DEVELOP

Screencast quality checklist

In this document you will find a checklist that will support you in the design of a screencast suitable for any kind of screencast software. Should you need any assistance or feedback on your screencast, please look at the website for the appropriate contact details.
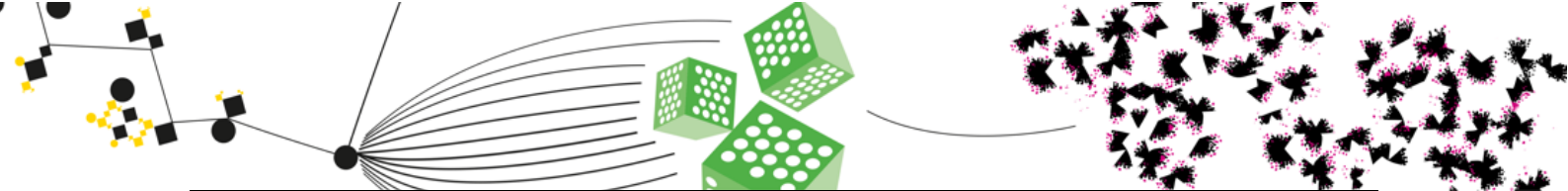
	Topic	Design guideline
□	Sound	The screencast should contain as little external sources of disturbance as possible (e.g. traffic noise).
□		You used a high quality microphone (available from support staff).
□	Multimedia principle	You used a combination of words (written and/or spoken) and images (graphics, pictures, animation) instead of only words.
□		Words and images dealing with the same topic were kept as close to each other as possible.
□		You explained images with spoken words and never with spoken and written words at the same time.
□		You excluded irrelevant material (material that does not contribute to the achievement of the learning objectives) and only used purposeful material and information.
□	Text	You left enough white space on the screen. The screens do not look excessively crowded (maximum 5 items under each heading).
□		You used underlined text only for hyperlinks.
□		You used bold text only when wanting to catch the audience's attention and you did not overuse this feature.
□		You did not use Italics (to safeguard readability).
□		You tried to minimize the use of exclamation marks.
□		You only used abbreviations and jargon that are completely understandable to your audience.
□	Content	Each screen comes with a meaningful heading (it covers the content, it takes up maximum one line on each screen and it is unambiguous).
□		The screencast does not last more than 7 minutes. If you need more time, try to split up the content in 2 parts. Keep it short and simple.
□		The screencast does not rely on any literature (for durability reasons).
□		The screencast starts with mentioning the objective, target group and time investment from the learner's side.
□		The screencast has a clear set up and consist of: an introduction (to capture the learner's attention and to set the context), a body (to provide the relevant information) and a conclusion (to provide a summary).
□		You always remembered to mention the resources that you used (text, images, video, etc.).
□		You only used high-quality pictures (enough number of pixels).
□		You used the University of Twente logo on each page.
□		You kept in mind the "first impression principle". First, give the learner a few seconds to get used to your voice and the overall setting. Then, before

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		getting into the content, start by mentioning the title of your screencast and introduce yourself.
□		You told a story which is linked to and supported by the chosen material and resources. You don't just read the text on the screen.
□		You took advantage of the movement of elements on the screen (e.g. PowerPoint animations, color highlights…). Keep in mind that there must be something happening on the screen at all times, otherwise your learner will get bored and distracted.
□	Voice	Before starting the recording you have spoken aloud for a few minutes in order to warm up your voice.
□		Your speech was uttered loud and clear and your sentences were not too long. You made some short breaks and avoided humming (e.g. ehh, well, uhh, so...). A script will help you avoiding the use of such fillers.
□		You sounded enthusiastic about the topic enough for your audience to notice it.
□		Your breathing was shallow.
□	Webcam	You thought about the image of yourself that you wish to project (clothes, hair...).
□		You looked straight into the camera.

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