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## You CAN Afford Video

John Jones | Executive Director, Media Resources Center | August 11, 2021

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# Agenda

- Beginnings
- The Challenges
- Video Recipes
- Accessibility

# Getting to know me

John Jones

Exec. Dir. Media Resources Center

Accessibility Coordinator

Adjunct Instructor (ENGL 273 – Science Fiction)



# Media Resources Center

- Media Resources Center = Small building east of the Library
- Five Teams:
  - Academic Accessibility and Accommodations ([Jay Castor](#))
  - Campus Media Services ([Ryan Corcoran](#))
  - Office of Instructional Resources ([Dr. Carolyn Speer](#))
  - Video Services ([Greg Matthias](#))
  - MRC Web Services ([Mike Marlett](#))



# The Challenges

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# Things to think about – Capturing Video

- What device will you use?
- How can you ensure good lighting?
- How can you ensure good audio?

# Things to think about - Hosting

- What options will be easy for you to use?
- What options will be easy for your students to use?
- What options will make accessibility easiest?

# Things to think about – Planning your video

- Will you need to show something other than yourself?
  - Screen Capture
  - Whiteboard
  - Slides
  - Physical examples
- How long should your video be?

# Video Recipes

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# Mixing and Matching Components

- All of this can be mixed and matched, for the most part
- Find a mix that works best for you



# Recipe 1: iPhone to Youtube

- Capture the video on your phone (with the camera App)
  - Think about landscape vs. Portrait mode
  - Think about Camera Angle and Lighting
  - Think about audio
- Record the video anywhere/anytime
  - Upload it to Youtube in the app
  - Editing in the app
- Delivery –
  - Youtube embeds are easy to use.

# Recipe 1-a: Your phone to Panopto

- Panopto has apps available on iOS and Android phones
- Capture on your phone and edit on your phone or on your computer
  - Non-destructive editing
- Share in your class easily through the tools in Blackboard
- Share online with links or Embed code

# Recipe 2: Your Computer to Panopto

- Record using the dedicated Panopto App on your computer
- Upload to your class
- Edit online, in the Panopto tools
- Deliver through the BB app to your class, or as an embed

# Recipe 2.5: Record in Zoom and upload to Panopto

- Because videos can be uploaded directly to Panopto, we can use anything to record
- Many of us are very comfortable in Zoom right now
- Record in Zoom and upload into Panopto

# Recipe 3: The Lightboard Studio

- [Lightboards](#) are distributed around the main campus
- Capture video with a dedicated system that includes a class whiteboard that you present through so you can write on a board while looking at your audience
- Videos can be recorded to a USB drive or saved to the cloud through the Lightboard's dedicated computer

# Recipe 4: Master Classrooms

- Most master classrooms around campus are equipped with cameras, microphones, and the other components you need
- If you want to create a video that mimics you lecturing in a classroom, this is one way to get that effect



# Recipe 5: One-Button Studio

- Ablah Library has a “One-Button Studio” for video capture
- Record a video in a dedicated sound booth
- Take it away with you on a USB drive

# Considerations

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# Consideration 1: Video Length

- We live in a Tiktok world – and so do our students
  - Short video is digestible, deliverable, and repeatable.
  - Often, short videos are a bit more work than longer ones
    - It's worth the effort

# Consideration 2: Lighting

- Good, Soft natural light helps
- Florescent lights can be deadly



# Consideration 3: Camera Angle

- Be careful about what the angle of your camera is showing – what's the best angle for you and your environment?





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Unmute

Stop Video

Security

Participants 1

Chat

Share Screen

Record

Live Transcript

Breakout Rooms

Reactions

More

End





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Unmute

Stop Video

Security

Participants 1

Chat

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Reactions

More

End

# Consideration 4: Audio

- Bad audio quality will make people stop watching your video
- Do your best to limit ambient noise
- Use the best microphone you can



Accessibility

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# Video has serious Accessibility implications

- How will a student who can't see the video get what they need out of it?
- How will a student who can't hear the video get what they need out of it?



# Captions

- Free human captioning is available through Panopto
  - Record your video to the cloud in Zoom and the video is automatically imported to Panopto and captioned (If your Panopto is activated)
- Free machine captioning is available in YouTube and other sources
  - Machine captioning leaves behind mistakes which you will need to look for and correct
- Not having captions is not acceptable

# Video for people with Visual Impairments

- Is there important information in the visuals of the video?
- Is that information also shared in the audio track?
- Is it covered in another way?



# Text Alternatives

- A key accessibility solution is to provide the content of the video in a text format
  - Transcripts
  - Text summaries
- The key term is “Equally Effective, Alternative Access”
  - If you rely on a text alternative to meet accessibility standards, make sure it hits this standard.

# Questions?

What are you thinking about?

OIR/ARC Facebook Group: [WSU OIR FB Group](#)

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