



EMP 3 Development Workshop

AUDIO, VIDEO & GRAPHICS

Introduction to Audio/Video

- With the **increasing use of multimedia** in teaching and learning, the self-created video asset is an easy 1st point of entry. **With HD cameras on every phone and computer** there has been a wholesale democratizing of technological capacity. No longer do you need to hire a big production team, rent complicated and expensive equipment and pay an arm and a leg to make a little video.
- However, there are **fundamentals to multimedia creation** that separate the **good from the bad**, the useful from the inconsequential or the **effective** from those that deliver little or **no impact**. There are reasons there are still professionals in this area.
- But by paying attention to **a few KEY rules**, you can seize the initiative and control the creation and delivery of **high quality media assets** that can make the understanding of material and concepts in your courses **more effective and fun**.

Quality Control!

- Everything is Wrong



But wait....There is a **Golden Rule**

- No matter how good the image, if the sound is bad, your message will be lost.

BASICS of Capturing **GOOD** Audio

1. Use a Microphone or recording device

- Using a built in laptop mic only works if you are speaking directly into it. If you are more than a foot away the quality is terrible. If this is something you plan on doing even more than once, invest in a microphone.
- USB mics begin at around \$200 US. A portable Audio Recorder, ie: ZOOM H4N offers versatility, portability and is quite simple to use.
- [External mic vs camera mic](#)
- Wikipedia: [Microphones](#)
- Audio recording techniques – pgs 326/331-341 in Multimedia Foundation

BASICS of Capturing GOOD

Audio

2. **Optimal sound recording level for voice is -12 DB**
 - **This is the median level for normal speaking and allows room for both louder and quieter sound to be recorded adequately, without distortion.**

BASICS of Capturing **GOOD** **Audio**

3. Find a quiet place. Background noise is very disruptive.

- This includes kids, pets, fridges, traffic etc.

ADDITIONAL RESOURCES:

[How To: Use The Zoom H4N
Software/Hardware Overview](#)

BASICS of Capturing **GOOD** Video

1. LIGHTING

- When doing something on your own or with a small group, this is often overlooked. But the difference between a well lit shoot and a poorly lit one can be huge!
- Overhead fluorescents are not good.
- Beware of backlighting
- 3 point lighting is BEST
 - key, fill, back
- Good vs bad lighting for video
- More advanced but basic 3 point lighting

BASICS of Capturing **GOOD** Video

2. FRAMING

- Center of the frame. There are exceptions, such as if you know you will be adding graphics or images afterward. Plan.
- [Rule of 3rds](#)
- Head Room
- SHOTS: Close-up VS Medium VS Wide
- [Framing tutorial](#)

BASICS of Capturing **GOOD** **Video**

3. COMPOSITION

- **Clean, No Clutter**
- **Think about the foreground and background.**

BASICS of Capturing **GOOD** **Video**

4. BONUS TIP!

- **DO NOT “cut” as soon as you are done speaking. Allow a few seconds of empty recording before AND after you speak.**
- **This will help enormously in the editing.**

Examples of **GOOD** Media

- Alliances in WW1
- Crash Course in History