

CREATING A WELCOME VIDEO

Making a positive impression on students is very important, as it sets the tone for the rest of the semester. An introductory video will allow you to establish a rapport with your students and set their expectations prior to your first online class. Use the following guidelines as you prepare to film the video.

Technical Tips



Prepare your speaking points.

Write down a list of key points that you would like to discuss. Do not read for more than a split second.



Align the camera with your face.

Sit about an arms' length away, and look directly into it. Shooting from above or below is not particularly flattering for most people. Nor is it appealing to the viewer if you glance away for long periods of time.



Use a good camera or webcam.

Some smart phones have excellent filming capabilities as well. If you choose to use a phone camera, make sure that you film horizontally.



Film and review a trial.

Check for issues with sound and image quality.



Film during the day.

Natural light is the best alternative to studio lighting. Choose a sunny day and film beside a window. Make sure that the light is always in front of you (face the window) rather than behind you.



Consider publishing the information provided in your video in text format for students who may be restricted by a linguistic barrier or a hearing impairment.



Look directly at the camera.

Avoid glancing away for prolonged periods of time.

Speaking Tips



Speak a little louder than you normally would and be sure to enunciate.

This will ensure that your audio recording is high quality and clear.



Keep it short and engaging.

This video should only be 1-2 minutes long.



Introduce yourself personally.

Discuss your interests and invite students to share theirs.



Emphasize a supportive message.

Let students know that they can come to you for help, and direct them towards other student services.



Use inclusive language.

Try to use the terms "we" and "us" instead of "you" and "me."



Do not share personal information such as your phone number or email address.

Students can find this information on the course outline.



Discuss the course objectives, and briefly describe what classes will be like.

Do **NOT** discuss specific matters such as: assignments, dates and deadlines, university policies, netiquette, plagiarism, etc. Leave these details for the course outline.



Smile! :)