



ADVANCING EDUCATION  
AND ORAL HEALTH



 HENRY SCHEIN®  
SOLUTIONS FOR HEALTH CARE PROFESSIONALS



Oral Health Professional Educators'  
'Practice Green®' Awards

Video Recording Guide

## Introduction

Application for this award is via a prerecord short video that highlights the work you wish to speak about.

To give you the best possible opportunity to be short-listed we have created this guidance document to offer you some key tips on the content and production of your submission. Both of which will be evaluated by the panel.

## Content suggestions

The award you are applying for is at an **Institutional level** and as such a team effort. Thus, we encourage that you demonstrate this either by the language you use or by the inclusion of others so as to demonstrate that your project was not a solo flight and that you, the team and indeed the Institution are all behind this. Additionally you might like to consider the following:

- Understand the criteria listed for each category and keep your video focused on the content applicable to that category
- Demonstrate impact or potential impact from the project
- Demonstrate the Institutions understanding of sustainable and green practice
- Consider including footage of the changes made by the initiative as real evidence of change (before and after)
- Give consideration to including a student and teacher voice if appropriate

## Tips to get a good production value

We all know the feeling, you are watching a video of yourself, and you can't help but cringe. But don't worry! Just follow these tips for video recording yourself to create flattering and natural videos.



| Tip                | Description   |
|--------------------|---|
| Plan ahead         | Prepare your teams script   |
| Choose a good spot | Avoid echoes, background noise, and distracting elements and try to link it to the concept you are showcasing |
| Find good lighting | Natural light is best   |
| Dress well         | Wear comfortable clothes  |
| Set up a camera    | Use the best settings   |
| Get good framing   | Use flattering framing  |
| Use a microphone   | Get a clip-on microphone if you can   |
| Practice on camera | Relax and act natural   |
| Do test shots      | Check audio, framing, and lighting  |
| Edit a video       | Remove unwanted sections  |
| Promote a video    | Spread the word   |

## The 12 tips for recording your submission

### 1: Plan your video in advance

Being prepared is key when it comes to recording yourself and your team because it will help you relax and be less self-conscious. It will also prevent you from rambling or going off on tangents when recording. You can start with these tips for filming:

As this is about a team effort you may wish to include others in the recording and this will need to be carefully planned and scripted

Decide what the team wants to say ahead of time and identify who says what

Write out a script, bullet points, or even a storyboard, to help keep you on track of the key message

Ensure you keep on track for the category of the award you are applying and that the evaluation criteria are clearly addressed in your video

If you're planning to use props, have them ready and in view before you start recording

You might also like to share a some recordings of the sustainability improvement in action on the campus

### 2: Find a good spot

The location of your video can make a big difference in how it turns out, as well as how you look and sound on camera. Check out these tips for recording a video for this awards:

- Find a location with minimal background noise and that is aligned with the ethos of the award you are applying for
- Avoid areas with echoes
- Don't choose a spot with a distracting background or with regular noise such as traffic
- If you will be sitting, make sure the chair is comfortable and won't squeak when you move

### 3: Find the best lighting

Lighting is also important. Bad lighting can make you look washed out or give you dark circles under your eyes, and we have all seen someone fade into the darkness on a zoom call as light fades. To get good lighting consider:

- If recording indoors, try to find a room with plenty of natural light
- If recording outdoors, avoid direct sunlight
- Use additional light sources to brighten up the scene if needed
- Think about reflections that may be seen in the background
- Be conscious of shadows and other issues that may impact the final recording

### 4: Dress for success

Remember all shortlisted videos will be made available on ADEE.org and may be used by our award partners for promotional purposes so we want you to look your best.

Generally speaking, you should dress as if you're going to be seen by the world. We encourage business casual as a minimum. Wearing good clothes can also help you feel more confident, which will come across on camera. Here are some things to think about when picking out what to wear:

- Choose clothing that is appropriate for the video's purpose and audience
- Avoid wearing anything that has busy patterns as this can impact recording
- If you'll be moving around a lot, comfortable clothes are a must
- Do not wear clothes that will blend with the background
- For accessories, do not wear anything that will make noise when you move

### 5: Set up your camera

Good videos start with good setups. Viewers will appreciate the content of your video more if you have the right settings. Consider these tips:

- Place your camera on a steady surface or tripod
- Adjust the resolution to at least 1080 HD or 4K
- The default frame rate is 30 FPS, but you can set it to 60 FPS for smoother footage. This is especially useful if you will be demonstrating fast movements or physical activities
- Position your camera to shoot in landscape mode. Shooting in portrait mode may be limiting, especially if you are demonstrating something

## 6: Frame yourself well

Good framing is essential for a better viewer experience. It helps highlight your best features and downplays any areas you're not as confident about. Here are a few tips for self-recording:

- Leave some headroom and avoid cutting off the top of your head in the frame
- Center yourself in the frame or follow the rule of thirds
- Make sure the camera is at eye level. Setting it too low or too high can highlight some unflattering facial features

## 7: Use a microphone

Audio quality is just as important as visual quality when it comes to videos. Ideally, you should have crisp, clear sound so that viewers will easily understand you and not mishear what you're saying.

- A microphone is not always necessary, especially if you found a quiet spot. However, using a microphone greatly improves the overall quality of your video.
- You can invest in a clip-on microphone or a wireless lavalier microphone.

## 8: Practice your camera presence

Not everyone is charismatic on camera, but there are a few things you can do to help you come across as natural and confident:

- Always look at the camera (unless you are demonstrating something)
- Slow down your speech and enunciate your words
- Watch your posture: stand or sit up straight, but avoid being too stiff
- Avoid making distracting hand movements while speaking
- If you are feeling stressed or anxious, it will show in your video. Take a few minutes to relax and clear your mind before starting to record

## 9: Do a test shot

Don't go recording immediately without doing some test shots. The last thing you want is to find out that your camera angle is all wrong or that the lighting is terrible once you've already started. Consider these factors:

- Check the framing, sound, and lighting
- Listen for any background noise that might be picked up by the microphone
- Check to see if there are any shadows on your face

### Don't be afraid to experiment!

If you're not satisfied, don't be afraid to try again! Don't stop until you record something you really like, or else you'll end up releasing a video you're not truly happy with. Here are things you can do to switch things up:

- Try different angles and distances to find what is most flattering
- Move around to see how your body looks in the frame
- Experiment with zoom, focus, and other camera settings

## 10: Edit your video

This is not necessary, but it can help you remove any unwanted sections of the video. Adding graphics will also make your video more engaging and professional-looking. Here are some editing recommendations, as well as apps to use:

- You can remove sections where you are stuttering, rambling, or where there is dead air.
- You can add simple text graphics to aid the viewer in understanding your content.
- If you are using a computer to record, you can use video-editing software, such as Movavi Video Editor.
- If you are using your phone to record, there are many editing apps available for free, like Movavi Clips.

## II: Promote your video

How can you get feedback on your video if no one knows it exists? Be sure to promote your video once you've released it. Brace yourself for constructive criticism, but also be open to positive feedback! Here are ways to promote your video:

- Share your video on social media once it has been released on [adee.org](https://www.adee.org)
- Embed it on your website or blog
- Send it to friends and family

## Summary

With these tips for filming yourself, you can learn how to record high-quality videos that are flattering, natural, and engaging. Take note of these factors, and you'll be on your way to creating great videos in no time!

- **Being prepared is key.** Knowing what you'll do or say in advance, scouting a good spot, and picking out good clothes, will save you a lot of time. These will also help boost your confidence when recording.
- **Mind your setup.** Nowadays, video quality is essential in getting you more views. Make sure you have the right settings, audio, lighting, and framing. Feel free to make test shots and experiment on different things before your official recording.
- **Act natural.** It's easier said than done, but showing how comfortable you are on video makes you more pleasant to watch. If you're camera-shy, take the time to practice so that you don't look awkward on the recording.
- **Make edits.** Editing your video can make a big difference. Improve the quality by cutting out any unwanted footage or adding at least simple graphics. Make sure to find a good and easy-to-use editing app.