

# The North West Learning Fund

## Guidelines for Recordings

Here are some tips and tricks to remember before you press the record button!

## Information for our Virtual Learning Website:

For both recorded and live sessions we need the following by: 22 September 2020:

- An image to represent your session/company on our Virtual Learning website;
- Image Requirements - Square image in JPEG / PNG (not PDF) format (300dpi);
- A short title for your event (10 words max);
- A short description of the event (100 words max);
- The learning objective of your session;
- Please send via WeTransfer – [www.wetransfer.com](http://www.wetransfer.com) to [bt48james@gmail.com](mailto:bt48james@gmail.com)
- Duration of the recording.

## Social Media

Please provide your social media platforms so we can tag relevant content during the festival.

Please make sure to follow, share and tag our Whats On Derry Strabane social media platforms for this event on:

- FB @WhatsOnDerryStrabane
- Twitter @WhatsOnDs and @learningcityds
- Instagram @Whats On Derry Strabane

## Doing a pre-recorded video?

1. Make sure camera is landscape & video in highest quality depending on your device.
2. Make sure your camera is sitting on something stable (no shaking) if you have a tripod even better!
3. If you have a pair of earphones, use them. In-ear with mic if possible but that's not essential. It's better for sound and to avoid feedback.
4. Be reasonably well lit, have a light in front of you and above you if possible. Sitting facing a window is good, if it's during the day.
5. Make sure there is no background noise – dogs barking, children crying, sirens etc. record in a quiet area. If possible record in a room with soft furnishings /carpet this will reduce noise feedback.
6. Use a microphone if you have it.
7. Introduce yourself (welcome to your class/guests) and describe the session you will be delivering.
8. Please prepare for your class. If you need to remember anything write it down put under or above camera so your focus is looking at the camera and not at a piece of paper on the ground. If you do need a helping hand, put a note beside the camera so your eye contact is maintained.
9. Keep session short – if you are showing a skill keep the session short and succinct.
10. Practice your skill/class before you start to record – it might be useful to write out a simple script to keep yourself on track.
11. Session too long to complete in 10 mins? Try splitting the session into 2 separate recordings.
12. Use a different device for music playing in background.
13. Make sure you speak loud & clear.
14. We will provide Learning City branded images that you can edit at the start and end of your pre-recording. If you are unable to do this, we can do it for you.
15. Please send your pre-recording in MP4 format for online upload via the website : <https://wetransfer.com> (this is simple to use you just sign up and attach your file)
16. If you know how to compress the video, please do.

## Please submit by 22 September 2020 by 4pm

Any questions please email: [Michele.murphy@derrystrabane.com](mailto:Michele.murphy@derrystrabane.com)

For examples please check out the Learning City Virtual Festival website:  
<https://www.derrystrabane.com/learningfest>