Home Video Production Toolkit
Depending on what you’re teaching, your videos might have different setups. To teach learners how to code or use software, you might screen record and capture your voice only. You can also just film yourself giving a lecture. With editing software, you can add slides after filming and combine footage of you teaching & learning team. We also have a script template to help you get started. Before you start your video production journey, review our Creating Video Content articles on how to design your video and best practices from our technology team. Today, you don’t need to spend thousands of dollars on a high-end camera or studio set-up. This guide will provide you with recommendations. It takes a lot of planning and patience to create videos. But with so much...
1. Before your shoot
2. During your shoot
3. After your shoot
4. Remote production assistance
5. Additional resources
eccho.

surface items into the room if there's an
absorb sound. You can also bring in soft
A room with soft surface materials is ideal to

obscures your features.

you. Backlighting creates a silhouette that
Avoid having bright windows directly behind

planning to use a lot of light equipment.

lots of natural light will help if you're not

Choose a space that is quiet; a space with

Take a moment to set up your background.

1. Set your background
choose a wall with a solid color or set the coverage. If simple so learners are not distracted by bringing in props but keep background by bringing in props but keep

1. Create a background

2. Use a green screen

3. Use a background cloth or paper

<table>
<thead>
<tr>
<th>Option 1</th>
<th>Option 2</th>
<th>Option 3</th>
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<tbody>
<tr>
<td>Create a background</td>
<td>Use a green screen</td>
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- Lighting Kit with 3 Backdrops $133
- Impact Chroma Muslin Background $60
- Screen Background Stand Kit $55
- LimeStudio Chroma Green Background Screen $32
- Pop-Up Chroma Green Background Kit $60
- Pop-Up Reversible Background Kit $60
- Julius Studio Backdrop Stand $40
- Seamless Background Paper $20-$60
Good sound:
- Learn more about capturing the main camera device
- Have a separate audio file
- Less ambient noise
- You can record both the audio on
- The audio will be much crisper and smooth
- Rather than the one on your camera, computer or

2. Use a microphone
You can use your phone or second phone for audio recording.

**Option 3:** Use a phone

- $78 Rode Lavalier Mic
- $9 Extension Cable
- $16 Lavalier Lavalier Mic

**Option 2:** Use a lavalier

- $249 Rode Shotgun Mic
- $190 RODE Studio Boom Mic
- $129 Blue Yeti Mic
- $70 Blue Snowball Mic
- $59 Rode Compat On-Camera Mic
- $40 USB Mic

**Option 1:** External Microphones

- Attach to a boom or to your camera.
- External microphones can be set on a table.
Tip: If you have an old pair of headphones with a microphone, you can cut the headphones off and attach them to your shirt or dress shirt. This can be clipped to a tie, in between the buttons or on the lapel of the jacket.

Tip: Test the sound to make sure that nothing is causing an audio issue.

Using a lavalier:
- Run the cord of the lavalier on the inside of your shirt so it doesn’t show.
- Clip it so that the microphone is pointing up towards your mouth.

Tip: If you’re using a phone to record audio, attach the stand with microphone clip options $20-$30.

Note: Depending on your microphone, you may also need to purchase an adapter and an extension cable.

Boom stand $30

Boom mic:
- You’ll be standing up for your video. Learn about setting up a boom in an extendible and adjustable arm which a microphone can be mounted on. This is most ideal if you have a boom stand.

Things to consider:

Attach a microphone to a boom stand.
Lavalier clipped on shirt

Mic on a boom stand

Audio setup with second phone
3. Set up Lighting

- Use 4 lights to prevent shadows.
- Avoid creating a glare on your glasses.
- Keep the lights and move it further back to try.

If you wear glasses, it may take some additional patience to:

- Spot in a slightly different way.
- Light the source back further away. This can also happen by pulling
- Light should be diffused to avoid creating shiny areas.

Don’t frame yourself with your back to a window.

An easy way to make your video look professional is to have good

For green screen, stand 1 meter (~3 feet) in front of it and
Using a ring light is \textit{extremely} popular with YouTube creators. It is easy to use.

\textbf{Ring Light with Tripod and Phone Holder}

Option 1: Natural light. Use an external light if needed. Place the light or windows and face the light.

Option 2: Use an external monitor. Change the monitor desktop background to white. More details here.

Option 3: Use a ring light.
LED 3-Panel Kit $295

Fluorescent Lighting Kit $198

Neewer 3 Pack LED Lighting Kit $183

Mountdog 1350W Studio Softbox

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Options:

**Option 1:** Dimmer to your camera or light. It's a great option if you don't have a lot of space to set up lighting equipment.

**Option 2:** Use a lighting kit to adjust and control lighting. Lighting kits give you more flexibility to adjust and control lighting.

**Option 3:** Attach a light stand.
Three-Point Lighting

The shadows produced by direct lighting. Watch 1 minute video about three-point lighting. Video and film. Placing lights in three separate positions will illuminate the subject while also controlling your lighting. Here is a diagram of how to set up a standard three-point light, which is the standard method used in professional lighting.

#2 Fills light
#3 Back light
#1 Key light
4. Choose Your Camera

Always use a tripod to keep your camera stable. And if you can, choose a camera that you are comfortable with. A sample computer camera can be a good option to use what you already have such as your phone or computer. There are plenty of options to choose from, even for your course doesn’t mean spending lots of money on a new camera. There are plenty of options to choose from.
Camera Options

**Option 1:** Mobile phone

- Shooting video with an iPhone
- Most mobile phones and tablets today have high-quality video resolutions. Check our wishes.

**Option 2:** External webcam/laptop

- Logitech BRIO 4K Ultra Pro Webcam $199
- Logitech C920 Webcam Mode $90
- Logitech HD Pro Webcam C920 $80

**Option 3:** DSLR Camera

- Canon Rebel Digital Camera with EF-S 18-55mm IS II Lens $699
- Sony a5100 16-50mm Interchangeable Lens $548

**Note:** You may need to purchase an SD card in addition to a camera.

**Bonus:** You may want to upgrade to something more professional after doing many videos in the future or if you don't already have one. It's a good investment if you're planning to do many videos in the future or if you don't already have one. It's a

This is the most expensive option.
Tip: Use a laptop stand or put your webcam is at eye level.

Before Your Shoot

Camera accessories

Portable hard drive options

- Google Drive
- Amazon Drive
- Dropbox

Cloud storage options: Box, Dropbox

Hard drive:

- Footage or back footage up on a cloud storage system to save
- If you're using a phone, use a space on your device; especially
- This means you'll run out of

Footage space

![Image]

![Image]
Use a Teleprompter app

If your webcam so you maintain a similar eye-line, and place a phone with a Teleprompter app above the

if you’re not looking down or away. You can also use a tripod

with the guided line centered at the very top of your laptop

external monitor. Use a Teleprompter app on your monitor

and you have an

check out MyTeleprompter; Video on using a laptop as a Teleprompter.

if you’re using a camera, use your laptop as a Teleprompter.

app to use at the same time during recording.

if you’re using a phone for filming, download a Teleprompter

started.

Here are some Teleprompter tips and a script template to get

naturally used to doing so practice a few times before you hit

of how it feels to read the Teleprompter. It isn’t something we’re

worry, there’s a few ways to do this. This video will give you an idea

you might need a script or outline to help you during filming. Don’t
<table>
<thead>
<tr>
<th>Tripod</th>
<th>Camera</th>
<th>Lighting</th>
<th>Audio</th>
<th>Background</th>
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<tbody>
<tr>
<td>$93</td>
<td>Included with lighting</td>
<td>Mobile phone $0</td>
<td>Ring Light w/ Tripod and Phone</td>
<td>Second phone $0</td>
</tr>
<tr>
<td>$340</td>
<td>Elevate webcam on high surface</td>
<td>Logitech C920 Widescreen $90</td>
<td>Light stand $20</td>
<td>Tripod Boom with Clip $26</td>
</tr>
<tr>
<td>$117</td>
<td>Ravelli Lightweight Tripod $32</td>
<td>Canon Rebel Digital Camera with EF-S 18-55mm IS II lens $699</td>
<td>Neewer 3 Pack Led Lighting Kit $183</td>
<td>Blue Yeti Microphone $129</td>
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<td></td>
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<td>Duct Tape $6</td>
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<tr>
<th>Screen</th>
<th>LimoStudio Green Background</th>
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<td>$32</td>
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<tr>
<th>Course</th>
<th>Video production setup options</th>
<th>Under $100</th>
<th>Under $350</th>
<th>Over $350</th>
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5. Select recording and editing software

Videos are the most popular instructional resource for courses on Coursera. Some instructors use a video software program like Screenflow or Camtasia to record and edit videos, but you can use any other software of your choice. If you can’t decide, most software options include free trials.
<table>
<thead>
<tr>
<th>Software</th>
<th>Version</th>
<th>Tier</th>
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<tr>
<td>Zoom</td>
<td></td>
<td>Tier 1: $15-$20/mo</td>
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<tr>
<td>Adobe Premiere Pro</td>
<td></td>
<td>Tier 2: ~$20/mo</td>
</tr>
<tr>
<td>Audacity</td>
<td>Premiere (free), audio recording and editing</td>
<td>Tier 3: (free)</td>
</tr>
<tr>
<td>iMovie</td>
<td></td>
<td>Tier 4: for MacOS and mobile (free)</td>
</tr>
<tr>
<td>Screenflow</td>
<td></td>
<td>Tier 5: (mac only) $129-$209/mo</td>
</tr>
<tr>
<td>Quicktime Player</td>
<td></td>
<td>Tier 6: (free)</td>
</tr>
<tr>
<td>Snail</td>
<td></td>
<td>Tier 7: $50</td>
</tr>
<tr>
<td>Camtasia</td>
<td></td>
<td>Tier 8: $250</td>
</tr>
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You don't need to stick to one software to do it all. Make sure it supports your hardware and choose what works for you.

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**Recording and editing software**
of their footage you can use if needed during editing.

Consider using Zoom for interviews with an expert. Have Touch up my appearance feature.

Learn More:

3. Use the annotation tool on a shared screen or whiteboard. Video file emailed to you along with an audio file and transcript. Make sure you record to the cloud so you receive a separate.

2. Screen.

1. Zoom has the option to use a virtual background. While it’s

Note: Internet connection will do not have a stable connection recommended to use Zoom if you and audio quality is not greatly affect your video resolution.

Screen sharing.

out transmissions from video to require some editing work to trim interviews. Using Zoom will still you can also use it to record video conferencing. In online meetings, and

Zoom tips
1. Before Your Shoot
2. During Your Shoot
3. After Your Shoot
4. Remote Production Assistance
5. Additional Resources
them and their needs.

Remote learners feel as if you are speaking directly to
this while keeping your energy high and making
following slides are intended to help you overcome
artificial when the lens is on her. The tips in the
the most seasoned classroom instructor can feel
camera can feel awkward and uncomfortable. Even

unless you are a trained actor being in front of a

Prepare for Filming

During Your Shoot
1. Cost of doing business in local economy

Why Corporate Income Tax?

2. Coherent system with

Personal Income Tax

Tip: If you’re filming with your phone, use landscape mode so you don’t get the black bars on the side which happens when film vertically.

Appear: yourselt to the side so the text has enough room to text on screen in some places. Consider framing the middle or the side. If you’re planning to add your shot composition, you should be positioned in the top left or the top right.

Emplo the “rule of thirds” when thinking about

#1 Frame Your Shot
If you feel your energy flagging, take a short break.

And that’s okay.

Likely use hand gestures when standing versus sitting, particularly towards the end of a long day. You will likely use your voice and personally, providing a more engaging silhouette, it can impact providing a more engaging silhouette.

Stand instead of sitting down. In addition to standing, you will see your enthusiasm and passion shining on screen, it’s a better indication that you’re engaged and interested.

Show enthusiasm. When your enthusiasm and passion shine on screen, it’s a better indication that you’re engaged and interested.

Look directly at the camera to create a connection with the learner, increasing their engagement.

#2 Look at the camera.
The bracelets to clink together.

- Avoid wearing big necklaces as they have a tendency to bump against the microphone. dangling bracelets will also be picked up on
- Avoid wearing shirts with prominent logos (unless they are the logo of your university/company) to avoid any potential legal issues.
- Avoid wearing shirts with green screen.
- Do not wear any shade of green if you are using a green screen.
- Avoid wearing solid colors -- everyone looks good in blue on camera.
- Try wearing vibrant solid colors -- everyone stays away from solid black or solid white, as it can tend to blend into the background.
#4 Audio Tips

- If you are recording voiceover only for narrated slides or presentations, recording in a quiet room can help eliminate ambient noise.
- If you are recording in an editor where another take occurred, two sentences back editing can help put it together afterwards.
- If you do have to stop, clap your hands in front of the microphone so the audio file will show a spike and inform the editor another take occurred.
- Stop and restart if you need to due to noise or mistakes. You will pick up the vibration noise.
- Turn off all notifications on the technology around you.
- Make sure the right microphone you want to use is selected for recording. The default is usually the built-in microphone on a laptop. The default is specifically the built-in microphone on a laptop.
- Talk directly into the microphone. Maintain about 6-12 inches distance from the microphone.

If you hear an echo or you have no option but to

bounce off hard surfaces, moving blankets are also
rugs, and blankets will absorb sound so it doesn’t
reach into the room. Cushions, curtains, books,
use a built-in microphone, bring in soft surface
items into the room. Cushions, curtains, books,
use a built-in microphone, bring in soft surface
script, make sure you have a list of talking points.

moment it feels natural. If you're not using a
Don't be afraid to veer from your script in the
them, make sure you read each sentence out loud.
make but can be constraining. If you prefer to use
help you think through each point you want to
Practice, practice, practice. It's essential. Scripts can

# Practice
1. Before your shoot
2. During your shoot
3. After your shoot
4. Remote Production Assistance
5. Additional Resources
Note: The maximum file upload size is 2GB.

- Bit Rate of 160 or higher
- Sample Rate of 44.1 KHz
- AAC Codec
- Audio

(720p)
- Maximum video resolution of 1280 x 720
- De-interlace / Progressive video
- Bit Rate between 8-16 Mbps
- H.264 Codec
- Video

Encoding Guidelines

General Guidelines

Here are some video guidelines to follow so you can ensure your video content works as expected on the Coursera platform.

Video specs
Following video collaboration tools:

- **Mediasilo**
- **Whisper**
- **Vimeo**
- **Fame.io**

You may also decide to upload the videos to a system where reviewers can comment as they watch, making it easier to give feedback. Check out Whoscar, a platform specifically designed for video collaboration and feedback.

You should also give them a deadline. Once the feedback is received, you should ask each reviewer to provide a timestamp of the video with comments and to include the timestamps of video with comments. Finally, ask your reviewers to send you a drive or Dropbox link for specific feedback.

Consider a sharing service such as Google Drive. The file will be too large to send through email so you'll need to consider a file sharing service such as Google Drive.

You may also want to send footage to an editor or vendor. Video vendors can assist by doing clearer editing, for example, enhancing the amount of work done in this project. Possible video corrections include making smooth cuts, making the screen animation seamless, and making the audio and video as high quality as possible.

Videos should be sent out to stakeholders to review.
1. Before Your Shoot
2. During Your Shoot
3. After Your Shoot
4. Remote Production Assistance
5. Additional Resources
please contact Dave Livingston <dliveston@coursera.org>

For inquiries on Coursera Approved Remote Production Vendors

- cameras, lights, audio equipment and backdrops
- production kits for rent/temporary access including
  production at home productions
  access to an ecosystem of producers, directors, animators

with such remote services as:

Remote Production Solutions. These third party vendors can provide you
Vendor Network that can provide you with managed remote
able to do on your own, Coursera has built out an „approved
For at home productions that require more than you might be
5. Additional Resources
4. Remote Production Assistance
3. After Your Shoot
2. During Your Shoot
1. Before Your Shoot
Additional Resources

Video Production

Formal (YouTube)

Bring your ideas to life with the right educational video

YouTube Creator Academy (YouTube)

Creating a Quality Video Production Studio for E-Learning at Home (elearning)

Designing video with an iPhone (Wistia)

Look Great in Your Next Webcam Video (Wistia)

Filming an Online Course Gear 101 (Kajabi)

How to Create a DIY Green Screen Video Effect (camtasia)

How to Create Audio for Video (B&H)

Audio Editing Basics (camtasia)

Audio Tutorials (Audacity)

How to Get the Perfect Lighting (camtasia)

Lighting

Wistia’s Down and Dirty Lighting Kit – $100
Short survey.

Share your feedback and ideas from your home setup. We'd love to hear from you. Share your feedback, tips!