WELCOME VIDEO GUIDELINES

Welcome Video Guidelines

Planning What You Want to Say:

Before recording your "Welcome Video", it is helpful to have a strong idea of what you want to say and how you want to say it. Even though a script will be used, planning what you want to say before the recording will help your video run smoothly. Planning can help eliminate filler words (such as "um," and "uh") and keep your video focused on the topics you are presenting.

Consider these points as you prepare your script:

▸ A pleasant introduction stating your name, the course number and the course name.

▸ A description of the course and student expectations. Orient your message towards student success, as opposed to how students can fail the course.

▸ Preferred method(s) of contact.

▸ Feedback response time for course communication and graded assignments.

▸ A conclusion with a transitional statement such as "I look forward to working with you this semester".

▸ Be an engaging speaker: Vary your intonations, use humor and a conversational tone, and remember to smile and be yourself! Your main goal should be to keep your listeners interested and focused.

▸ As a best practice we recommend your "Welcome Video" to be from 2 to 5 minutes long; this will help students stay engaged.

▸ Keep in mind that your "Welcome Video" can be reused for future semesters or for another course. We recommend your script to avoid mentioning "time-sensitive" information. This includes the current term, and any due dates or assignments that may change from semester to semester.

Important Information:

- Before the day of the recording, be sure to practice your presentation.
- Come prepared and dressed professionally, it could be the first time your audience will see you.
- All scripts should be proofread and finalized days before the recording appointment.
- Send your script to your Instructional Designer so they can forward it to the Multimedia Team at least 24 hours prior to the day of the recording.

NOTE: Scripts of your welcome video are required to accommodate students who are hearing impaired.

What to Wear:

Please wear either light-or dark-colored clothing. Do **NOT** wear any clothing or jewelry containing any shades of green. When you come to the studio you will be recording using a green screen backdrop and if you wear any green, it will appear invisible to the camera. We recommend to avoid solid white, bright red and black clothes. For men, a dark suit with a white/light shirt and a nice tie is fine as long as it has a clean contrast between layers. Please avoid anything with a small, fine or tight pattern, such as plaids or stripes, and please leave any large or shiny jewelry in your jewelry box at home. These accessories can be visually distracting for viewers.

Delivering Your Presentation:

You don't need to be a professional speaker to record an effective "Welcome Video". Consider these suggestions when recording your video:

▸ **Be an engaging speaker:** Vary your intonations, use humor and a conversational tone, and remember to smile and be yourself! Your main goal should be to keep your listeners interested and focused. Pretend you are actually talking to a live audience.

▸ **Don't worry about small mistakes:** If you feel that you jumbled a phrase, don't restart the recording. You can always say, "Let me say that again," and then restate your phrase just as you would in a traditional classroom.

▸ **Avoid excessive verbal pauses, such as "um":** Do a dry run of the presentation, or practice reading the script several times to help eliminate distracting verbal pauses.

▸ **Use vocabulary that you feel most comfortable with:** This will help you sound more confident in front of the camera and eventually you will have a smoother recording experience.

Welcome Video Samples:

Professor Rixom
MAR4503: Consumer Behavior

Professor Hassell
HSC3661: Communication Theory & Practice for Health Professions