

Recommendations for Audio and Video Submissions

How do I record audio and video?

Some organizations have partnered with a local videographer to videotape their courses. The provider may be willing to provide these services for free or at a reduced cost in exchange for advertising at the event. If you decided to use an arrangement like this, we can include information about your videographer, their contact info, and/or a link to their website on each course page to help promote their services. Other organizations record the course themselves, using a smartphone, tablet, camcorder, audio recorder, or other equipment. You can give us files electronically, on a DVD, on a flash/USB drive, or other type of disk.

What equipment will I need?

If you decide to make your own videos, you can use just about any kind of camera, camcorder, smartphone, tablet, or other equipment with video capabilities. You'll want to make sure you have enough available memory or a large enough memory card to film your entire course. We find that the video produced from smart phones now is as good or better than what we get from consumer level camcorders, plus, if you use a smart phone (IOS or Android), you can add the DropBox app and upload the video to us right from the same device. The main issue may be memory, as video files can be very large (2-10 GB per hour is common) and most people don't have that much memory available on their phone. You can find basic camcorders for around \$100, and even a GoPro or other action camera can work. If you are using a camera, make sure to get a large enough memory card (and the right type!), we recommend at least 64 GB or 128 GB with a fast read/write time.

For separate audio, an inexpensive digital voice recorder is a good option, and Amazon has many reasonable options for about \$50. You could also use a separate smart phone- most iPhones have a Voice Memo app and most Androids will have a voice recording app. If you choose to buy a voice recorder, look for one that is easy to use and easy to connect to your computer, either through a built-in USB that you plug directly into the computer or uses a cable. Please see our tips below (some we've learned the hard way!) on recording audio and video.

You may also want to invest in a tripod for your camera and/or audio recorder. We have used the AmaxonBasics 60" tripod which runs about \$20-25, but you can also find inexpensive options at big box stores. Target and WalMart typically have options in the same price range. If you are using a smart phone or tablet for your video, you'll need a tripod mount that is compatible with your phone,

and these are generally available for about \$10-20 as well. Also consider whether you will need an extension cord, as you don't want to rely on a battery, especially for longer seminars.

Should make a separate audio recording?

This depends on the setup of the room and whether you are using some kind of sound system. If your video will be taped from the back of the room and you are not using a sound system, we highly recommend that you do an audio recording from the front of the room as well. (We'll edit them together for you!) If you are using a sound system, you may be able to get acceptable sound from your video. We strongly recommend that you do a test run with whatever you choose to make sure it will work. We can boost the audio a bit in editing, but this also boosts the room sounds and ambient noise as well, so it won't be a solution for bad audio.

What format should I use for the files?

We can work with just about any audio and video format. Sound files are typically .wav or .mp3. Common video formats are .avi (Audio Video Interleave), .wmv (Windows Media Video), .mp4 or .m4v, or .mov (Apple Quicktime). Any of these are fine. If you have concerns about formatting, feel free to reach out to us before you record.

Learn from our mistakes! Helpful Tips for recording audio and video

- Videos should be in landscape (wider than it is tall), not portrait.
- Use the back camera on your phone, not the front one.
- If you're using a phone or tablet, clean the lens before recording.
- Don't use the highest settings for video on your phone. CLE's don't need to be recorded in 4K! We recommend 1080p at 30 fps or 720p at 30 fps if you are using a smart phone. Any larger than that and the file sizes will be unmanageable. 1080p at 30 fps is usually the default, and an hour of video on an iPhone will produce an 8 GB file, so make sure you have enough memory available for the length of your program. 720p at 30 fps is fine too, and will produce 3-4 GB per hour. These can be adjusted in the camera settings on your phone.
- When placing a camera or audio recorder in the room, be conscious of what is near the device that might disrupt your audio or video. Will people need to walk in front of the camera? If your attendees whisper to each other during the seminar, will it pick up? Is your device near the projector? Most projectors have very loud fans that can ruin the audio if it is close enough to be heard. Don't sit an audio recorder on a table or podium where people will be writing or putting their hands down, as that sound will pick up.



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- Don't worry about stopping for breaks or other pauses. We'll edit these out, and there's the risk you forget to start recording again. Feel free to start the audio or video a few minutes early so you can check that it's recording, as we can easily edit that out as well.
- Coordinate with your presenters ahead of time and discuss whether they plan to move around the room as they speak, and determine how far they can move without going out of frame on your video.