

# Video Submission Guidelines for the Non-Professional

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This guide is intended for those who do not have access to a professional videographer and are recording videos to upload to a website or Canvas room.

## Preparing to Record

### Recommended recording devices

- HD Camcorders
- iPhone or similar up-to-date mobile device
- DSLR cameras with video functionality

### Lighting

- Your set-up should be in a well-lit area with the light source somewhere **behind the recording device**. If the light source is behind **you**, it will cause a silhouette effect.

### Environment

- Make sure to set your mobile device on something steady rather than completely going handheld (a gorilla pod or tripod adapter would be ideal).
- Shoot somewhere indoors, preferably in a private room without other conversations in the vicinity or background noise. A more interesting location is fine if it is quiet.

## Recording

### Recording Resolution

- All videos should be HD quality, with a resolution of at least 1920 x 1080. (16:9, minimum 1080p).
- Mobile device video must be shot horizontally, not vertically.

### Audio

- If you are filming this on your own with a mobile device, and do not have access to a microphone set up, we recommend using Apple ear buds with mic/mouthpiece, or something very similar. If you have no choice but to use the internal mic of your phone or camera, it is OK. Just be sure to speak loud enough to pick up decent sound, and that the room you choose has little to no background noise, echo, or overwhelming HVAC room hum.
- Don't worry about speaking too slowly or too fast. Instead, focus on being clear and concise.

## Next Steps

### Uploading Files and File Format

- Submit videos through Dropbox or a similar file sharing tool. The recommended file formats are H.264, .mov

or .mp4 file.

## Using Videoconference Tools to Record (Zoom, BlueJeans)

- **Zoom:** See this broad overview of Zoom that includes [Recording FAQs](#)
- **BlueJeans:** [Share and Manage Recordings in BlueJeans](#)

## Editing Your Own Videos

iMovie (for Mac users) and Movie Maker (for PC users) are the two most common free editing tools.

- **iMovie tutorial:** [Apple iMovie Support Page](#) and a [Getting Started Guide](#)
- **Movie Maker:** A useful video tutorial can be found [here](#).
- For a list of editing software, with brief descriptions, see [Alternative Free Editing Software](#)
- For Staff or Faculty who are using Panopto and wish to record and edit themselves using the web-based editor, see this step-by-step guide: [Editing Files in Panopto](#)

## Questions?

Contact: [production@wharton.upenn.edu](mailto:production@wharton.upenn.edu)

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