

DON'T LOSE SIGHT...

STAY FOCUSED

MISSOURI COMMUNITY COLLEGE ASSOCIATION
VIRTUAL ANNUAL CONVENTION
& SOLUTION CENTER

VIDEO RECORDING RECOMMENDATIONS

MISSOURI COMMUNITY COLLEGE ASSOCIATION
mcca

mccaconvention.com

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AUDIO RECORDING TIPS

- Avoid using your laptop microphone whenever necessary. **Earbuds with a microphone** are usually better and there are many affordable external microphones.
- Use a carpeted room and avoid large rooms with hard surfaces.
- Avoid public noise (sirens, birds, wind chimes, construction or other bleed thru audio disturbances).
- **Rehearse!** Playback the audio.

YES!

You **must** show yourself on video.

Showing your face throughout the presentation creates a more lively and engaging experience for attendees.

The instructions in this guide will help you.

*Failure to record your session without self-view visibility will result in removal of your presentation.

VIDEO RECORDING TIPS

- **Avoid clutter around and behind you.** A minimalist affect will help your audience avoid distraction.
- Make sure your face is in good, even light with no harsh backlight. **Do not sit in front of a window** (your face will appear dark).
- **Wear solid colors.** Avoid small prints, stripes, plaid, or patterns. Logos and trademarks should be avoided.
- **Avoid noisy jewelry** (necklaces, bracelets, earrings) as it can be distracting.

VIDEO RECORDING TIPS (CONTINUED)

Head Room



Too Far



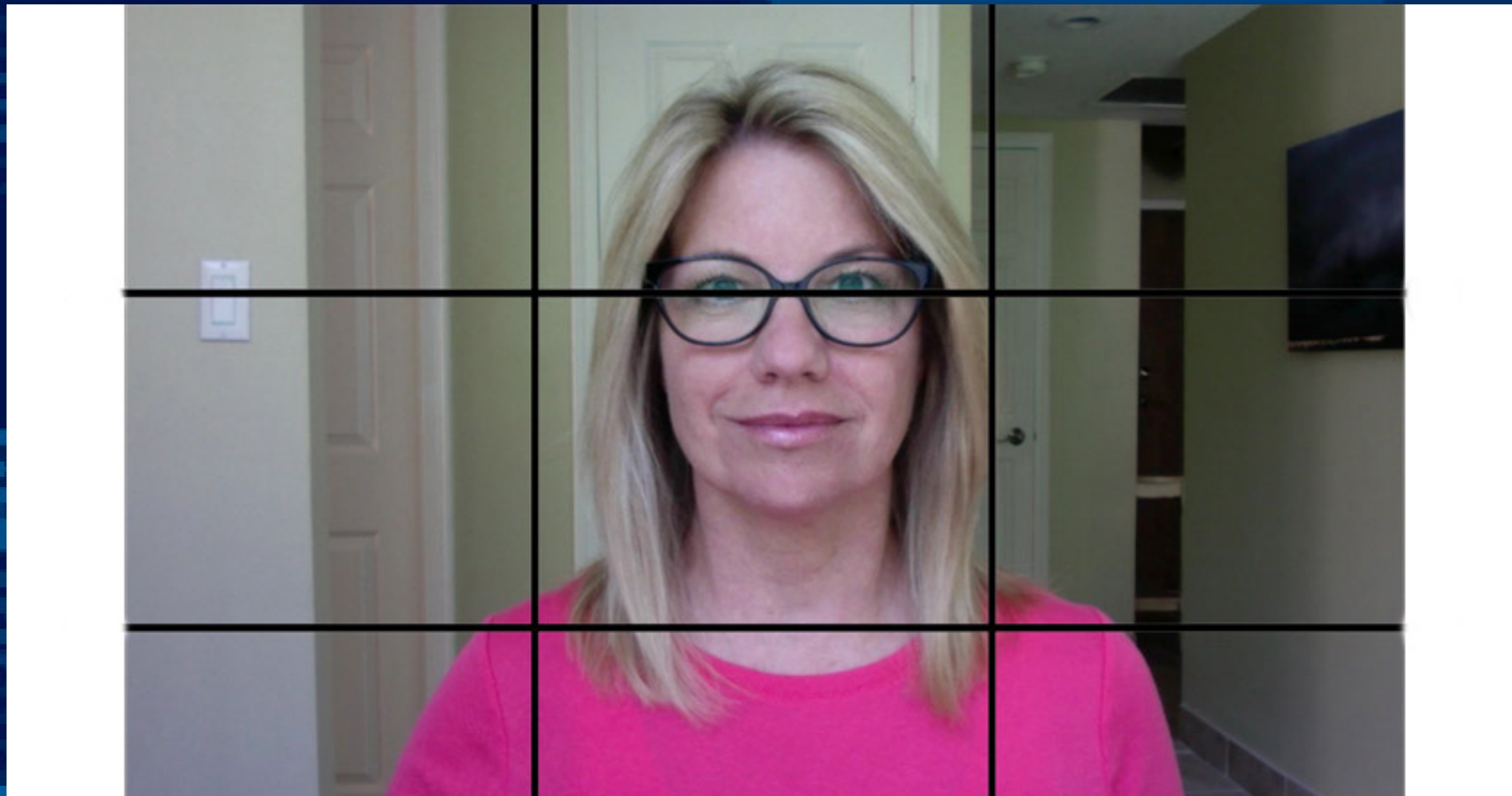
Just Right



Too Close

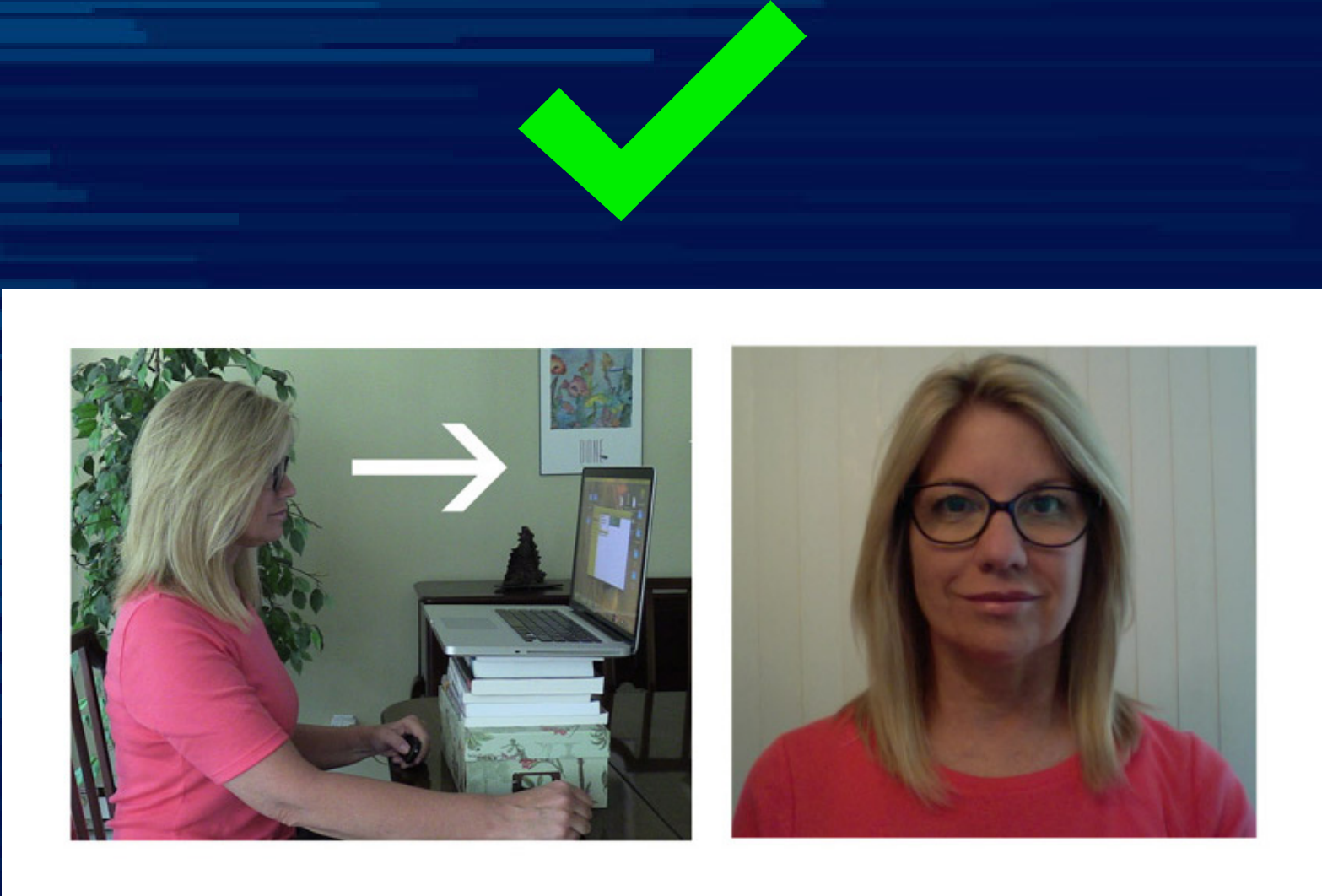
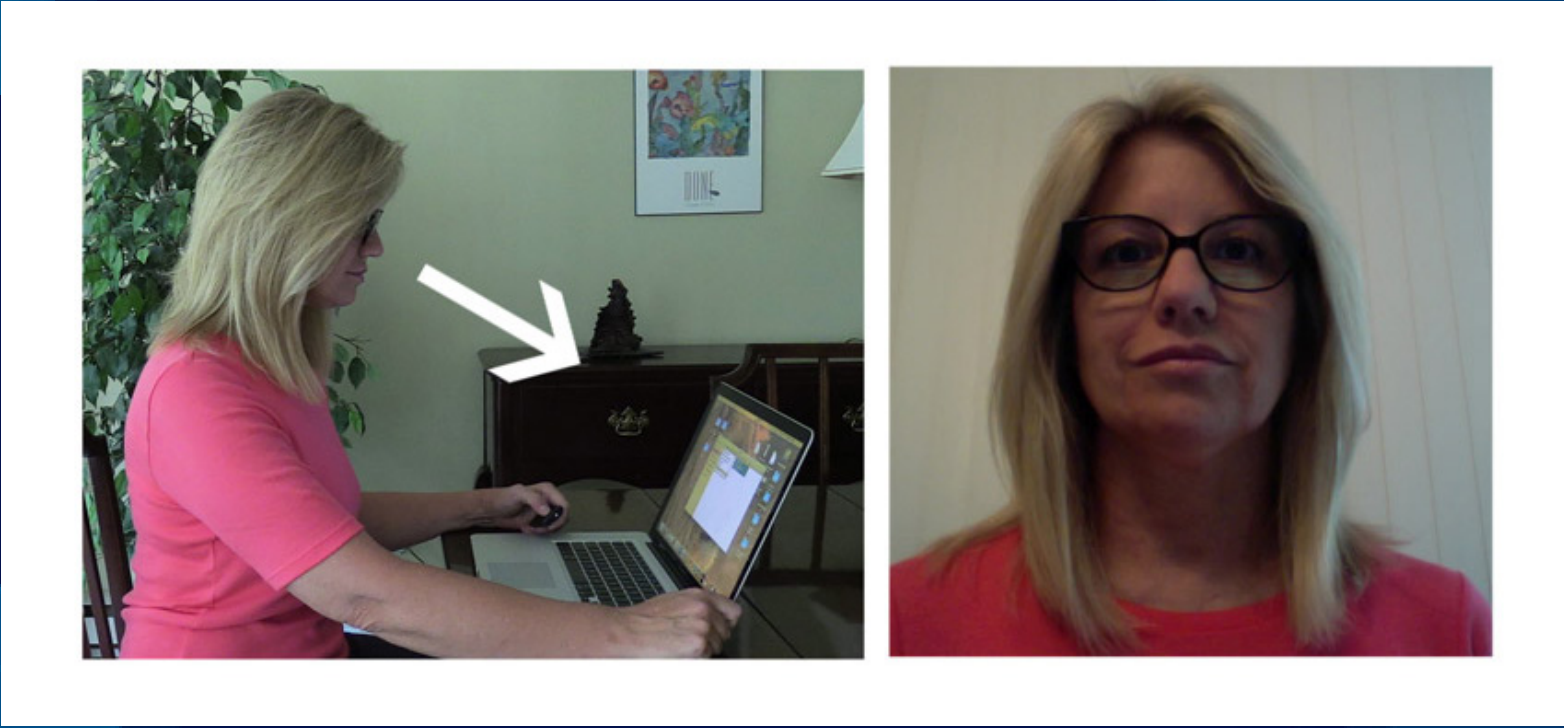
VIDEO RECORDING TIPS (CONTINUED)

“Tic Tac Toe” Grid



VIDEO RECORDING TIPS (CONTINUED)

Webcam Angle



VIDEO RECORDING TIPS (CONTINUED)

- Ensure that attendees can read all content on your slides.
- Make sure **self-view is visible** as a floating window in the top right corner of your screen, as viewers need to see a large view of your presentation and a smaller view of you as a speaker.
- Use language that makes your session feel “live.” Avoid passive language and phrases that date your presentation such as, “when you’re watching this.”

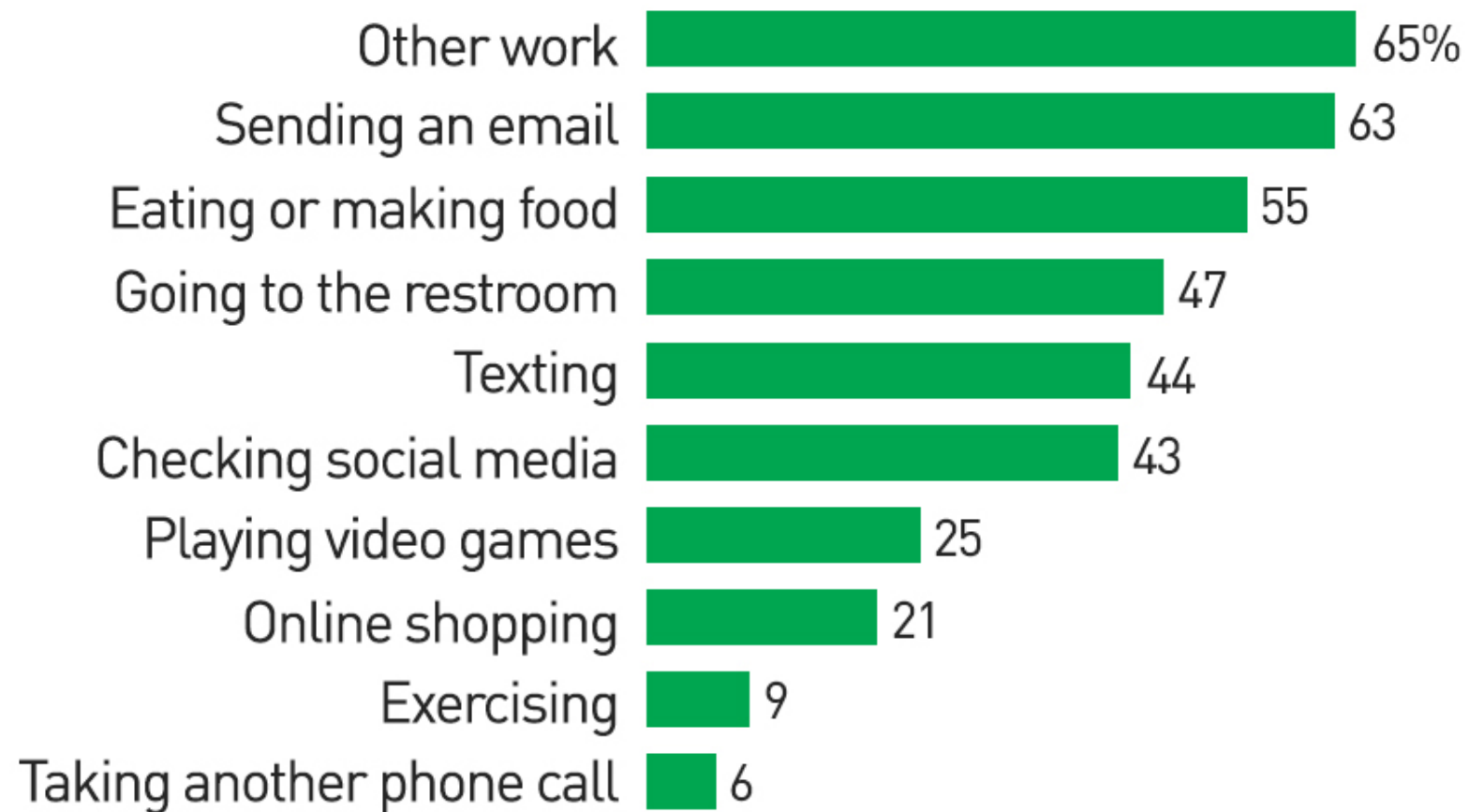
VIDEO REQUIREMENTS

- **Video format:** .mp4
- **Frame rate:** 30fps
- **Aspect ratio:** 19:9/widescreen
- **Resolution:** 1920x1080 (i.e., 1080p HD)
- **Audio:** We recommend recording in a quiet room with carpet and furniture (to absorb echoes), with the highest-quality microphone
- **Video file size:** 1.8 GB or less

Zoom meets all the video technical requirements above.
You may use your preferred software, but it must meet these requirements.

VIRTUAL COMMUNICATIONS FUNDAMENTALS

What your audience is doing during your presentation:



VIRTUAL COMMUNICATIONS FUNDAMENTALS (CON'T)

Create engagement opportunities...

- Warm up the audience with an interactive icebreaker
- Pose questions to prompt conversation and ideation
- Encourage discussions via the chat feature
- Create a scavenger hunt

Tip: We recommend engagement opportunities at least every 10 minutes.

VIRTUAL COMMUNICATIONS FUNDAMENTALS (CON'T)



Remember that your audience is likely at home, watching you on a small screen. Sessions are much more intimate and on-demand.



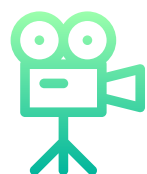
Speak with energy & with a normal tone of voice, as if you are holding a conversation with colleagues.



Express your personality! Facial expressions & body language will help add impact to your content.



Keep your content tight, focused & avoid repeating yourself.



Remember to **look into the camera instead of yourself on the screen** & maintain eye contact to help in connecting digitally with others.

PRESENTATION INFORMATION & RECOMMENDATIONS

- Slide deck **must** begin with the MCCA2020 branded slide. *The PowerPoint template can be found in the Presenter Resource Center at mccaconvention.com.*
- MCCA will **not** edit any videos. Your video will begin once you press Record, so ensure you are ready to begin.
- Be sure to start your session by introducing yourself with your name, affiliation, and the title of your presentation.
- Sponsored breakout sessions may include company logos on the title and closing slide **only**.

UPLOADING VIDEO

1. Once recorded, package and submit your video to events@mccatoday.org **no later than Friday, Oct. 16**. You will not receive a confirmation email.
2. We recommend the file transfer service WeTransfer (wetransfer.com), but you may also use Microsoft OneDrive or Google Drive.
3. Submitted videos are not considered final until reviewed by the MCCA Convention Team. **You will receive an approval email message by Friday, Oct. 23**. If additional edits are required to your video, you will be notified on or before Friday, Oct. 23.
4. Refrain from uploading your video to any other websites or social media channels until after MCCA2020 concludes.

The recorded session due date is a hard deadline and absolutely no exceptions will be granted.

#MCCA2020

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THANK YOU

for being a part of MCCA 2020!



Contact us
events@mccatoday.org