THECampus

A guide to creating a video resource for THE Campus

Thank you for agreeing to contribute to THE Campus. We accept resources in the form of **written features** and **short videos** - or even a combination of the two. This guide is for video resources.

All THE Campus resources should be focused upon offering practical, actionable advice to improve and enhance key areas of higher education, including: teaching and learning; impact and sustainability; internationalisation; early career research support; research management; equity, diversity and inclusion.

There needs to be a strong focus on the "How?" as well as the "Why?" and "What?"

Videos (3-5 minutes):

Videos can be kept very simple – you speaking clearly to camera, recording via a mobile phone or laptop is fine as long as the image and sound is clear.

We recommend sending us your draft script **before** you start recording so we can provide any relevant feedback on the content.

Please send us the video file via Wetransfer or another free file sharing platform.

Filming practicalities	Videos should be filmed in **landscape**, with a minimum **resolution of 480p**. Please **do not use a substitute background** image.
Initial considerations:	• What device are you using? Where is the camera? • What is the backdrop? • Is there any background noise? • What is the lighting set up?
Tech setup:	• Use a laptop, desktop computer or mobile device with an effective camera and microphone • If your computer microphone is not reliable, use a headset with a mic you can plug in • Make sure your recording device is plugged in or has plenty of battery to complete the recording
Physical setup:	• Choose as quiet a room as possible, where you will not be disturbed • Sit with a plain background behind you. Ideally a wall and not a window • Position yourself directly in front of the camera with your eye-line in the top third of screen • Make sure you are well lit – avoid bright lights behind you which will throw your face into shadow, keep lights in front of or above you. • Turn off all notifications (email, Slack messages, WhatsApp, etc) on your device
During the video:	• The video should be three to five minutes long • Wait three seconds after you press record before you start speaking • Speak clearly. If necessary, slow your natural speaking pace down a bit • Wait about three seconds before you stop recording

Video content	What to include:
	• Please avoid excessive branding in the video – this is a resource, not a promotional piece of content
Introduction:	Introduce yourself and where you are from. Briefly explain what you are going to be talking about. Introduce the challenge or issue being addressed – and explain why it is important / could be improved. Please try and avoid giving background on how "the covid-19 pandemic has forced university teaching online" – we all know this, so we don't need to keep repeating it.
Advice:	Explain the potential solutions / methods / strategies that will meet or overcome a challenge or improve outcomes. Provide practical detail and examples that will enable the viewer to understand how the theoretical advice can be made to work in their own practice – for example, which tech tools could be used, what kinds of activities might help, which framework to apply, what style of communication is most effective, etc. Break up your advice into clear sections, i.e. "three key tips…" if that will help to keep the advice really clear and easy to follow. Explain how the approach(es) outlined in the advice improves outcomes, drawing on personal experience or known research.
Conclusion:	Conclude by briefly summarising the key points or takeaways you wish to leave viewers with.
Extra tips:	You can keep the videos informal and chatty in style. Based on time constraints, it's best to stick to a few specific points rather than many – a short THE Campus video is not the right platform to express broader, far-reaching ideas. Keep the intro brief and try to get to the advice as quickly as possible. If you want to check your script meets the brief, send a draft script to us to check / feedback on before you record the video
Supporting content	**Transcript:** We will provide a full transcript of the video. **Additional links:** We are happy to include links to relevant related content and resources below the video, so do share these with us.

	Please note, we are not an academic journal and do not publish references.

DO

Do a quick test record to check the sound, camera angle, lighting etc.

Keep it brief – three to five minutes

Keep it simple – focus on one or two key takeaways

Always watch and check the video recording before sending

DON'T

Overcomplicate it – just you speaking clearly to a camera is perfect, but if you want to add in slides or infographics and have the tech know-how then go ahead!

Get lost in the detail – decide on the key points you want to make and stick to them

Worry about needing high production quality– neat and casual conversations with you in a home or office setting is relatable for viewers

Examples of well-constructed video resources:

[Advice for early career researchers on handling workplace inequality, prejudice and exclusion | THE Campus Learn, Share, Connect (timeshighereducation.com)](#)

[Think-pair-share: How to structure online classes | THE Campus Learn, Share, Connect (timeshighereducation.com)](#)