**Audio & Video Production Processes to Avoid**

**Description**
To record optimal audio for your video, it is recommended that you use your computer’s built-in microphone or an external microphone. Be sure to verify that you webcam or video camera is focused properly and operating correctly. Not doing so could result in poor quality audio and video production, which overall detracts from the overall quality of your message prepared for your students.

**Why**
Optimal audio is equally important as video. Clear and crisp audio can greatly enhance the learning experience for your audience and intensify the effectiveness of your content. A blurred, dim, or unclear visual image can disable your student from connecting with you content.

**Best Practices to Consider**
Here are several best practices to consider:
- For optimal quality with minimal to no distortion, you may want to record in a quiet room where no music or other distinct sounds are present.
- For optimal image quality, you may want to assure that your camera, webcam, or mobile recording device is focused correctly.
- You may want to verify that you camera is operating correctly.
- You may want to check your camera’s power source to verify that it is operating correctly.

**More Information**

*Resources and Tutorials for Video Production:*
- This link directs you to a tutorial containing useful terms and vocabulary relevant to video production processes. In addition, definitions, tips on how to apply and use, and links about processes listed are provided.
- URL: https://ets.berkeley.edu/help/resources-and-tutorials-video-production-0

*Best Practices, Video: Provided by University of Manitoba’s Marketing and Communications Office:*
- Some best practices to video production are provided by University of Manitoba through this link. A different outlook on the video production process with very useful information.
- URL: http://umanitoba.ca/admin/mco/videoguidelines.html

*Online Videos:*
- Some best practices to video production are provided by Penn State through this link. A different outlook on the video production process with very useful information.
- URL: http://agsci.psu.edu/communications/web/best-practices/online-videos
Do.It.Yourself: Tutorial provide by Yale Broadcast and Media Center:

- Some best practices to video production are provided by Yale through this link. A different outlook on the video production process with very useful information.
- URL: http://broadcast.yale.edu/do-it-yourself/

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