

Tips For Creating Digital Media

Good General Advice

- PRE WRITE just as you would for any paper or presentation. Organize with a Story Board (map the images, sounds, and text you will use scene by scene) and write a complete script to stay on task and focused.
- Avoid Audio and Visual Noise: Use an audio editor and don't chop up or cram pictures into corners or add extras that clutter the slide.
- Have a design plan: Be consistent in font, format, colors, mood and tone.
- Use legal open source sound and images: Archive.org and Creative Commons can help you find open source options.
- Spell check and proof read carefully!

Sound Tips

- Talk slowly
- Stay hand width from the mic and make sure to stay still while you talk
- Get rid of any strange echo by adding a towel or blanket near your recording area to absorb sound
- Be aware of ambient noise (air conditioners and the neighbor's lawnmower) and room dampers
- Small clips are easier to work with than large ones in video
- Mark audio divisions with a clap if using in video to make cuts easier
- Export in mp3 if possible
- Use an inexpensive headset with mic for better sound quality
- Use a free audio editor like Audacity to eliminate background noise, add background music, and amplify quiet voices
- Cars are remarkably sound proof and make great recording studios

Video Tips

- Choose a quiet, neutral, bright location without backlight
- Get close and keep the camera steady and level (an inexpensive tripod is useful if using your phone)
- Film in multiple heights and directions for a more professional look if making video
- Always do a test shot/clip.
- Be aware video may need to be compressed or converted into a different format to be shared or exported to all places (lots of online converters are free and you can create a private youtube channel to also house videos)
- Show text for at least five seconds per slide/image plus transition time and make it legible to the back of a room (18pt + sans-serif black font).

PowerPoint Tips

- It is usually best to allow viewers to choose their own pace
- Create presentations in chapters of no more than 5-10 slides at a time with a polls or a quiz at the end to check competency
- Think VISUAL not textual in PowerPoints
- Narrate slides (with a headset) whenever possible to make presentations more engaging

- Upload to a cloud for more stable access and a permanent url (Slideshare or YouTube)
- Show text for at least five seconds per slide/image plus transition time and make it legible to the back of a room (18pt + sans-serif black font).

Good Free Software and Equipment:

Audacity <http://www.audacityteam.org/> Free audio editor

Gimp <https://www.gimp.org/> Free Image Manipulation Program (Like a Free Photoshop)

Shotcut <https://www.shotcut.org/> Free video editor

Videopad <http://www.nchsoftware.com/index.html> Free File converter and video editor

Slideshare <https://www.slideshare.net/> Cloud based archive for PowerPoint or video that creates a stable url for any project you can send by email

Jing <https://www.techsmith.com/download/jing/> Free Screen image capture

Zoom <https://zoom.us/> Free screen video capture and video conferencing