

ECML guidelines for recording good quality videos

To help ensure your videos look and sound professional, please follow these suggestions:

1. Equipment

Use a real camera if available. A proper camera usually provides better quality than Zoom, Skype, or a built-in webcam. However, most modern smartphones also produce good results.

Use a tripod or stable surface to avoid shaky footage.

Additional lighting (e.g., a ring light for close-ups or a desk lamp) helps create a bright and evenly lit environment.

2. Camera set-up

Film in **landscape mode** (horizontal orientation).

Use **high resolution** (at least 1920 px wide, i.e., Full HD).

Position the camera at **eye level** for a natural angle.

Clean the camera lens before recording to avoid blurry footage.

3. Recording environment

Choose a **pleasant background**, such as sitting at a table, in front of plants, bookshelves, or neutral walls.

The speaker should wear clothes that go well with the background. No stripes.

Be aware that glasses will **reflect lights** at certain angles. Avoid reflective clothing or shiny jewelry.

Lighting tips:

The **main light source** should come from behind the camera, not from behind the speaker.

Use diffused light (e.g. from a window on a cloudy day or a lamp with a lampshade) to avoid harsh shadows.

Avoid dark environments, such as filming at dusk or on grey rainy days without extra light.

Sound quality:

Avoid echoey rooms — smaller rooms with furniture, carpets, or curtains are best.

Use an external microphone if possible and place it close to the speaker.

Make sure there are **no background noises** (traffic, talking, appliances).

4. Tips while filming

The speaker should **wait 2–3 seconds** before starting and keep recording for 2–3 seconds after the last word. This helps with editing.

The video should start with the speaker saying her/his name, professional role, possibly the institution she/he works for and the country.

The speaker should **speak slowly, clearly, and confidently :-)**

The speaker should **pause** briefly after key ideas to give the audience time to absorb the message.

The speaker should **look directly into the camera** when speaking. If she/he is reading from notes, she/he should glance down to read, then look up and speak to the camera.

5. Optional but helpful

Do a **test recording** of a few seconds to check video and audio quality before you begin.

If possible, use **airplane mode** or silence notifications on your device to avoid interruptions during filming.

You can also record in short segments rather than trying to do everything in one take. It's easier to stay energetic and make corrections.

6. Transcripts and translations

Please provide a transcript of the video recording in the working language(s) of your project. The transcript should be a clean verbatim transcription, with verbal ticks, repetitions and false starts removed.

To enhance the outreach of your video, you are welcome to add translations in additional languages. The ECML will use these language versions, together with the timing information, as subtitles on YouTube.

Not strictly necessary, but nice: To support subtitling and accessibility, the transcript should be time-coded, with the text aligned to the corresponding section of the video. Example:

00:00:05,000 --> 00:00:08,500

We work with teachers across Europe to support plurilingual education.