INSTRUCTIONAL VIDEOS: WEB CAM RECORDING

**Title**
The title should appear somewhere within the video, be it at the beginning or listed somewhere on the screen throughout. Make sure the title font is clear and easily read on any size screen.

**Web cam**
Make sure the instructor is centered. Their face should appear uncropped and the lighting should be set up to show their facial expressions clearly.

**65%**
Use graphics to generate interest.

**Dress appropriately.**
Make sure that the background looks good.

**32%**
Keep distracting objects out of view.

**Fact**
More people view online videos on mobile devices than on desktops.

**Make sure you’re looking into the camera and not at the screen.**

**References and Recommended Resources**
Brian Sutter (2014). 6 Steps to Creating Instructional and How-To Videos: waspbarcode.com/buzz/6-steps-to-teaching-with-video