared for students with auditory impairments if they cannot provide closed captioning. Faculty are advised to consult with the academic technology accessibility specialist in Information Technology and Security.