

## Capturing Video for Productions

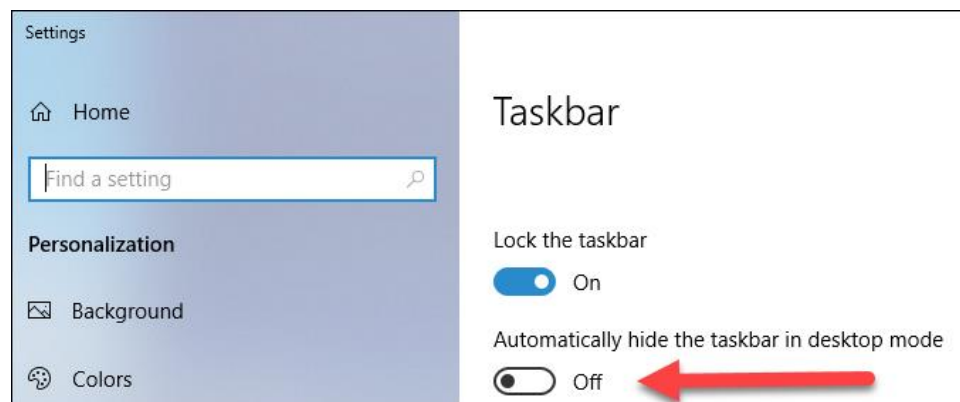
This document has been created to help keep ZOLL video productions as consistent as possible and to help expedite the creation of video content.

### 1. Audio –

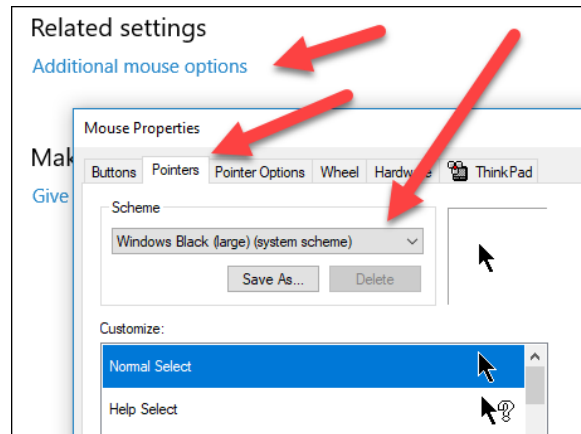
- a. To be used **IN** the production / your voice will be in the video.
  - i. Get a good USB microphone from the Content Development Team if you don't have one. And make sure it's working well before your recording session.
  - ii. Speak clearly and watch the "ummmm" factor.
- b. To be used **TO HELP CREATE** the production / someone else will be recording the audio, you're just the SME supplying information.
  - i. A good USB mic would be great but not nearly as important as when you're creating the actual audio to be used. Computer mic is fine.
  - ii. Make sure it's working before you do your recording. Yes, test it.
  - iii. Don't worry about messing up, just keep going.
  - iv. Explain everything in great detail. Remember, someone may be creating a script off of what you say. If you don't say or explain something, it's not going to make it into the video.
  - v. Not an audio thing but. . . NO extra mouse movements. Move your point purposefully and that's it, STOP. If you move your mouse to an area of the screen and need to stop there to explain something, take your hand off of the mouse and talk away. This REALLY helps with edits and just makes the video look better.

### 2. Setting the Stage & Recording –

- a. Get rid of all of those desktop icons
  - i. Right click on your desktop
  - ii. Click view
  - iii. Uncheck "Show Desktop Icons"
- b. Set your task-bar to Auto-Hide
  - i. Right click on the taskbar and click "Taskbar settings"



- c. Your Mouse Settings & Use
  - i. Change your pointer so it's easy to see . . .



This makes it easy for the viewers to follow.

- ii. **DO NOT** shake your mouse to call attention to areas of the screen. We will do this in postproduction of the content.
  - d. Clean the Browser
    - i. Get rid of app icons
    - ii. Turn off the tool bar
    - iii. Make it as clean as possible
  - e. Make it large
    - i. Apps should be shown full screen if possible. Yes, we cleaned the desktop but hopefully we won't even see it.
    - ii. In the browser increase the size to 110% or 125%. Obviously you'll want to make sure everything important is visible but larger tends to work better.
    - iii. If you're showing images, ZOOM in. No small text.
  - f. Recording Tools
    - i. Snagit
    - ii. Camtasia
  - g. File Format
    - i. MP4's are best
    - ii. Acceptable. . . avi, mpg, mpeg, mts, m2ts, wmv, mov and swf
  - h. Record at a resolution of 1920 x 1080
3. **Webinars** – Everything in this document also applies to webinars. The big thing to remember with them is to make sure you **hit the RECORD button**. It's very easy to forget.