Let’s make a video.

Your sample video will help us evaluate your teaching and delivery style. This shouldn’t be a painful process, so here are the rules:

**Watch some of our content.**

To get a sense of our delivery and instructional style, watch some of the content from our library.

- A great first step is *Instructional Design Essentials - Creating Video Training*.
- Here’s an Excel example.
- And here’s a programming example.

**Teach us something.**

- Spend 3-5 minutes teaching a process or explaining a concept.
- Teach something “from the middle of a course” - not an intro or overview: really get into something specific.
- Remember to back up what you’re saying with engaging and instructional visuals. This is video training, not an audio podcast.
- Tell us ‘why’ and ‘how’.
- Don’t just click through a series of steps. Explain why you make certain choices or changes. Explain why it matters. Help your viewers understand the expertise and reasoning behind your actions.

**Present your content how you would in our studio.**

- Avoid waving the mouse around.
- Practice your delivery so you don’t sound scripted.
- Be friendly, not formal. Imagine you’re sitting down next to someone at their computer, not standing in front of 500 people.

**Don’t edit your video.**

- We need to see the un-edited version. We need to get an idea of how the editing process might go.
- Everybody makes mistakes, so leave yours in the video.

**Don’t worry about audio quality or video compression.**

- Dog barking in the background? That’s fine.
- Laptop mic? No problem.
- Not sure which video export setting to use? Don’t worry about it.
- We’re not evaluating you based on these things. If you come in to record with us, we’ll take care of them.

On Windows, you can record with Camtasia Studio. On a Mac, you can use QuickTime Player.

*If you have any specific questions, let your Content Manager know. They’ll provide you with some constructive feedback after reviewing your video with our team.*