

## Video and Audio Recommended Guidelines for Publishing and Recording

### Video Recommendations:

#### Camcorders:

- ▶ The recommended format to shoot video for web-delivery is 720p: 1280x720 using an aspect ratio of 16:9. Since your video will be used at an online course 720p is more than enough to produce HD high quality videos.
- ▶ You may go higher up to 1080p: 1920x1080 to increase the quality of the video, but remember that your video size will also increase.
- ▶ Video files should be compressed as H264, .mp4 format at HD resolution.
- ▶ If applicable, record your videos at 24 to 30 frames per second.

#### Smartphones:

If filming with a smartphone please ensure that you avoid a common mistake - filming Landscape NOT Portrait. Hold the smartphone the right way up when you are filming, for photographs it doesn't matter how you hold it horizontally (landscape) or vertically (portrait) but don't film with the phone vertically, a television or computer monitor isn't vertical, it may look OK when playing back on your phone, but playing it back on a horizontal screen will make it look small and squashed.

### Audio Recommendations

- ▶ We strongly recommend borrowing an external microphone so that you'll capture better audio of people speaking directly to your recording device (laptop/computer). Starting with higher-quality audio saves editing time and makes the final product easier to hear.
- ▶ Always avoid wind or overpowering background noises.
- ▶ The audio levels should generally "peak" at -8db to -6db so that they are not too loud or too soft for the viewers. You can adjust these levels using Adobe Audition.
- ▶ The recommended audio file format is .MP3 and saved at the highest quality.

## Adobe Audition

### New Audio Files Settings

- ▶ For “Sample Rate” settings  
Select 44.100 Kilohertz. Do not select anything else.
- ▶ For “Bit Depth” settings  
Select 32 (float) to get the best dynamic range. Do not select anything else.