

Creating a Profile Video

This handout is to help you create your online profile video that can be loaded to www.youtube.com. Creating a profile video is good way to connect with other COIL professors, find future teaching partners, and demonstrate skills that you may want your students to explore as part of their COIL module.

When making a video profile, be brief (around 2 minutes) with content limited to a few important topics. Here are some things to consider before making a profile video:

1. Print out a list of the topics in order that you want to cover in the profile video presentation.
 - A. Talk about some of following topics to promote you and your interest in the collaboration.
 - Your name.
 - Your institution.
 - Your academic interests
 - The type of classes and assignments you are interested in COILing.
 - Other information that would help a potential partner understand how you would approach a collaboration.

2. Practice talking through these topics to see how much time it takes.
 - A. Practice a few times until it feels natural and smooth.
 - B. Try not to read from written script.
 - C. Try to keep your video between 2-3 minutes in length.

3. These are some technical aspects to consider when making a Profile Video.
 - A. Video Cameras
 - Use the best video camera that you have access to.
 1. Digital Single Lens Reflex Camera.
 2. Mirrorless Digital Camera.
 3. Cellular Phone / Tablet Camera.
 4. USB Camera for your computer.
 5. Laptop Camera.

B. Sound

Many recording devices have high-quality, built in microphones.

Set up the equipment in a room or outside location that will have as little background noise as possible.

- Turn off all devices that might create background noise: radios, fans, clocks, phones, printers.
- Close windows and doors during recording.
- Try to record at a quiet time when there are few people at your location.

C. Stable Camera

- Have your camera, laptop, cellphone or tablet stationary using a tripod, desk, table or shelf to get the best angle and stability.

D. Portrait Lighting

- At the end of this handout there are technical diagrams and illustrations on how to achieve three different types of portrait lighting: Broad, Short & Butterfly.
- These can be achieved by using available light or adding a simple desk lamp.
- Having the main light in front of you clearly shows your face.
- When you have adequate light your camera functions better, giving you better clarity & color.
- If you have the light or window behind you it is difficult to see your facial expression.

E. Have your topics list outside of camera view so you can refer to it as you are recording.

F. When you start your recording, pause to give yourself some lead time, knowing you can edit it out.

G. After you do your recording, pause to give yourself some end time, knowing you can edit it out. H.

Record several versions and choose the one you like the best.

I. Editing Software

- There are a variety of video editing software options available if you like, such as Windows Movie Maker, Quicktime or iMovie.
- Speak with your institution's technical support staff if you have questions or difficult.

J. Posting your video

- You can upload your video directly into Padlet, or you can upload it to a video server such as Youtube or Vimeo. If you upload it to a video server, copy the URL and paste this into your post on Padlet.



Broad Light



Short Light



Butterfly Light



Take note of your background. You want people to pay attention to you, not the train that's about to hit your ear.



Back light. You want to avoid this.

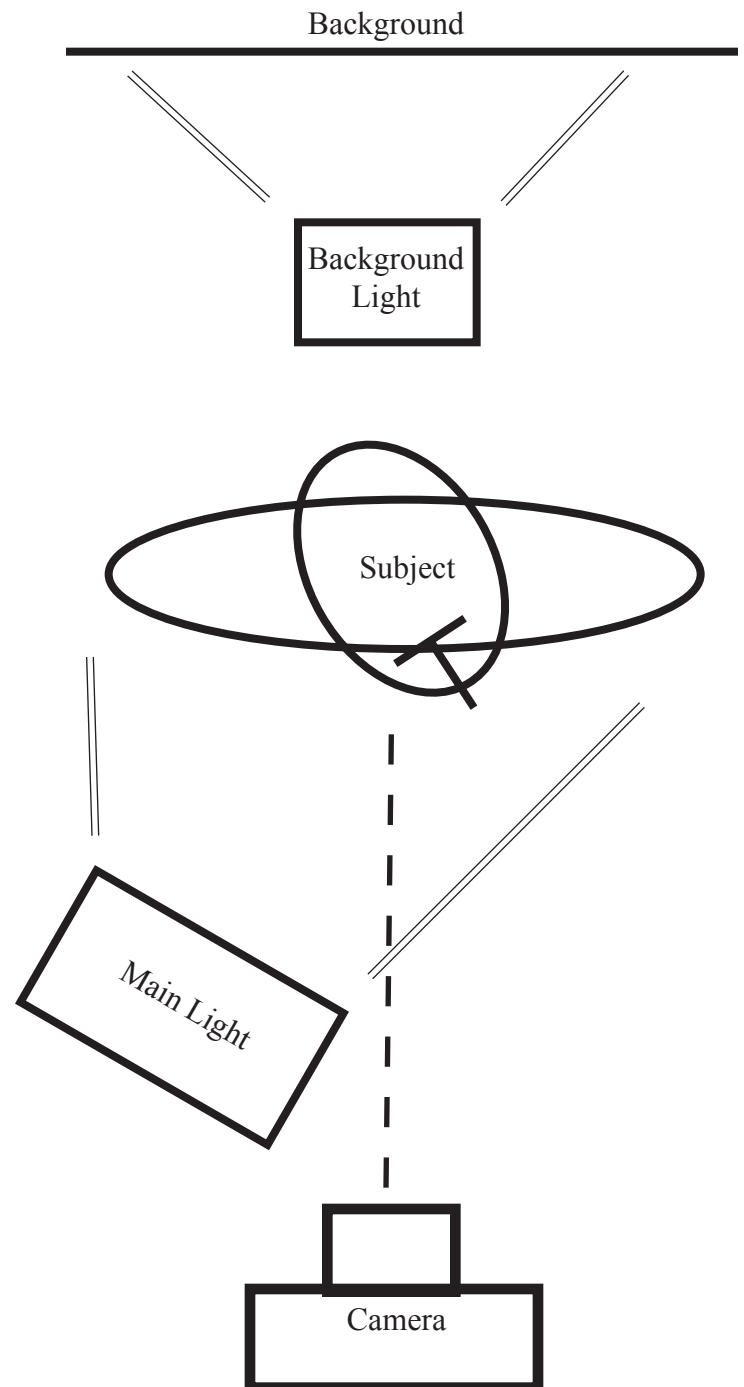


Mixed overhead and natural (window) lighting. There's a lot going on in this scene; a close-up would be better.

Portrait Lighting

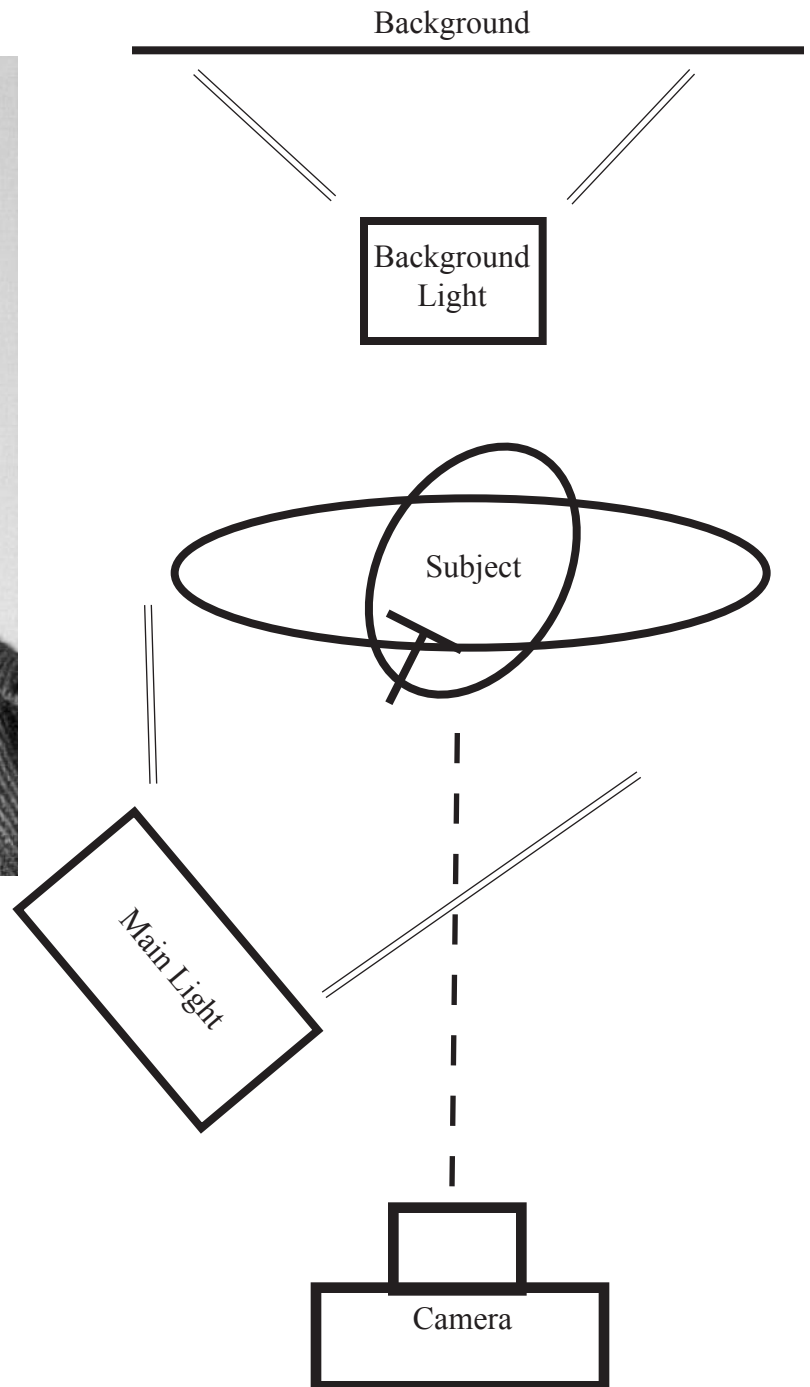
1. Broad Lighting

The main light on the subject is on the side of the face facing the camera. The shadow will fall away from the camera.



2. Short Lighting

The main light on the subject is on the side of the face away from the camera. A slight shadow will fall on the side of the face facing the camera. You will have a slight triangle of light on the cheek of the model.



3. Butterfly Lighting

The face of the model is symmetrical and directly forward to the camera.
The main light on the subject is directly over the camera and symmetrical with the subject.
A shadow will fall directly down on the model, creating a slight butterfly shadow under the nose.
The main characteristic of this style of lighting on the model is symmetry.

