

AASC COMMUNICATIONS

8585 W. Forest Home Avenue • Suite 220 • Greenfield, WI 53228 • (888) 836-2272

What to expect when recording a lecture at AASC Communications

Recording a lecture-style production at AASC Communications is pretty flexible since many aspects of the final product can be modified in post-production editing. However, careful preparation can make your time in the studio more relaxed and efficient. Below are some considerations for slide preparation, rehearsal and what to wear and bring to ensure a successful day in the studio.

How to prepare your slide presentation

When recording in the studio, you will view your PowerPoint slides on a teleprompter. A small clicker will be provided to advance the slides, and we will keep track of the timing of your presentation in case you need to go back to repeat a section. Unlike a live presentation, however, the slides you view during recording are just a reference; finalized slides will be inserted in post-production editing, eliminating the need for fully polished slides on the day of recording. Additionally, while some slides will be displayed full screen in the final video, some slides will be modified with less text or fewer images to fit in a small TV screen over your shoulder as shown below. There is no need to make these slides in advance, since the Producer will determine when full screen slides or inset slides are appropriate and make any needed modifications during post-production. However, the closer your slides are to a final presentation, the faster and more cost-effective your post-production will be.



Additionally, the teleprompter is only the size of an average laptop screen to keep your eyes from visibly tracking in the final video, so some modifications can make it easier to see your materials during recording. We advise the following workflow. First, make your slideshow the way you would for a live presentation and save the file. Then, make a separate copy of that file and go through the presentation to identify any slides with big tables or other large quantities of text. If you just need to glance at the slide to be reminded what you need to present, leave it the way it is. On the other hand, if

you would like to be able to read the text during the recording, simply break up the content across several slides and increase the font size to accommodate clearly viewing the content. Again, these slides are just a reference, so it isn't important for these slides to be visually appealing, just functional.

How to rehearse your slide presentation

Rehearsing your presentation frequently and correctly is the most important thing you can do to ensure a successful recording. It is important to remember that the teleprompter screen is about the size of a laptop at a distance of about six feet, so it is a good idea to practice under these conditions. If you have a wireless clicker or a wireless mouse, the easiest way to practice is to put your laptop at the end of your kitchen table and run through your slides presenting out loud before your studio day. If any slides are too small to read, modify them as described previously. If you don't have the right materials to practice this way, arrangements can be made for you to rehearse at our location. We do not open the studio for rehearsal sessions, but we can set up a monitor for you in our break room to simulate the studio conditions.

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When giving your presentation on camera, it is important to minimize words such as “um” and “like”, since these filler words can seem exaggerated in the video. Additionally, since we will be making minor changes to the slide layouts for inset slides in the final production, it is best to avoid making comments such as “on this slide” or “on the next slide”. Be sure to keep these points in mind when rehearsing.

What to wear and bring

Looking good on camera is important for a professional video production. The clothing you wear has a large impact on how the video will turn out, so there are a few important points to keep in mind. First, avoid anything with tight patterns. These tend to produce a visual disturbance known as a moire pattern on camera, which is very distracting to the viewer. Solid colors or very wide patterns or prints work much better. Keep in mind that even the seemingly solid weave of many sweaters is enough of a pattern to create a moire pattern. Second, avoid wearing anything green or close to green (i.e. some yellows that are more yellow-green). Though the image above shows slides on the TV screen behind you, it's actually just a green screen prop. Any green clothing or accessories on your person interfere with the post-production green screen effects and increase edit times or decrease final quality.

There are a couple of gender-specific considerations to keep in mind as well, outlined below.

For men, a sport coat or suit with shirt and tie looks best and provides the best opportunity to conceal a small lavalier microphone. Please bring a few different shirt and tie combinations on the day of your recording to help match with the set and to have a backup in case of any problems with moire pattern. In order to reduce shine on your skin, our Production Assistant will apply a small amount of powder makeup to your forehead and face. We stock several skin tones of powder makeup so that there is no need to bring your own.

For women, wardrobe is more flexible, but wear something comfortable and not too revealing. We may use lavalier microphones that clip to your clothing, so try to avoid any fabrics that are very thin. Please bring a few different outfits on the day of your recording to help match with the set and to have a backup in case of any problems with moire pattern. Since our studio has a cherry hardwood floor, no high heel shoes are allowed in the studio. In order to reduce shine on your skin, powder makeup is required. If makeup is part of your daily routine, simply come to the studio made up but bring your makeup with you in case you need to reapply. If you don't typically use powder makeup and don't have any with you, we do stock several skin tones of powder foundation at the studio.

Final remarks before your recording

Our goal is for you to have an enjoyable and low-stress experience at AASC Communications. To that end, we hope the information in this handout is helpful in adequately preparing for your day in the studio. Feel free to contact us prior to your recording to ask any questions you may have about workflow, wardrobe or slide preparation. It is much easier to resolve any problems prior to recording than for something to come up the day of the recording. We can be reached anytime via email at info@aascstudios.com or on the phone at **888-836-AASC (888-836-2272)**.