Guidelines and Scripting Tips

For both promotional and course introduction videos, we welcome relative and suitable existing imagery if you own the rights and can provide these at the time your ODL Instructional Development Faculty submits your script to ODL production staff. *Note that we can only accept uncompressed video.*

ODL production staff are pleased to offer professional narration with relevant images and/or existing video in place of a *talking head*. Should you choose this option for your video delivery, simply submit your completed script questionnaires to the ODL Instructional Development Faculty and indicate that you would like for us to complete the video without a talking head. You will still have the opportunity to review the finished script before production begins.

**Video guidelines**

The size of the video in relation to the webpage is small (approximately 2.5" high x 4" wide) so *talking heads* are closely cropped to take full advantage of the small playback window.

*Should you choose to be recorded in the ODL studio, note that:*

- A green screen background (for imagery added in the video editing process) and a teleprompter are available for video professionally recorded by ODL staff **within the ODL studio**.

- Since the color green will be dialed out of the video, do not wear green clothing if you are using green screen. Business attire in a color darker than your skin is the best choice. Lighter colored clothing will tempt the camera lens to compensate by closing, and your face may appear darker than normal. This effect can also increase laugh lines and skin blemishes.

- Avoid loud patterns and bright colors in clothing, and any reflective jewelry that may reflect the studio lighting and distract the viewer.
Should you choose to request professional video capture on location, note that:

- A finished, approved and final script and storyboard (with corresponding narrative text) must be submitted with adequate detail on the video to be captured, contact information, and a list of preferred dates and times. ODL development faculty will work with you on a storyboard and production timeline should you choose to select this option.

- FSU Video Release forms must be completed and signed by all students who are to appear in the video. Students under age 21 must have these forms signed by their parents. ODL production staff cannot be responsible for locating students and requesting information and signatures. ODL can provide more detail on FERPA if you have questions or concerns.

Scripting tips

- Read your scripts aloud and edit them down to 2 minutes or less. One minute is preferable for the promo script since students may be viewing several videos while making course selections and could forego videos all together if they are too lengthy.

- Avoid long sentences that leave you short of breath when spoken aloud. Spell out numbers, avoid trademarks and any text that won't be spoken (e.g. "introduction", "closing remarks") and make no time-specific references that will date the video and make it less useful in coming semesters.

- Use upper and lower case type instead of all caps. Avoid using "etc."

- All script questionnaires should be submitted to ODL at least ten business days prior to scheduling video production (or recording narration) for review and production of a working script, which is subject to your final approval.

- After completion of a final script, an appointment in the studio can be booked.

Completed videos are not "proofs" or "previews" but are finished products that are complete and uploaded to your promo site or course web site within Bb.