



Studio Video Recording Tips

Academic Technology Services

1. Creating Your PowerPoint Slides

- If you are using the Illinois Tech logo or college logos, make sure they are the current design.
- Use a design template with a consistent color scheme and fonts. Ensure sufficient color contrast between text and background — a minimum 4.5:1 ratio for body text and 3:1 for large text, per WCAG accessibility standards.
- Use a clean, readable font (such as Arial, Calibri, or Verdana) at a minimum of 24pt for body text. Avoid decorative or script fonts that can be difficult to read for viewers with dyslexia or low vision.
- Never use color alone to convey meaning — for example, don't rely solely on red/green to indicate correct or incorrect. Always pair color with a label, icon, or pattern.
- Limit Text: Avoid overwhelming slides with paragraphs, use short phrases or bullet points. Embrace White space.
- Focus on Key Points. Your slides should supplement your spoken words, not replace them.
- Use high-resolution images and graphics, limiting them to one or two larger images instead of many small ones. Add alt text to all images and graphics in PowerPoint (right-click the image → "Edit Alt Text") so that if slides are distributed, screen reader users can access the content.
- Proofread Carefully

2. Preparing Your Speech in Advance

- Rehearse your presentation speech multiple times before recording.
- Aim to deliver your remarks from memory to maintain a natural connection with the camera/audience. A teleprompter will be available during the recording, but the more familiar you are with your speech, the more confident and authentic your delivery will feel.
- As you rehearse, make a habit of verbalizing everything meaningful on your slides — read key text aloud, describe charts or visuals, and avoid phrases like "as you can see here" without following up with a spoken description. This ensures your content is fully accessible to viewers who are blind, have low vision, or are watching in contexts where the screen is not clearly visible.

3. Teleprompter Usage

- You can choose to have a full script in MS Word or Notepad that we can scroll through or bullet points outlining your presentation. The delivery should feel natural.
- Look directly into the camera lens to create a sense of connection with your audience. The teleprompter is aligned with the camera lens, so even while reading, you'll appear to be making natural eye contact. This helps build trust and keeps your audience engaged.
- A script or Talking (Bullet) points should be shared with us 24hrs in advance, unless the shoot is scheduled on a Monday, then we would need it by Friday prior.
- If you are providing a full script, we can use it as the basis for an edited transcript to accompany your published video — please let us know if you'd like us to facilitate that.

4. Dress Appropriately for the Camera

- Wear solid-colored clothing in mid-tones or pastels. Avoid solid white, gray, small patterns, or attire with logos or advertisements—unless they are related to Illinois Tech or your presentation topic.
- Choose colors that contrast with your background to ensure you stand out clearly on camera.
- Avoid flashy or reflective jewelry, as studio lights can create glare that distracts from your message.

5. Ensure Clear Audio

- Speak clearly and at a steady pace.
- If you fumble on a word, pause for 5 seconds and restart the sentence or phrase.

6. Relax and Be Yourself

Take a moment to breathe and get comfortable before recording. It's perfectly okay to pause or start over if needed—recording in the studio allows for multiple takes. Stay calm, be yourself, and focus on delivering your message with confidence.

7. Accessibility Checklist for Your Recording

Creating accessible video content ensures your material reaches all learners, including those with disabilities, non-native English speakers, and anyone in a sound-restricted environment. Before and after your studio session, please review the following:

- **Captions:** All published videos will include closed captions. Auto-generated captions will be produced, but they require human review and correction before publishing. You may be asked to review if there is a section that needs specific wording unclear in the video.
- **Transcript:** A written transcript will accompany every published video. If you recorded with a full script, this can serve as the starting point, if not, the video will be produced after.
- **Audio Descriptions:** If your video contains on-screen visuals — charts, diagrams, demonstrations — that are not fully described in your spoken narration, an audio description track or an extended transcript with visual descriptions will be needed. CLI will produce the audio descriptions later. Any materials that you have about the visuals will help.
- **Slide File Accessibility:** If your PowerPoint slides will be distributed alongside the video, ensure they include proper heading structure, logical reading order, and alt text on all images before sharing.
- **Color & Contrast:** Ask CLI to review your final slides to confirm text and background colors meet contrast requirements and that no information is conveyed by color alone.