

401(k) Day

September 8

Invest in You

Best Practices and Guidance for Filming and Recording Educational Material for Employees

1 Goal Definition

- Clearly define the objective of the educational material. What should employees take away from it?
- Assess the target audience's current knowledge level and tailor the content accordingly.

2 Pre- production

Content Development:

- Ensure that the content is clear, concise, and structured logically.
- Prioritize important information and break it down into manageable sections.
- Engage subject matter experts to ensure accuracy.

Script Writing:

- Create a detailed script to ensure all topics are covered.
- Add pauses, emphasis, and cues to aid the presenter and editor.

Equipment Checklist:

- Camera (with tripod)
- Microphone (lavalier/lapel mics are ideal for clarity)
- Lights (at least two for a balanced setup)
- Backdrops or a quiet location

Rehearse:

- It helps in reducing errors and retakes during the actual filming.

3 Filming

Location:

- Choose a quiet location, free from external noise.
- Ensure good acoustics; soft furnishings help to reduce echo.
- Opt for a neutral backdrop unless demonstrating a practical skill or process.

Camera Setup:

- Use a tripod to stabilize the shot.
- Ensure the frame is correctly set up: the top of the presenter's head should be close to the top of the frame, and they should be centered.

Lighting:

- Utilize three-point lighting: key light, fill light, and backlight.
- Ensure there are no shadows on the presenter's face.

Sound:

- Test the microphone before recording.
- Monitor sound for any disturbances.
- Consider using headphones to ensure clarity during recording.

4 Post- production

Editing:

- Trim out mistakes or unnecessary parts.
- Add transitions between sections for smooth flow.
- Use B-roll or supplementary footage to illustrate points and add interest.
- Add text overlays or graphics where necessary for emphasis.

Sound:

- Ensure audio levels are consistent.
- Use noise reduction tools if needed.
- Consider adding background music at a low volume, ensuring it doesn't distract from the content.

Accessibility:

- Add captions or subtitles for those with hearing impairments.
- Ensure video contrasts and text overlays are suitable for those with vision impairments.

5 Distribution and Accessibility

Platform Selection:

- Choose platforms that are accessible to all employees, considering the organization's IT infrastructure.
- Consider the compatibility of the video format with different devices.

Feedback Loop:

- Allow employees to provide feedback on the material.
- Address queries and enhance content based on feedback.

