Campus

A guide to creating a video resource for Campus

Thank you for agreeing to contribute to Campus. We accept resources in the form of **written features** and **short videos** – or even a combination of the two. This guide is for video resources. There is a separate template for written resources.

Campus resources offer practical, actionable advice for fellow educators, faculty, researchers, support staff and university leaders wishing to improve and enhance key areas of higher education, including: teaching and learning; impact and sustainability; internationalisation; early career research support; research management; equity, diversity and inclusion; leadership and strategy; digital transformation; and student success.

Campus resources place a strong focus on the "how" as well as the "why" and "what". These are key questions to bear in mind when creating an article or video.

Please check our Campus contributor terms and conditions and ensure you're happy with them – they're standard stuff, but we need you to have seen them (no need to respond to them, unless you have a query, of course).

How to submit a video for Campus

Videos should be three to five minutes long. The format can be very simple – you speaking clearly to camera. Recording via a mobile phone or laptop is fine as long as the image and sound are clear.

Please avoid excessive branding in the video – this is a resource, not a promotional piece of content.

We recommend sending us your draft script **before** you start recording, so we can provide relevant feedback on the content. Read your script aloud to make sure it is the right length for the video.

Video files are often too big for email. Please send us the video file via Wetransfer or another free file-sharing platform.

Examples of well-constructed video resources

Using gamification as an incentive for revision
Advice for early career researchers on handling workplace inequality, prejudice and exclusion
Think-pair-share: how to structure online classes

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Filming practicalities	Videos should be filmed in **landscape**, with a minimum **resolution of 480p**. Please **do not use a substitute background** image.
Initial considerations	• What device are you using? • Where is the camera? • What is the backdrop? • Is there any background noise? • What is the lighting set-up?
Tech set-up	• Use a laptop, desktop computer or mobile device with an effective camera and microphone. • If your computer microphone is not reliable, use a headset with a mic you can plug in. • Make sure your recording device is plugged in to a power source or has plenty of battery to complete the recording.
Physical set-up	• Choose a quiet room, with little to no background noise such as traffic or weather (such as wind or rain), where you will not be interrupted. • Sit with a plain background behind you – ideally a wall and not a window. • Position yourself directly in front of the camera with your eye-line in the top third of the screen. • Check the lighting. Keep lights in front of or above you – avoid bright lights behind you; this will throw your face into shadow. • Turn off all notifications (email, Slack messages, WhatsApp, etc) on your device.
Recording the video	• The video should be three to five minutes long. • Wait three seconds after you press record before you start speaking. • Speak clearly. • If necessary, slow your natural speaking pace down a bit. • Wait about three seconds before you stop recording.

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	Video content: what to include
Introduction	Introduce yourself – give your name, job title and institution or company. Briefly explain what you will be talking about. Introduce the challenge or issue being addressed – and explain why it is important/could be improved. Avoid giving background on how the Covid-19 pandemic has changed higher education – we all know this, so we don't need to keep repeating it.
Advice	Explain the potential solutions/methods/strategies that will meet or overcome a challenge or improve outcomes. Provide practical detail and examples that will enable the viewer to understand how the theoretical advice can be made to work in their own practice – for example, which tech tools could be used, what kinds of activities might help, which framework to apply, what style of communication is most effective, etc. Break up your advice into clear sections to keep the points clear and easy to follow. For example: "Three key tips…" (just as you would in a presentation). Explain how the approach outlined in the advice improves outcomes, drawing on personal experience or known research.
Conclusion	Briefly summarise the key points or takeaways you wish to leave viewers with.
Extra tips	You can keep the videos informal and chatty in style. Based on time constraints, it's best to stick to a few specific points rather than many – a short Campus video is not the right platform to express broader, far-reaching ideas. Keep the intro brief and try to get to the advice as quickly as possible. If you want to check that your script meets the brief, send a draft script to us to check or offer feedback before you record the video.
Supporting content	**Transcript:** We will provide a full transcript of the video. **Additional links:** We are happy to include links to relevant related content and resources below the video, so do share these with us.

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DO

- Do a test recording to check the sound, camera angle, lighting and your position before you start recording for your submission.
- Keep it brief – three to five minutes.
- Keep it simple – focus on one or two key takeaways.
- Always watch and check the video recording before sending.

DON'T

- We are not an academic journal and do not publish references. So please don't include them.
- Don't overcomplicate the set-up or script – just you speaking clearly to a camera is perfect (but if you want to add in slides or infographics and have the tech know-how, then go ahead!)
- Don't get lost in the detail – decide on the key points you want to make and stick to them.
- Don't worry about needing high production quality – neat and casual conversations that situate you in a home or office setting are relatable for viewers.