Prepare your Materials – Keep it Simple

- **Format**
  - Keep it landscape (horizontal), not portrait (vertical)
  - Keep aspect ratios consistent either 4x3 or widescreen 16x9
  - Keep content closer to the center of the screen

- **Text**
  - Use at least 24 point text
  - Use fonts with evenly solid strokes like: Arial, Gill Sans, or Verdana
  - Limit the number of fonts, too many can be confusing
  - Use different sizes, bold or italics for emphasis
  - Use upper and lower case, not all CAPS
  - Avoid angled or vertical text, horizontal text is more readable
  - Limit the amount of text, keep only the highlights
  - Rule of thumb: 7 words per line, 7 lines per page

- **Images/Graphics**
  - Images should fill two-thirds of the screen
  - Set line widths to 4 points or larger

- **Colors**
  - Avoid too many glaring colors especially red
  - Text colors should contrast to the background color
  - Do not use red on blue or green

- **Backgrounds**
  - Keep the background clean and simple
  - Avoid busy backgrounds: textures, patterns, gradients

- **Transitions**
  - Don't use transitions
  - If essential, choose one or two simple transitions

Create a Script – Keep it conversational

- Write in plain, conversational English
- Add visuals to reinforce your narrative
- Use animations to focus your audience

Record the Video – Sit up straight and be confident

- Do not wear stripes/crisscrossed patterns, or green if using a green screen
- Equipment: webcam/video camera, microphone, video editing software
- If you make a mistake, pause (F1) for 4 seconds then begin again