

## SCREENCAST QUALITY CHECKLIST

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In this document you find a checklist for designing a screencast with any kind of screencast software. If you need any support or feedback on your screencast, please contact the Educational Service Department:

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	Topic	Design guideline
<input type="checkbox"/>	Sound	The screencast consists of limited external noises (e.g. streetnoise).
<input type="checkbox"/>		You used a high quality microphone (available at the Educational Service Department).
<input type="checkbox"/>	Multimedia principle	You used a combination of words (written and/or spoken) and images (graphics, pictures, animation) instead of only words.
<input type="checkbox"/>		You kept the distance between words and images about the same topic as small as possible.
<input type="checkbox"/>		You explained images with spoken words and never with spoken and written words at the same time.
<input type="checkbox"/>		You excluded extraneous material (material that not contributes to the learning objectives) and use only functional material and information.
<input type="checkbox"/>	Text	You kept enough white space on the screen. The screens aren't to full (maximum of 5 items under a heading).
<input type="checkbox"/>		You used underlined text only for hyperlinks.
<input type="checkbox"/>		You used bold text only for adding extra attention and you did this not too often.
<input type="checkbox"/>		You don't used cursive text due to the readability
<input type="checkbox"/>		You tried to minimize the use of exclamation marks.
<input type="checkbox"/>		You only used abbreviations and jargon that are completely clear for your public.
<input type="checkbox"/>	Content	Each screen has an meaningful heading (it covers the content, maximum of one screen line and is unambiguous)
<input type="checkbox"/>		The screencast is no longer than 7 minutes. If you need more time, try to split up in 2 parts. Keep it short and simple.
<input type="checkbox"/>		The screencast is independent on literature (in case of durability)
<input type="checkbox"/>		The screencast starts with mentioning the objective, target group and time investment for the learner.
<input type="checkbox"/>		The screencast has a clear set up with an introduction (arouse interest, setting the content) – body (given the information) – and conclusion (summary).
<input type="checkbox"/>		You mentioned always the resources (text, images, video, etc.)
<input type="checkbox"/>		You used only pictures from high quality (enough pixels)
<input type="checkbox"/>		You used the University of Twente logo on each page.
<input type="checkbox"/>		You did think about the first impression. People remember: 55% of what they see, 38% of what they hear and 7% what you are saying. So give the learner a few seconds to get used to your voice. Start with mentioning the title and introduce yourself, not immediately with the content.
<input type="checkbox"/>		You are telling the story and the materials are supported. You don't just read the text on the screen.
<input type="checkbox"/>	You make use of movements in the screen (e.g. powerpoint animations, highlight with colors). Something need to happen on screen, otherwise the learner is gone.	
<input type="checkbox"/>	Voice	You have spoken aloud for a few minutes (to warm up the voice), before starting the record.
<input type="checkbox"/>		You speak clear and loud and make sentences not too long. Bring in some breaks and deny stopgaps (ehh, well, uhh, so..). A script will help you with this.
<input type="checkbox"/>		You are really enthusiastic (you can hear it..)
<input type="checkbox"/>		You breathe slowly and low
<input type="checkbox"/>	Webcam	You did think about how you want the rest of the world sees you (clothes, hair)
<input type="checkbox"/>		You looked straight in the camera.

