PROCESS GUIDE

Faculty Center for Teaching with Technology

TEXAS A&M UNIVERSITY COMMERCE

FCTT Produced Video Content Process for Course Design

The following describes the process followed by the FCTT Instructional Design and Video Production teams in the development of video content for instruction. The process includes video captioning which meets accessibility standards.

Step 1:   Instructional Design team recommends video components for inclusion in a course in consultation with the course instructor/developer

Step 2:   Instructional Design team consults with Video Support Specialist on feasibility of producing video elements, in consideration of technical, logistical, and scheduling factors.

Step 3:   Instructional Design Team, in consultation with Video Support Specialist, determines the video type that best accommodates the instructor's request:

Video Type 1: Narrated PowerPoint Lectures/Demonstrations/Tutorials
Video Type 2: "Talking head" lectures and problem solving demonstrations using the document camera, tablet, or SmartBoard

Based on the selected video type, the Instructional Design and Video Production team will follow the corresponding process.

VIDEO TYPE 1:

Narrated PowerPoint Lectures/Demonstrations/Tutorials Process (recorded in FCTT Studios)

1. The Video Production team will assist the instructor in recording and editing the product in accordance with established video production standards.
2. Raw files (video, PPTX, DOCX, and notes) are logged and stored on a shared drive.
3. Editor from Video Production team is assigned.
4. Edits made to raw files
    a. Audio cleaned/optimized
    b. Video Enhanced/Graphics incorporated to include FCTT logo.
5. Video product is edited, files placed in designated folder on shared drive, and Video Production team notified.
6. Video Production Team applies video accessibility standards through the following:

      a. Captioning,
      b. Creating a transcript, and
      c. Publishing the final product to the FCTT designated video delivery platform.
7. Video Production Team delivers video content link to Instructional Design team for posting in course in the University Learning Management System (LMS).

VIDEO TYPE 2:

"Talking head" lectures and problem solving demonstrations using the document camera, tablet, or interactive display recorded in the FCTT multi-camera studio

1. The Video Support Specialist and team record the instructor's video in the FCTT multi-camera studio, providing camera operators and teleprompter services. Teleprompter content is provided by a faculty script created in consultation with Video Support specialist.
2. Steps 2 through 7 are followed from VIDEO TYPE 1 in that the workflow for logging, editing, producing, and captioning is the same.