

## Helci MOOCs scripting guide

The following is a brief guide to developing HELci MOOCs scripts, where you will find suggestions on how to choose the content, how to approach the discourse, and on technical aspects such as: time management, pre and post-recording, pacing and use of resources (camera, editing, etc.).

### **Content:**

In order to ensure that the contents to be recorded are homogeneous, and maintain coherence with regard to recording times, structure and discourse, it is very important that the people involved in the development of the contents and subsequent recording of the videos hold a meeting before starting to record, in order to define the target audience to whom the MOOC is addressed, as well as an appropriate working methodology.

### **Speech:**

- The discourse should be clear, where the topics to be developed follow an order according to the structure foreseen in the module to be taught.
- It is normal to be nervous in front of a camera if you have no previous experience in filming.
- Communicate in a leisurely manner and emphasise important ideas through gestures.
- It is advisable to drink water to avoid dryness of the throat during the recording.
- Smiling implies an attitude of closeness and friendliness. On the contrary, frowning can show a negative attitude, concern and impatience.
- Excessive gesticulation can be distracting.
- Maintain permanent eye contact.
- Speak at an appropriate pace, neither too fast nor too slow.
- Know in advance the content of the presentation being read.
- Rehearse and repeat test recordings as many times as necessary.

### **Technical issues:**

- To make a video editable, know your phone or camera and record it in the best resolution you have, you can help yourself by looking for tutorials on YouTube.
- In terms of editing criteria, we suggest Adobe Premiere, which allows graphics and adjustments to the quality of the video.
- If the recording is made from a mobile phone, it is necessary that the image is always horizontal.
- Try to use a tripod, so that the phone or camera remains stable, and the recordings of good quality.
- Avoid external noise during recording time, so it is preferable to record in an enclosed space.
- Use a microphone, preferably a lapel microphone.
- Leave 3 to 5 seconds before starting to speak, the same at the end, this will give the editor the possibility to make cuts and put the video together without cutting audio.
- Avoid wearing striped or checked clothing, preferably choose solid colours to make

the recordings and simple clothes without many accessories.

- If you need to send the videos for post-editing, and they are very heavy, it is recommended to use [wettransfer](#) to transfer them.
- Always make 1 or 2 test videos and check that the lighting, audio and framing of the recording are correctly applied.
- During recording, avoid swaying or excessive movement.
- Do not specify dates or times in the recording: e.g. "tomorrow, 15 July", "Good morning", "next week".
- Try not to use "crutches" (ok, ok, ehh, etc.).
- Pay attention to voice volume and fluency of speech.

### **Tutorial on how to record quality videos:**

<https://www.youtube.com/watch?v=tWomDHURfTY>

### **Access to tripods and microphones:**

**Tripods:** [https://www.amazon.es/s?k=tr%C3%ADpodes+cheap+cheap+for+mobile&crd=3JYM UPLKQ704&srefix=tr%C3%ADpodes+cheap+cheap+for+mobile%2Caps%2C77&ref=nb\\_sb\\_nos\\_s](https://www.amazon.es/s?k=tr%C3%ADpodes+cheap+cheap+for+mobile&crd=3JYM UPLKQ704&srefix=tr%C3%ADpodes+cheap+cheap+for+mobile%2Caps%2C77&ref=nb_sb_nos_s)

**Micrófonos:** [https://www.amazon.es/s?k=microfonos+para+moviles&adgrpid=57321531798&hvadid=275451889811&hvdev=c&hvlocphy=9061046&hvnetw=g&hvqmt=e&hvrnd=2605440540125885811&hvtargid=kwd-313707682980&tag=hydes-21&ref=pd\\_sl\\_aw5fxtw8z\\_e](https://www.amazon.es/s?k=microfonos+para+moviles&adgrpid=57321531798&hvadid=275451889811&hvdev=c&hvlocphy=9061046&hvnetw=g&hvqmt=e&hvrnd=2605440540125885811&hvtargid=kwd-313707682980&tag=hydes-21&ref=pd_sl_aw5fxtw8z_e)

## Recommendations for inclusive language

Inclusive language should be kept in mind at all times in line with UN recommendations. Discriminatory expressions, collective nouns and other generic structures (migrants, citizenship, etc.) should be avoided. In addition, gender should be made visible when the information to be conveyed warrants it, in order to make it easier to read.

In this sense, we share some suggestions for inclusive language:

1. The contents are included taking into account the gender perspective. Contents are selected that give visibility to the contributions of both women and men in the different fields of knowledge, avoiding an androcentric or biased perspective.
2. Iconic language is inclusive. Iconic language should not be sexist, it takes care that in group images there is no supremacy of male representation and cultural clichés (e.g. the doctor and the nurse, strong boys and sensitive girls) and it raises counter-stereotypical, so-called positive images (e.g. sensitive boys and strong girls, men who are nurses and women who are doctors).
3. Written language should be inclusive. As far as possible avoid the generic masculine and the masculine singular. For example, use inclusive words such as students, teachers, people, friends, bosses.
4. Represent people with different physical features that resemble the reality of the students. A varied and non-stereotypical human reality is represented (for example, not all the characters are tall and have Central European features), close to the pupils, avoiding the reproduction of the imaginary created by the mass media, in order to offer a real image of the world.

After the video:

- The videos will be made in the official language of each partner and will include English subtitles.
- Make the materials as accessible as possible. We share some recommendations:

Recommendations for developing accessible materials	
Format and style	Accesibility
<p>To facilitate reading, it is recommended:</p> <ul style="list-style-type: none"> <li>▪ Use accessible fonts (easy to read, e.g. sans serif, arial, or a font that is simple).</li> <li>▪ Highlight some words or ideas in bold, but do not overdo it.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Materials should be designed from an open and inclusive perspective, making them as easy as possible to understand.</li> <li>▪ Their visualisation and reading should be comfortable and of high quality.</li> </ul>

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| <ul style="list-style-type: none"><li>▪ Use a full stop after each sentence.</li><li>▪ That there is coherence between the icons and the text they accompany.</li><li>▪ The text should be aligned to the left. It helps a lot with the legibility of the content.</li></ul> | <ul style="list-style-type: none"><li>▪ Syntax should be direct, simple and predictable.</li><li>▪ The size of the text can be adjusted to make it easier for the visually impaired to read.</li><li>▪ Audiovisual content (videos, graphics, figures, etc.) should have an alternative textual description to enable reading by assistive technologies used by visually impaired people.</li><li>▪ All links or hyperlinks open in a new window, and this is indicated when you move the mouse over the link.</li><li>▪ Images and videos have a caption at the bottom with attribution information.</li><li>▪ It is advisable to add subtitles to the videos to make them easier to understand for people with hearing disabilities.</li></ul> |
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