GUIDANCE FOR THE SUSTAINABLE USE OF SELF-RECORDED VIDEO

Version No.	Description	Author	Endorsed by	Effective Date
1.1	Guidance for the sustainable use of self-recorded video	Education Enhancement	Strathclyde Online Learning Committee	14 December 2020

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Document History

Version	Date	Editor	Comment
1.0	16 October 2020	HLR	First approved version
1.1	14 December 2020	HLR	Change of document title from "Self-Recorded Video Reusability Guidance" to "Guidance for the Sustainable Use of Self-Recorded Video"

Guidance for the Sustainable Use of Self-recorded Video

The 2020 disruption to the University campus has resulted in a greater need for video. Most of this has been self-filmed by academics in non-studio environments, usually at home. The quality of the video produced has been influenced by multiple factors, many outside the control of the academic being filmed, such as availability of equipment and appropriacy of environment. Therefore, a judgment is required on the threshold standard for re-usability of developed media for future "non-Covid" times. This requires a balance in terms of professional judgement of quality against economies of time.

Quality Criteria

The following criteria should be reviewed when considering the re-usability of recorded video.

1. Has the video been recorded in High Definition (HD) i.e. at least 720p.
2. Has the video been recorded in landscape orientation rather than portrait orientation?
3. Is the video composition appropriately framed?
4. Is the speaker looking directly towards the camera, and not upwards or downwards?
5. Is the subject/speaker correctly lit in terms brightness and contrast that clearly show the intended subject on screen?
6. Is the audio clear?
7. Is the background free from clutter and distraction?
8. Is the video shorter than 10 minutes?

Content Criteria

The following criteria related to video content should also be considered.

9. Does the video avoid use of phrases that date the recording eg "The assignment deadline is in November 2020"?
10. Does the video avoid use of phrases which limit re-use in other programmes eg "Now that we're in week two…", "in this Engineering Hydrology module"?
11. Are all aspects of the academic content up to date eg current science, discussions of legislation, names of political post-holders or governing bodies?

Note that the assessment of an individual video is subjective and a negative response to one or more of these questions does not necessarily rule out the re-use of a video. If it is unclear if a video meets the minimum standards, it is recommended that Faculty video teams are asked to review the video against these criteria.

Examples of self-recorded videos which have positive answers to the questions listed are provided below.

Examples of Self-Recorded Video Appropriate for Re-use

	Dr Stella Pytharouli, Department of Civil and Environmental Engineering https://ls-video2.ces.strath.ac.uk/View.aspx?id=27620~5e~WEi7rLrYiC
	Dr Chamil Rathnayake, School of Humanities https://web.microsoftstream.com/video/8862781c-05dc-44a9-b8b2-cb8309a3ed35
	Richard McMaster, English Language Teaching https://ls-video2.ces.strath.ac.uk/View.aspx?id=25412~5b~stormAL6QZ
	Professor Jill MacBryde, Department of Design, Manufacturing and Engineering Management https://ls-video2.ces.strath.ac.uk/View.aspx?id=27146~5h~zCbJwQ8SBA
	Dr Neil Cochrane, Department of Civil and Environmental Engineering https://ls-video2.ces.strath.ac.uk/View.aspx?id=27539~5n~GMQcHenMm9

Thanks to the colleagues listed for permission to use their images and recordings.