

# Making Excellent Screencasts



Screencasts combine voiceover and/or webcam with slides or screen capture.

## Content Checklist

- ◇ Large, legible text
- ◇ Clean, uncluttered slides
- ◇ Digestible chunks (~7 min)<sup>1</sup>
- ◇ Focused screen capture area

## Recording Space Checklist

- ◇ Quiet, uncramped area
- ◇ Appropriate backdrop
- ◇ Webcam level with eyes
- ◇ External microphone

## Lighting

Video is a recording of light – without light, there is no video! One of the easiest ways to improve the quality of your webcam presentations is by lighting yourself correctly. You can use light from a window, a desk or a table lamp, a floor lamp, or even an LED panel. If possible, avoid using overhead fluorescent lights by themselves. If you're using a window as a light source, **keep it out of your shot**. You want the light from the window but you don't want the window itself in view or the light will overwhelm your video.

## Equipment & Software

The world of recording equipment can run the table from incredibly cheap to outrageously expensive. You can get a pretty decent USB microphone for less than \$30. You also need a pair of good headphones to listen and check your content for audio problems.

Software used to create screencasts can range from simple to elaborate. Listed below are several options for recording presentations, some of which have free versions.

- ◇ Screencast-o-matic ([www.screencast-o-matic.com](http://www.screencast-o-matic.com))
- ◇ Jing ([www.techsmith.com/jing-tool.html](http://www.techsmith.com/jing-tool.html))
- ◇ Camtasia (<https://www.techsmith.com/video-editor.html>)

## Fonts, Colors, and Style

You can design your presentations however you see fit. If you are looking for guidance or inspiration for design considerations such as typography or color combinations, the UGA brand guidelines ([brand.uga.edu](http://brand.uga.edu)) are an excellent resource. The site will provide you with assets, color palettes, and font combinations to help with the design of your presentation.

<sup>1</sup>J. Guo, Philip & Kim, Juho & Rubin, Rob. (2014). How video production affects student engagement: An empirical study of MOOC videos. 41-50. 10.1145/2556325.2566239.

