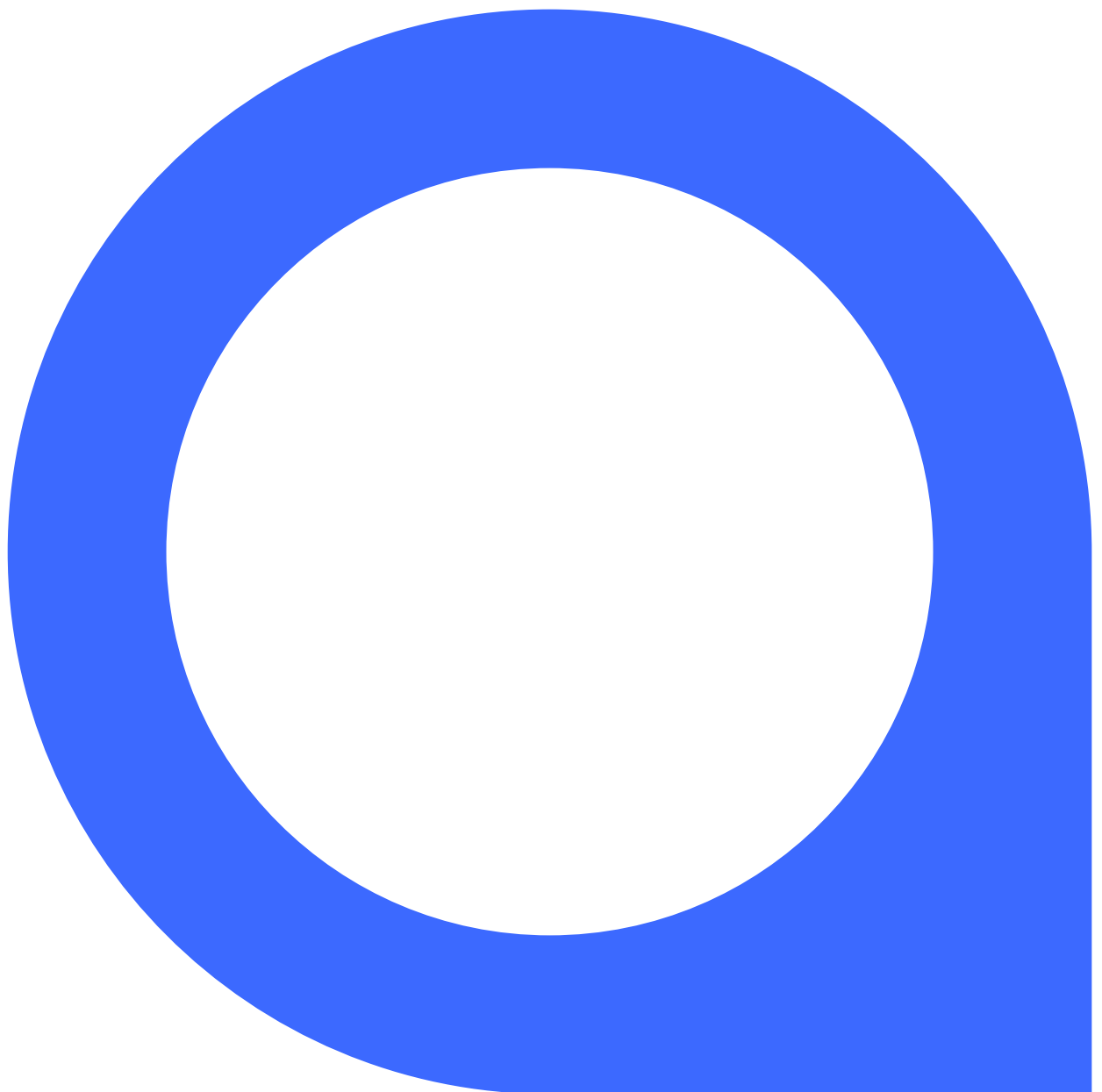


Appendix

Video production





Video Advice

The following advice is provided to help make your video effective and easy for markers to find and understand your key points.

Your video should:

- feature a full or upper body shot of you to help you engage with your audience;
- have an appropriate volume and be free of background noise such that the marker can clearly hear what you are saying;
- not exceed the time limit; and
- not be sped up to fit within the required time limit - if your video is too long then you should consider removing some content.

To create an effective video, you should also remember to:

- plan the video to suit its intended audience and aim;
- apply structure to your presentation, with a clear start, middle and end;
- use transition statements to indicate movement between each of your key topics;
- make speaking notes to remind you of what to say on each key point;
- use visual aids to support your key messages;
- practise;
- engage your audience with your body language and voice; and
- be confident when delivering your message.

Please note that your video does not have to be 'perfect' to score full marks for it. The rubric provides more information about the exact criteria on which your video will be marked.



YouTube Instructions

Students who do not have access to YouTube

Some students may not have access to YouTube due to their location. FOR THESE STUDENTS ONLY, please upload your video files directly to Canvas (preferably in an mp4 or mov format). We will then create an unlisted YouTube video for you.

In this case, your submitted video file should use the same naming convention as outlined in the submission section of this document.

Creating an unlisted YouTube video

An unlisted YouTube video is one that will not show up in YouTube search results and can only be seen by people you give the link to.¹

To create an unlisted YouTube video, you need a Google account. If you don't already have a Google account, the following link provides instructions for setting one up:

<https://support.google.com/youtube/answer/161805?co=GENIE.Platform%3DDesktop&hl=en>

Once you have access to YouTube via a Google account, you are ready to create an unlisted YouTube video. The following YouTube video upload guide provides information about the basic steps required to upload a video to YouTube from either your computer or mobile device:

<https://support.google.com/youtube/answer/57407?co=GENIE.Platform%3DDesktop&hl=en>

When uploading your video, please choose the settings shown in the screen shots below.

¹ Information about YouTube's privacy settings can be found at:
<https://support.google.com/youtube/answer/157177?co=GENIE.Platform%3DDesktop&hl=en>.



Education Program

Video Production

EXAMPLESaved as draft

1 Details

2 Video elements

3 Visibility

Details

1. TITLE HERE

Title (required)
EXAMPLE

Description ?
Tell viewers about your video

Thumbnail
Select or upload a picture that shows what's in your video. A good thumbnail stands out and draws viewers' attention. [Learn more](#)

Upload thumbnail

Playlists
Add your video to one or more playlists. Playlists can help viewers discover your content faster. [Learn more](#)

Playlists
Select

Audience
Is this video made for kids? (required)

Uploading video...

Video link
<https://youtu.be/smRMxAPgVEU>

Filename
EXAMPLE.mov

VIDEO URL

2. SCROLL DOWN FOR MORE OPTIONS

6% uploaded 14 minutes left

NEXT



Education Program

Video Production

EXAMPLESaved as draft

1 Details

2 Video elements

3 Visibility

Audience
Is this video made for kids? (required)
Regardless of your location, you're legally required to comply with the Children's Online Privacy Protection Act (COPPA) and/or other laws. You're required to tell us whether your videos are made for kids. [What's content made for kids?](#)

☐ Yes, it's made for kids
☒ No, it's not made for kids

Age restriction (advanced)

Uploading video...

Video link
<https://youtu.be/smRMxAPgVEU>
Filename
EXAMPLE.mov

Paid promotion
If another party paid to show a product or service in your video, let us know. Paid promotions need to follow our ad policies and any applicable laws. [Learn more](#)

☐ My video contains paid promotion like a product placement or endorsement
☐ Add a message to my video to inform viewers of paid promotion

Tags
Tags can be useful if content in your video is commonly misspelled. Otherwise, tags play a minimal role in helping viewers find your video. [Learn more](#)

Add tag

Enter a comma after each tag0/500

Language, subtitles, and closed captions (CC)
Select your video's language and, if needed, a caption certification

Video languageCaption certification

10% uploaded12 minutes left

NEXT

3. SELECT NOT MADE FOR KIDS

4. SCROLL DOWN FOR MORE OPTIONS



Education Program Video Production

EXAMPLE Saved as draft

1 Details **2 Video elements** **3 Visibility**

Select This content has never aired...

UPLOAD SUBTITLES/CC

Recording date and location
Add when and where your video was recorded. Viewers can search for videos by location.

Recording date None Video location None

License and distribution
Learn about [license types](#) and [distribution](#).

License Standard YouTube License

☒ Allow embedding

☒ Publish to subscriptions feed and notify subscribers

Category **"PUBLISH TO SUBSCRIPTION FEED AND NOTIFY SUBSCRIBERS"**
Add your video to a category so viewers can find it more easily

Education

Comments and ratings
Choose if and how you want to show comments

Comment visibility Disable comments Sort by Top

☒ Show how many viewers like and dislike this video

18% uploaded 10 minutes left **NEXT**

5.UNCHECK "ALLOW EMBEDDING"

6.UNCHECK

**7.SELECT
DISABLE
COMMENTS**



8. SELECT NEXT



Education Program

Video Production

EXAMPLE

Saved as draft

✓

Details

2


Video elements

3


Visibility

Video elements

Use cards and an end screen to show viewers related videos, websites, and calls to action. [Learn more](#)




You can complete this step after the standard definition (SD) version of your video has been processed. While you wait, you can close this screen or go to the next step.



Add an end screen
Promote related content at the end of your video

ADD



Add cards
Promote related content during your video

ADD

21% uploaded 10 minutes left



BACK

NEXT



Education Program

Video Production

EXAMPLESaved as draft

✓ Details


2 Video elements

3 Visibility

Visibility

Choose when to publish and who can see your video

☒ **Save or publish**
Make your video public, unlisted, or private

☐ **Public**
Everyone can see your video
☐ Set as instant Premiere 

☒ **Unlisted**
Anyone with the video link can see your video

☐ **Private**
Only you and people you choose can see your video


☐ **Schedule**
Select a date to make your video public

Before you publish, check the following:

Do kids appear in this video?
Make sure you follow our policies to protect minors from harm, exploitation, bullying, and violations of labor law. [Learn more](#)

Looking for overall content guidance?
Our Community Guidelines can help you avoid trouble and ensure that YouTube remains a safe and vibrant community. [Learn more](#)

Uploading video...

EXAMPLE
Video link
<https://youtu.be/smRMxAPgVEU> 

24% uploaded 10 minutes left

BACK **SAVE**

10. SELECT UNLISTED

11. TAKE NOTE OF VIDEO URL

12. SELECT SAVE



Video uploading

Your video is still uploading. Keep this browser tab open until uploading completes. Your video will be **unlisted** once uploading and processing finishes.

EXAMPLE

**13. KEEP BROWSER WINDOW OPEN
UNTIL VIDEO UPLOAD COMPLETE**

 29% uploaded 9 minutes left

CLOSE

Once your video has finished uploading, you should copy the video URL (see step 11 in the diagrams above) and paste this into your assignment file as instructed.

Optional step: using a 'brand channel' to hide your name

You will not be anonymous in your video as your face will be visible.² However, it is preferable that your name does not appear in your video or in the YouTube channel that you upload your video to. The following link provides information about how to create a new channel in YouTube using a brand name rather than your personal name:

<https://support.google.com/youtube/answer/1646861?hl=en>.

Please use these instructions to create a new channel that does not include your personal name. The actual name you choose does not matter.³

² There is a process in place to ensure that markers do not mark videos for students that they know.

³ You will not be penalised if you do not follow this optional step when uploading your video to YouTube.