

# Video

Video communication best practices with Zoom


## Best Practices

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### Session Preparation

- Find a quiet space to Zoom, shut the door, and mute yourself as necessary. Barking dogs and slamming doors are not just annoying in-person!
- If you can, connect your computer directly to the internet. Although Wi-Fi is fine, the quality is best on a wired internet connection.
- Create a professional setting (and impression) with a simple background. A plain wall, a potted plant, or a bookshelf works perfectly.
- Position yourself so that most of the light is coming from in front of you (behind your monitor) instead of behind you. If there is a window behind you, close the blinds. Otherwise, you will be in shadow.
- Try to use a good quality external camera and microphone if your computer's built-in ones are unsatisfactory. We do have limited equipment available for check-out.
- Adjust your camera if it is too low or too high. Your camera should be at eye level.
- Position yourself so the camera is seeing you from the chest or waist up, instead of just seeing your face. This is more natural for the viewer and is especially beneficial if you tend to gesture.
- Test your video and audio before your meeting at [zoom.us/test](https://zoom.us/test)

### Session Recording

- Select the Record to the Cloud choice to generate an automatic audio transcript/closed caption of your recording. If you do not have this option available, email [dw.wood@clackamas.edu](mailto:dw.wood@clackamas.edu).
- Unless your appearance or background is very inappropriate or distracting, turn on your video. Video is crucial in [building trust and engagement](#) in virtual communications.
- Look at the camera, not the screen. This takes a bit of getting used to since you want to look at the other participants faces, but try to look at the camera especially when you're talking. This tactic will mimic the in-person feeling of eye contact.
- Make full use of everything Zoom has to offer! Screen share, annotate shared content, send out a quick poll, solicit feedback in the chat, split your attendees up into video breakout rooms, send students to a website and have them fill out a Google doc. BTW, you can automatically tell if your audience is engaged via the [Zoom attendee attention tracking feature](#). Look for the Participants window icon  which signifies those who don't have the Zoom video in focus.
- Learn faces and names as you Zoom, select and check Video Settings > Meetings > Always display participants' names on their videos
- Record yourself and watch the playback with a critical eye. Did you talk too quickly? Too many ums and ers? Even send a recording to a friend who you know will give you candid feedback.


## After the Session

- Keep your recordings under 15 minutes. Shorter videos are found to be more engaging (Doolittle et al., 2015), increase learning outcomes (Pi and Hong, 2016), and influence students' decisions to use video again for future learning (Giannakos et al., 2016).
- Segment longer recordings to provide students with the opportunity to pause and process information at their own pace, i.e. reduce the cognitive load (Doolittle et al., 2015).

# Automatic Audio Transcript

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Zoom generates an automatic transcription of your Cloud video recordings. Transcription makes it easy for your students to quickly locate and review relevant content in the recordings. Students can scroll through the transcript, click on the text to jump to that section and/or search for key terms. **NOTE:** Always review automated closed captions and transcripts before you share them; these tools are rarely perfect and often need correction to be truly useful.

1. Login to [clackamas.zoom.us](https://clackamas.zoom.us)
2. Once the video has been processed and the transcript is available, select **My Recordings**
3. Click on **Cloud Recordings**  
**NOTE:** You must have a Licensed Account to record to the Cloud. If you do not have the option to Record to the Cloud, contact [dw.wood@clackamas.edu](mailto:dw.wood@clackamas.edu)
4. Click the desired **Topic** to reveal the video **Recording**, the **Audio only** file, and the **Audio transcript** (VTT) file
5. Click on the play icon (▶) to load the recording in your Browser, then pause (⏸) the recording
6. The transcription will appear (on the right) in short editable sections. Hover over any section to reveal the pencil tool   
**NOTE:** You can open and close the transcript by clicking **Audio Transcript** (upper right).
7. Click the pencil tool to make changes as needed, then click **Save**

## Search for Key Terms

1. Enter the desired term in the **Search transcript** box. All mentions of the term will be highlighted in the transcript, as well indicated by a yellow dot along the recording timeline
2. Click the text in the transcript or the dot along the timeline to jump to the desired content in the recording

# Virtual Background - Desktop

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1. Login to [clackamas.zoom.us](https://clackamas.zoom.us)
2. Select **Host a Meeting with Video On** to open the Zoom application
3. Click on **Settings**
4. Select **Virtual Background**, then click on an image or add your own image with **+Add Image**
5. To disable a Virtual Background, choose **None**

**NOTE:** To achieve the best virtual background effect, Zoom recommends you: **begin with a solid background** (preferably green), **use a high-quality camera** for better results, **make sure the lighting and color are uniform**, and **do not wear clothing that is the same color as the virtual background**.

**Virtual Background – iPhone** (8 and later models) A virtual image will be applied on your mobile device—via your command—regardless of your background. No solid background is necessary.

## Tips

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- **Use shortcuts where possible!** Bookmark [clackamas.zoom.us](https://clackamas.zoom.us) to conveniently access our CCC Zoom site and Zoom Support (at the bottom of the page).
- **Use annotation to grab and direct attention!** The Zoom draw menu provides a lot of options for drawing, highlighting, making lines and arrows, and even blocking out areas. Use the spotlight menu to access the arrow pointer, and the red spotlight tool.
- **Use frequent and varied interaction!** Use all of the Zoom tools at your disposal so that the interaction avoids becoming mundane. Zoom Polling is an obvious option, but also consider asking them to type in a response to a question or comment using Q&A or chat. Hand raising is also a quick and easy way to interact with your class.
- **Watch the one-minute video introductions to learn more!** All the resources are available via the Zoom Help Center: [support.zoom.us/hc/en-us](https://support.zoom.us/hc/en-us)
- **Learn from others!** Bookmark [blog.zoom.us/wordpress/category/solutions/education-2/](https://blog.zoom.us/wordpress/category/solutions/education-2/) to access Zoom case studies in education.
- **What are the insights and trends?** Review Kaltura’s annual [State of Video in Education Report](#) released July, 2019 or the SAGE white paper [Assessing the Impact of Educational Video on Student Engagement, Critical Thinking and Learning: The Current State of Play](#).