

Elevating your home video studio on a budget

DIY UPGRADES FOR QUALITY CONTENT

MEDIA & LEARNING 2024
WORKSHOP



*“Who am I? You sure
you wanna know?”*

Peter Parker, Spiderman

Introduction

Introduction

- About me
- Course Creation Services (part of Teaching and Learning Services)

*“A thing of beauty
is a joy for ever.”*

John Keats

The importance of aesthetics

OVERVIEW

- Why should I care about aesthetics?
 - Aesthetics, production values, and overall design all influence the learning process (Leacock & Nesbi, 2007)
 - The delivery of poor-quality visual media has more of a negative effect on the learning process compared to the delivery of high-quality visual media (Leacock & Nesbi, 2007; Molnar, 2017)
 - Consistency in design choices, colours fonts and styles aid in streamlining the user experience
- What other best practices should I follow?
 - Mayer's 12 principles of Multimedia Learning

Video in eLearning



Video in eLearning



Video in eLearning

*“We have
McDonalds at home!”*

Eddie Murphy's mom

Look at what you already have



- Audio
 - Blankets or carpets help in reducing harsh reverb
 - Try using a Bluetooth headset or in-ear with microphone
 - Always check audio
 - Using an old pair of tights or a sock can help with plosives



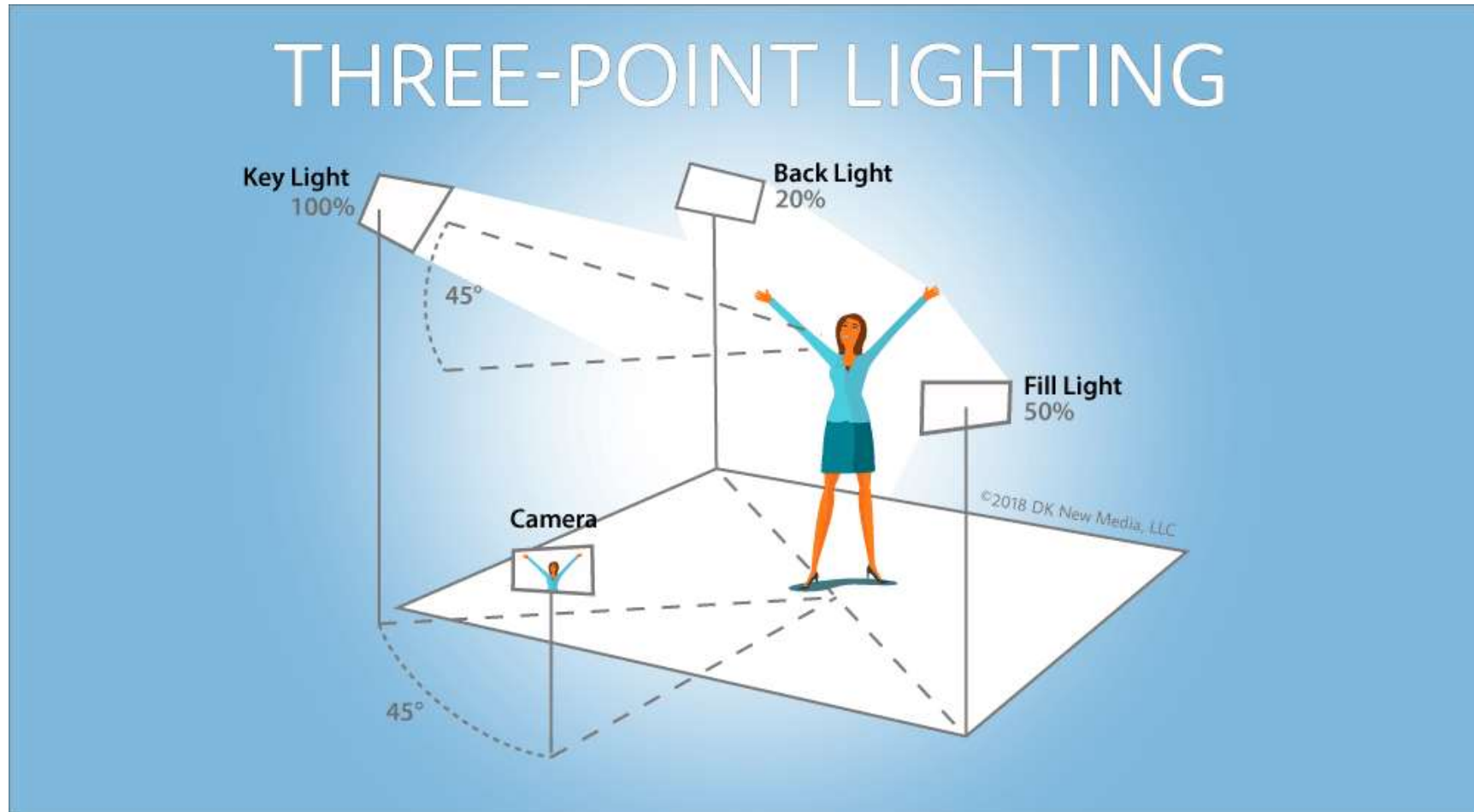


- Light
 - Indirect light makes it less harsh
 - Repositioning already available light sources
 - Consider reducing the monitor's brightness to have more control
 - Small light sources can create depth

- **CAUTION!**
 - **Always take fire safety precautions!**
 - **Especially when using incandescent bulbs.**

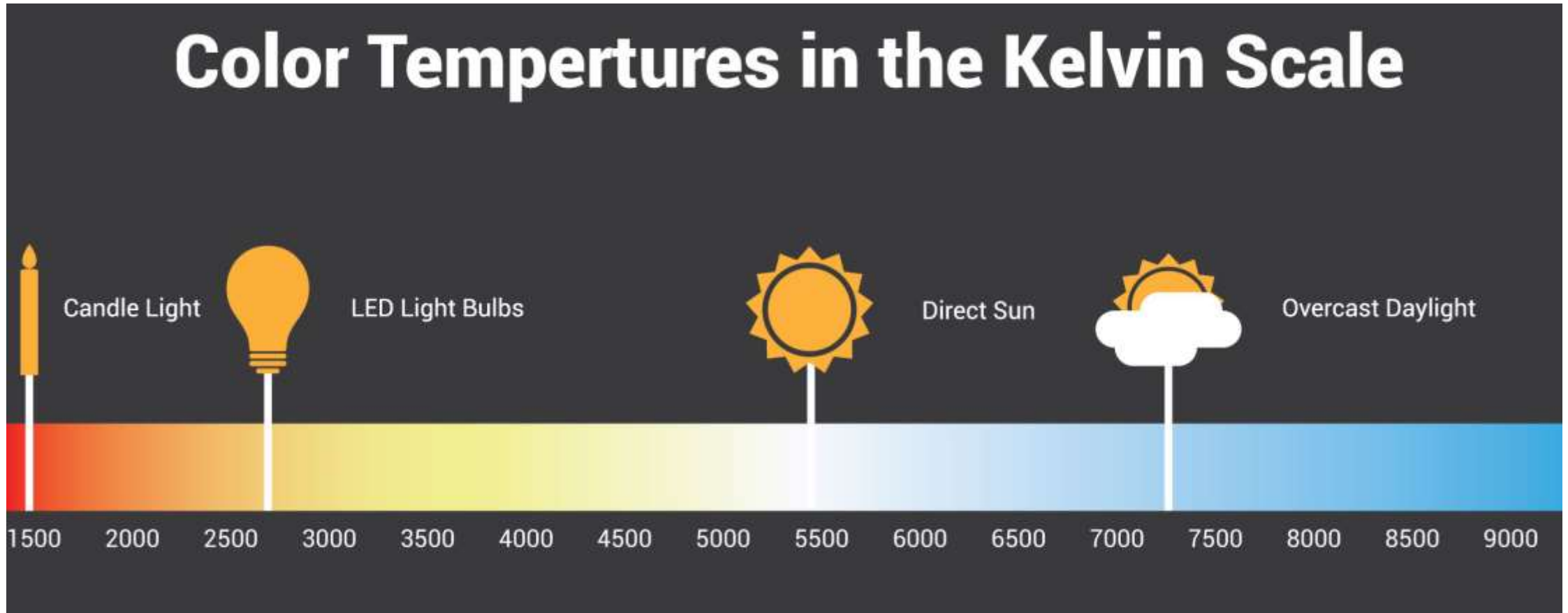


Lighting for video (crash course)





Lighting for video (crash course)

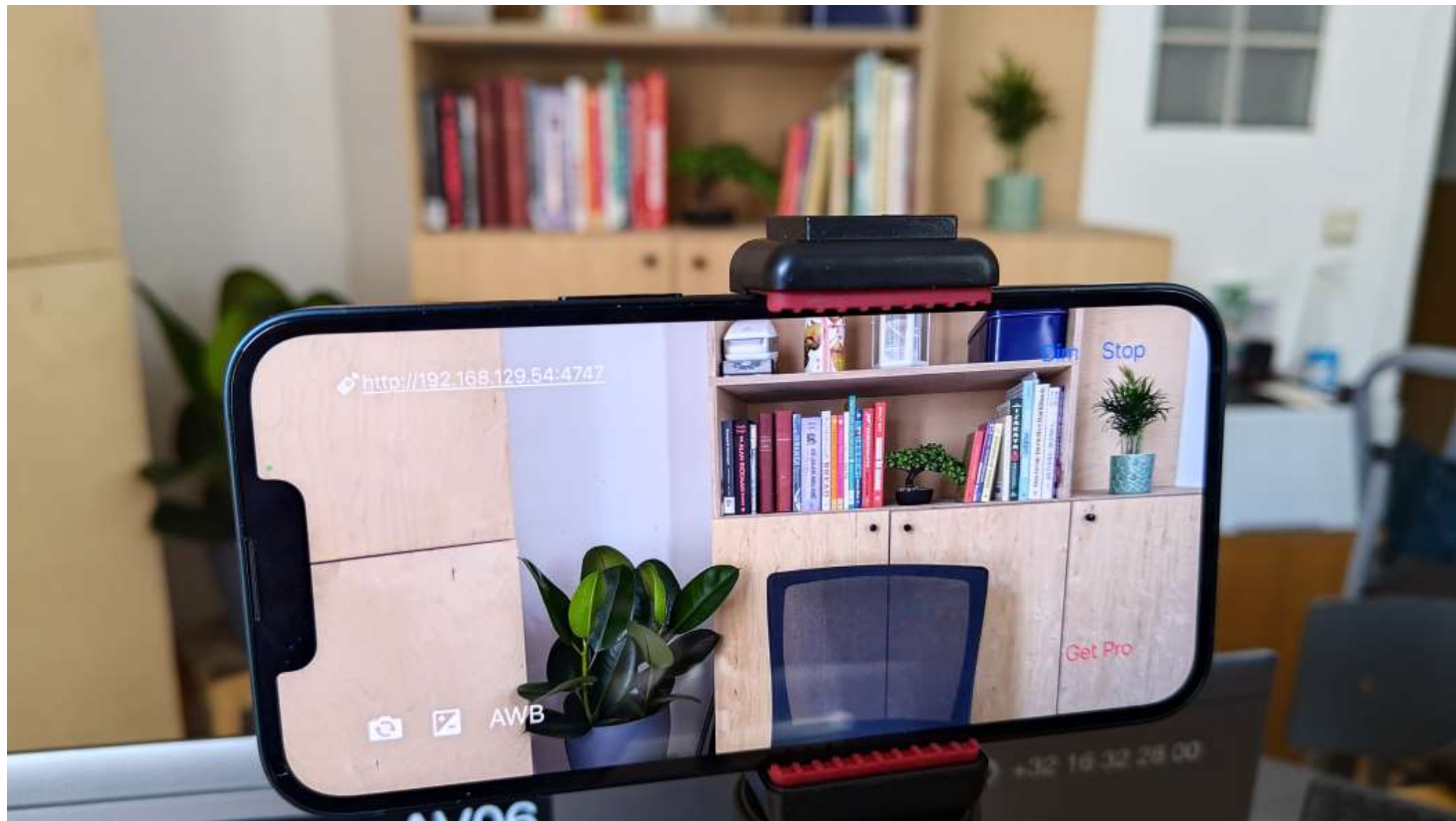




- Backgrounds
 - A simple, uncluttered background is less distracting
 - Plants make the set look homey
 - An old TV or Monitor can be a great alternative to show extra content



- Video
 - Modern laptop webcams are pretty ok
 - Use a stand or books to elevate a laptop's webcam
 - Adding more light can help a sensor's sensitivity
 - Use your smartphone as your webcam (Camo, DroidCam, Continuity Camera...) sound sync?



*“Shut up and
take my money!”*

Philip J. Fry, Futurama

Investing in better gear



- The first place to improve
- The space where you will record is almost as important as the microphone itself

- Wireless mic sets (Rode Wireless Go, DJI Mic,...)
- Desktop Mic (Rode NT USB,)

- Getting a little Zoom or Tascam recorder; doubles as a XLR to USB sound interface



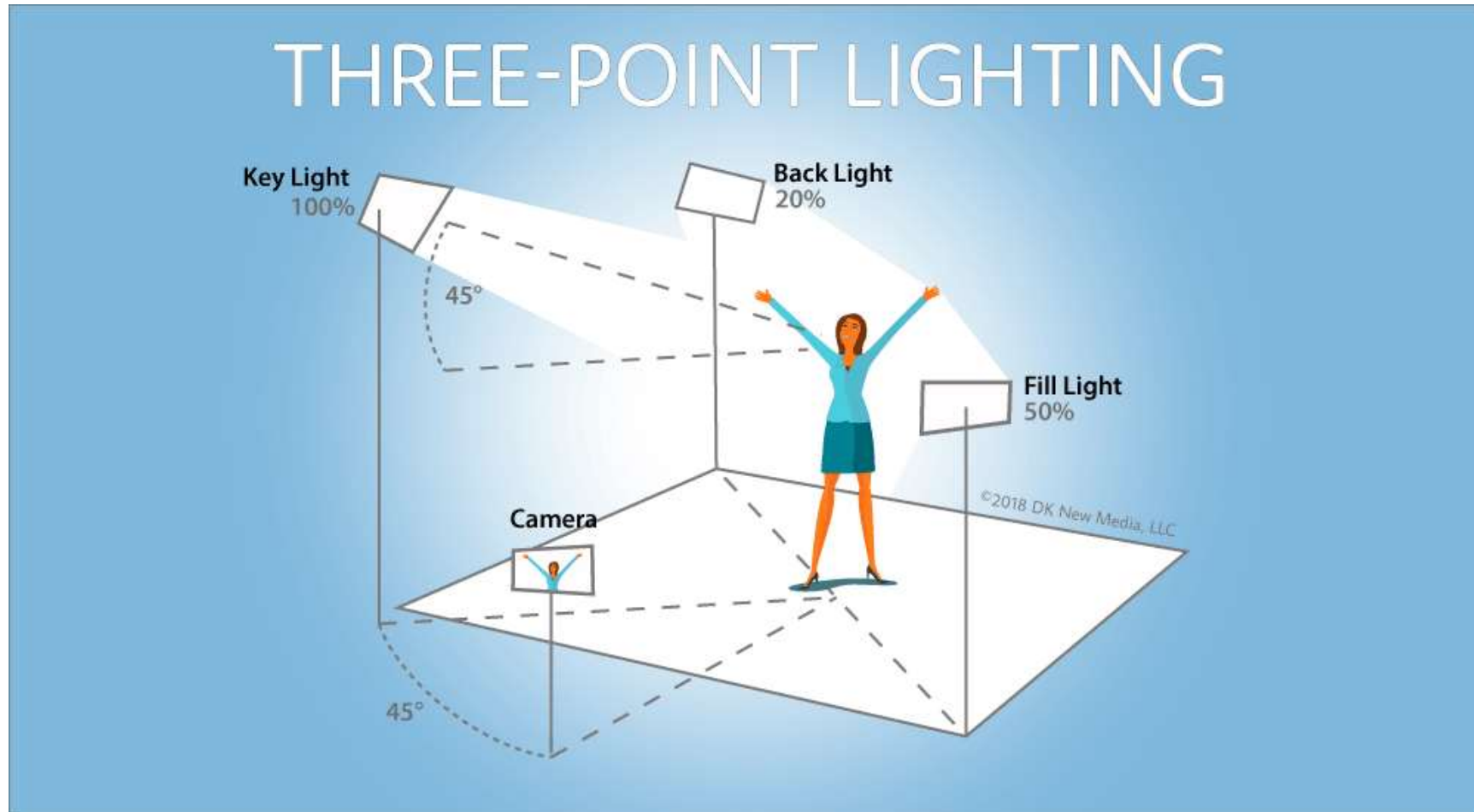




- Surprising results with little effort or investment (Budget light alone can make things worse!)
- Bi-Color variable LEDs give more flexibility wrt room lights
- Lumecube
- Panels and ringlights
- Background tubelights
- Aputure / Nanlite / Godox
- Cheaper alternatives are available



Lighting for video (crash course)





- Should be the lowest priority, even when planning to use chroma key.
- Already have a decent camera? Get an HDMI to USB dongle.
- You can use your photography camera if it has a webcam function



ANKER POWERCONF C200 & ELGATO FACECAM PRO 4K60



INSTA360 LINK & OBSBOT TINY 2





Other stuff

- Improves the recording experience
- Can help in streamlining of live streaming

LAPTOP STAND



ELGATO STREAM DECK



ELGATO FOOT SWITCH



TELEPROMPTER

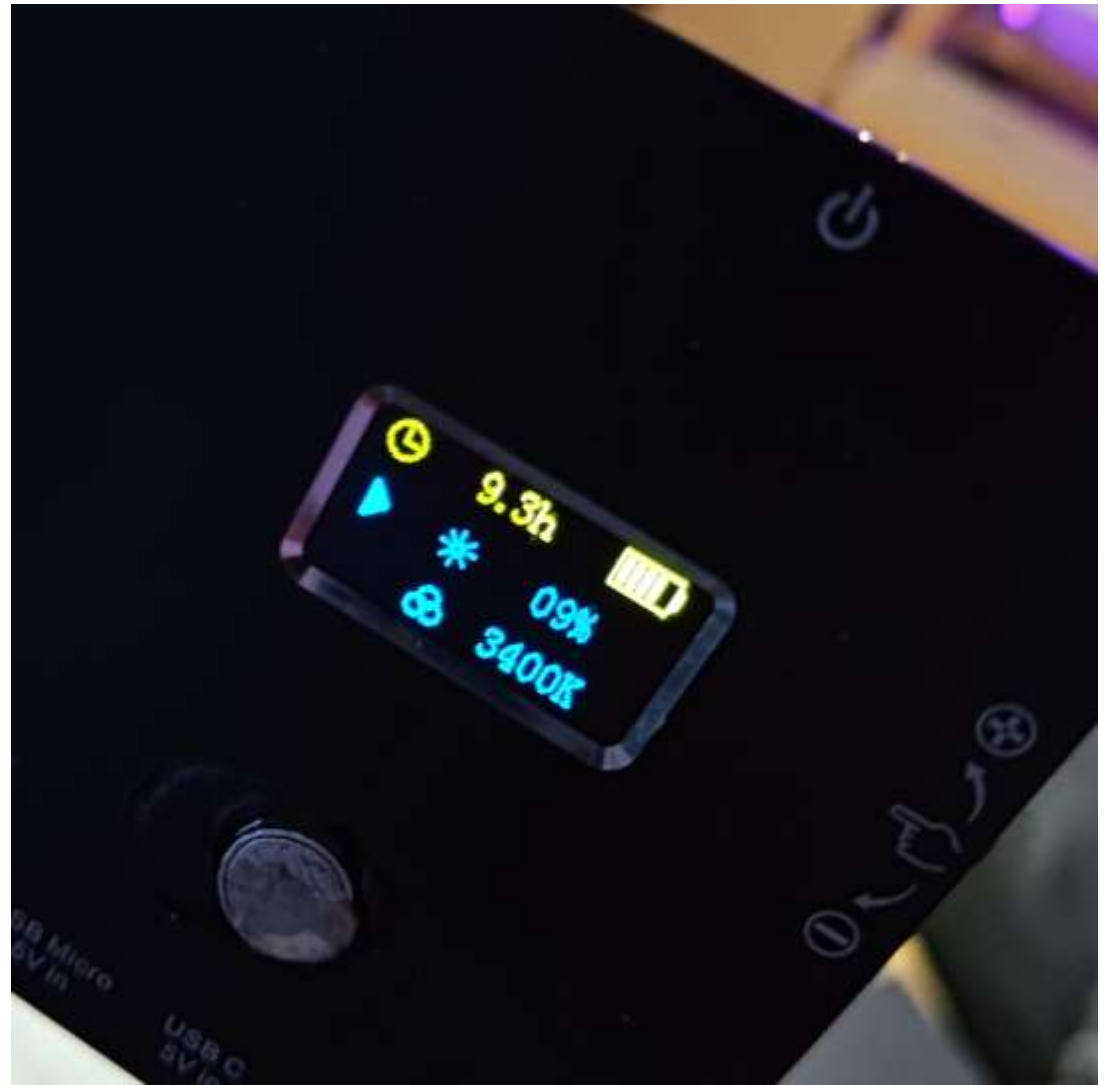


GRIP (TRIPODS, STANDS, CLAWS, ARMS...)



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*“We are what we pretend to be,
so we must be careful
about what we pretend to be.”*

Kurt Vonnegut, Mother Night

Some philosophical questions

Buying “Budget”

PRO

Short term – Low risk investment

Budget friendly

Let's you experiment with workflow

CON

Less durable?

Time = money?

Ethical issues with regards to provenance



Buying well-known A-tier brands

PRO

Support is usually more available

Can be a time saver

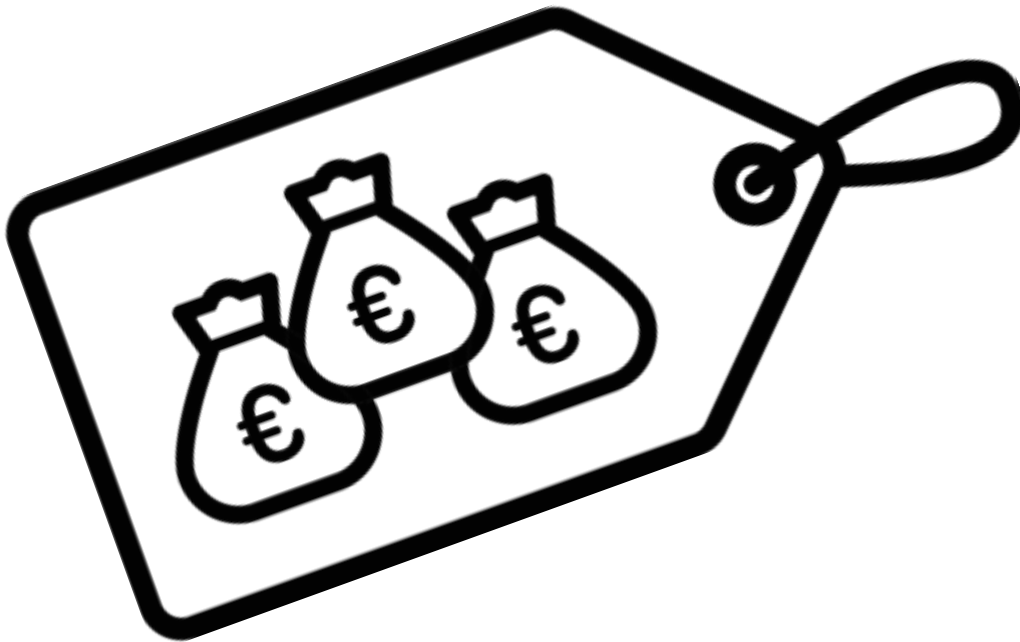
2nd hand market shouldn't be overlooked

CON

Law of diminishing returns

Higher risk of aspirational spending

Sometimes higher price tag is unwarranted



Gear Acquisition Syndrome

- Needs vs. Wants
- Technical gear eventually becomes obsolete
- New vs 2nd Hand

- Alternative to G.A.S.: Renting



How much time do I want to spend on all of this?

- Fit for purpose
- How permanent is your recording setup?
- No need to become a broadcast specialist
- Experiment to see what works within your specific context
- Have fun!



Lithuan

GAME BOUNCE PARTY

BOOKS

BOOKS

PLANT

PRINTER

Citations

Source material

- Reyna, Jorge. (2013). The importance of visual design and aesthetics in e-learning. *Training & Development Magazine*. Vol 40.
- Lackmann S, Léger PM, Charland P, Aubé C, Talbot J. The Influence of Video Format on Engagement and Performance in Online Learning. *Brain Sci*. 2021 Jan 20;11(2):128. doi: 10.3390/brainsci11020128. PMID: 33498205; PMCID: PMC7908978.
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- Leacock, T. L., & Nesbi, J. C. (2007). A framework for evaluating the quality of multimedia learning resources. *Journal of Educational Technology & Society*, 10(2), 44–59.



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- Obsbot Tiny/Meet



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