

# Michigan Learning Channel

## Home Video Handbook

*Updated for Week of Code Video Celebration  
as of September 2021*

## **Welcome to the Michigan Learning Channel Home Video Handbook**

The Michigan Learning Channel (MLC) Home Video Handbook is designed to help non-video professionals create and deliver content for the MLC. This comprehensive handbook provides information on a wide range of video considerations while making videos at home.

### **About MLC**

The Michigan Learning Channel is a statewide public television partnership offering instructional standards-aligned content to supplement student learning and to provide alternative resources for families and teachers that support school-based instruction.

This free programming is being broadcast via special on-air channels established by each of the participating public television stations in Michigan. It is also available as a livestream and stored for on demand viewing on a variety of digital platforms, ensuring accessibility to all students, teachers and families across the state

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**Section 1**  
**Basic Video**  
**Set-Up,**  
**Recording and**  
**Editing**

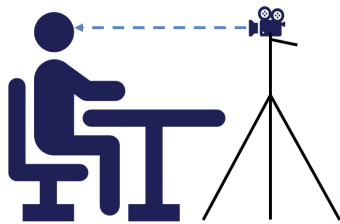
The following section outlines general best practices for video production at home.

## **CAMERA PLACEMENT**

It is important that the camera, webcam, or smartphone be firmly supported and on a stable surface. For cameras with tripod mounts a tripod is recommended. Otherwise, cameras can be supported on any other stable, solid surface. Inexpensive tripod mounts are available for most smartphones. An adjustable laptop stand can help to get laptop webcams to the right height while providing stability.

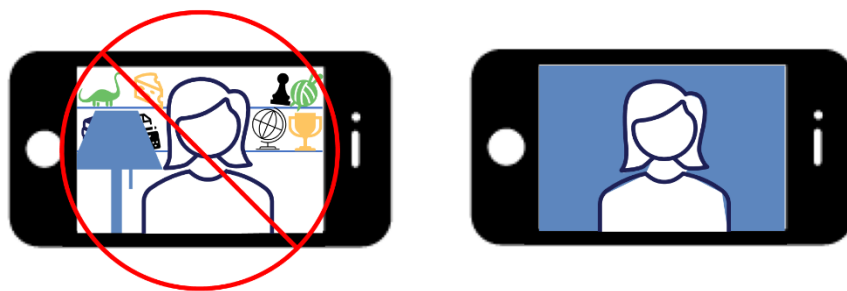
The lens of the camera should be at or slightly above eye level. Avoid shooting up into the face of the subject.

The subject can sit or stand, but either way the camera should be at eye level.



## **BACKGROUND**

Be conscious of the background. Make sure the background is clean and uncluttered. Avoid artwork or other decorations that may have copyright implications. This includes toys of cartoon characters, books, photographs and posters or other artwork. Thoughtful decoration can help support the lesson and add visual interest. Avoid plain white backgrounds, as they can sometimes interfere with the camera's auto exposure features.



While shooting outside avoid the presence of people other than the subject.

## LIGHTING

Good and abundant lighting is an essential element of good video. Bright, even, and soft light looks best for most subjects. Light should come from overhead and in front of the subject. Avoid windows and other sources of bright light behind the subject.

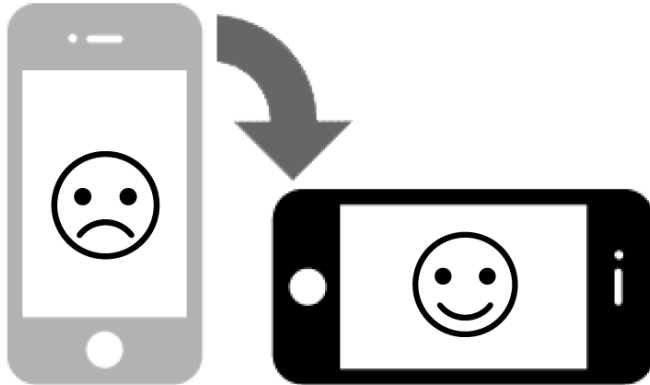


When shooting outdoors do not shoot into the sun.



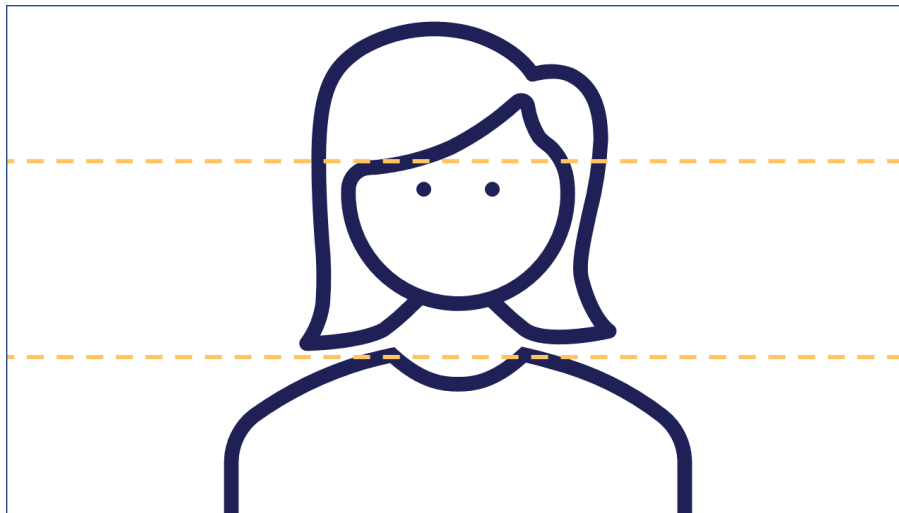
## FRAMING

When using a smartphone or tablet make sure the device is in the horizontal orientation.

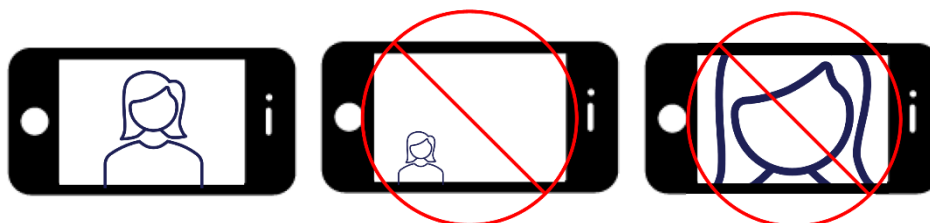


For most situations, the subject should be centered in the frame horizontally.

A properly framed person will have the correct amount of head room. Imagine lines dividing the frame vertically into thirds. The subject's eyes should be roughly in line with the top section.



The camera framing should be just a little wider than is required for the presentation without cutting anything off. Rehearse the presentation while monitoring the frame and give a little more room.



## AUDIO

Record videos in an area free from extraneous noise and interruptions. Speak clearly and project your voice. If one is available, a good quality microphone can help to isolate your voice and provide a richer sound. Recommendations for microphones are available at the end of this section.

## RECORDING

When it is time to record, start with a quick test to make sure everything is working as expected. Playback the test recording to make sure the image and sound meet your expectations.

When it is time to record, start the recording and wait five seconds before presenting the lesson. When the lesson is finished wait another five seconds before stopping the record.

Below are some resources to help with recording. Take the time to understand the you video equipment and software prior to recording.

How to record a zoom meeting:

<https://support.zoom.us/hc/en-us/articles/201362473-Local-recording>

How to record video on an iPhone:

<https://support.apple.com/guide/iphone/take-videos-iph61f49e4bb/ios>

How to get a recorded video off an iPhone and onto a computer or other device:

<https://support.apple.com/en-us/HT201302>



## **EDITING**

In most cases your video will be edited by editors at Detroit Public Television.

If you need to edit your video, most computers and smartphones come with a simple editing application. These applications can be used to trim video clips, make cuts and transitions.

Here are some tutorials for popular built-in video editing applications.

Photos for Windows 10:

<https://support.microsoft.com/en-us/windows/create-films-with-video-editor-94e651f8-a5be-ae03-3c50-e49f013d47f6>

iMovie for iPhone, iPad, Mac:

<https://support.apple.com/en-us/HT210430>

## **MUSIC**

Music for your video will be selected by Detroit Public Television. Any music heard during the video, even in the background, requires usage rights and may be timing consuming and expensive to clear.

## **STOCK PHOTOS, VIDEO, AND GRAPHICS**

Stock images, video and graphics for your video will either be supplied by Detroit Public Television or edited into your lessons by the Detroit Public Television staff. Please clearly identify any and all graphic requirements prior to recording your video.

## **TITLES AND ON-SCREEN TEXT**

Adding titles and other on-screen text to your video is not recommended. If titles, text or graphics are required please provide detailed instructions to Detroit Public Television so they can be added by an on staff editor.

## **HOME SHOOTING EQUIPMENT RECOMMENDATIONS**

All in one kit with a light:

[https://www.bhphotovideo.com/c/product/1599311-REG/rode\\_vlogvmicro\\_vlogger\\_kit\\_universal\\_all\\_in\\_one.html](https://www.bhphotovideo.com/c/product/1599311-REG/rode_vlogvmicro_vlogger_kit_universal_all_in_one.html)

Lav:

[https://www.bhphotovideo.com/c/product/1594655-REG/shure\\_mv1\\_3\\_5mm\\_motiv\\_mv1\\_omnidirectional\\_lavalier.html](https://www.bhphotovideo.com/c/product/1594655-REG/shure_mv1_3_5mm_motiv_mv1_omnidirectional_lavalier.html)

[https://www.bhphotovideo.com/c/product/1059342-REG/rode\\_smartlav\\_smart\\_lav\\_lav\\_mic\\_for.html](https://www.bhphotovideo.com/c/product/1059342-REG/rode_smartlav_smart_lav_lav_mic_for.html)

Tabletop:

[https://www.bhphotovideo.com/c/product/1594651-REG/shure\\_mv5\\_dig\\_mv5\\_digital\\_condenser\\_microphone.html](https://www.bhphotovideo.com/c/product/1594651-REG/shure_mv5_dig_mv5_digital_condenser_microphone.html)

Kit w/I light:

[https://www.bhphotovideo.com/c/product/1451035-REG/shure\\_mv88\\_video\\_kit\\_digital.html](https://www.bhphotovideo.com/c/product/1451035-REG/shure_mv88_video_kit_digital.html)

IOS adapters for iPhone:

[https://www.bhphotovideo.com/c/product/1280795-REG/apple\\_mmx62am\\_a\\_lightning\\_to\\_3\\_5mm\\_headphone.html](https://www.bhphotovideo.com/c/product/1280795-REG/apple_mmx62am_a_lightning_to_3_5mm_headphone.html)

## Section 2

# Video Content

## YOUR COMPUTER SCIENCE VIDEO

Create a short video that highlights how students at your school are using computer science – either in the classroom, as a group project, or as part of a club or after-school activity.

Videos will be used in a statewide TV campaign encouraging students to participate in Computer Science Education Week.

For example, the video could highlight:

- Family Coding nights / Hour of Code events
- Computer science activities in your classroom
- After school computer science related clubs
- Other innovative projects that are shared from student or teacher perspective

## COMPONENTS OF YOUR VIDEO

Your video should be showcase something students have created using code or computer skills. It should feature students and the voices of the young people who worked on the project. It may also include comments from educators and group leaders focused on the project's learning goals.

**You have two options for submitting video:**

1. An edited video (no more than 3 minutes in length)
2. A few pieces of video footage for DPTV to edit together (no more than 3 videos totaling 10 minutes in length)

### Demonstration of Your Project

If you are submitting footage, please be sure to include a demonstration video of your project at work! Whether it's a video game, a robot, or a singing banana, show us what it is and how it works. Video showing students actively manipulating or programming are also great to include.

### Student Interview

Please also capture a short video interview of students talking about their project. Here are some questions to get you started:

- Tell us about the project! What is it? What does it do?
- Why did you decide to make this?
- Did you use code or do any programming?
- If you made this again, is there anything you would do differently?
- What did you learn?

## PERFORMANCE

Be engaging. Project your voice outwards and speak clearly. Try to "show not tell," by including visuals, props, and action shots of students doing the work. Remember, viewers can only see what you present them to camera.

## ATTIRE

Do not wear clothing with prominent logos or other advertising. Avoid clothing with small patterns. Solid colored clothing works best on camera. Avoid wearing dangly, shiny and noisy jewelry.