

## Video Quality Assessment - a checklist (and guidelines) for choosing the right videos for your course.

Gil Dekel. [Designtoolbox.co.uk](http://Designtoolbox.co.uk)

Before choosing a video	Check/comments
<p><b>Identify your target audience</b></p> <p>Defining audiences will inform what design and teaching approach you wish to see delivered in the video you choose.</p> <p>Consider the level of skills and knowledge that learners already have.</p>	
<p><b>Identify the type of video – a marketing video, promo video, Panopto recording, instructional tutorial?</b></p> <p>What is the most appropriate type of video to support your course?</p>	
When choosing a video	Check/comments
<p><b>Are all copyrights cleared?</b></p> <ul style="list-style-type: none"> <li>• Is there use of images, registered logos, art-works reproductions and music tracks that need copyright clearance?</li> <li>• If the video is licensed under Creative Commons, then check the exact CC license (there are a few) and how you need to credit the source <a href="https://creativecommons.org/">https://creativecommons.org/</a></li> </ul>	
<p><b>Content</b></p> <ul style="list-style-type: none"> <li>• Is the content relevant, concise and meaningful?</li> <li>• Are the benefits explained at the beginning and reinforces at the end?</li> <li>• Have the objectives and main goals of the video been fulfilled? Will learners know more after viewing?</li> <li>• Is the video practical (does it indicate what to do and also <u>how</u> to do it?)</li> </ul>	

<ul style="list-style-type: none"> <li>• Are there errors in facts or inaccuracies presented?</li> <li>• Are complex terms simplified and explained?</li> <li>• Is the video overwhelming, covering too much?</li> <li>• Is content organised in small manageable parts ('chunks')?</li> </ul>	
<p><b>Audience experience</b></p> <ul style="list-style-type: none"> <li>• Does the video manage expectations well?</li> <li>• Is there a sense of completion?</li> <li>• Does the video promote thought and discussion and encourage viewers to apply new knowledge?</li> </ul>	
<p><b>Design</b></p> <ul style="list-style-type: none"> <li>• Are viewers directed to pertinent information, or are there excess of words and design elements that are irrelevant and distract from the message.</li> <li>• Design elements in each scene flow naturally from the previous scene?</li> <li>• Colours supports each other (not clashing with each other)?</li> <li>• Perspective: clear sense of distance between elements. Are they too far / too close to each other?</li> <li>• Scale/proportion: relative sizes of elements (against each other) lead attention to a focal point?</li> <li>• Hierarchy: elements that lead the viewers in order of significance.</li> <li>• No advertisements laid over the video.</li> <li>• No external links (that are not relevant and which we cannot control).</li> </ul>	

<p><b>Frame composition</b></p> <ul style="list-style-type: none"> <li>• Are images cut off the frame and hard to see?</li> <li>• Are there redundant frames that work as decoration, and do not convey meaningful information?</li> <li>• Consistent shots, or natural transits from one shot to the other.</li> <li>• Frame balance: equilibrium between elements in the frame (symmetrical/asymmetrical/radial).</li> <li>• Frame aspect ratio (recommend 16:9, not 4:3).</li> </ul> <p><b>Lighting</b></p> <ul style="list-style-type: none"> <li>• Are frames lit well? Can viewers see the content clearly?</li> <li>• Are there unnecessary shaded area resulting from bad lighting?</li> </ul>	
<p><b>Audio</b></p> <ul style="list-style-type: none"> <li>• Is there excess use of irrelevant words, gaps, or utterances such as ‘um...’, ‘hmm...’, ‘ahh...’, ‘err...’</li> <li>• Does the audio support the visuals and vice versa – or do they ‘compete’ on attention?</li> <li>• Is the sound clear, or is there ‘back-noise’, hiss, clicks or other sounds that distracts from the main subject?</li> <li>• Are there sync issues, such as someone talking but the voice comes a few second after we see them speak?</li> <li>• Is the volume level adjusted (no too loud; not too quiet?)</li> </ul> <p><b>Tone of voice (of speaker/narrator)</b></p> <ul style="list-style-type: none"> <li>• Clear, objective, credible, with authority (established speaker), and engaging?</li> <li>• Speaks directly to viewer (not speaking ‘at’ views)?</li> </ul>	