

Communicate with Character: custom videos for content and community

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Online resources play an increasingly important role in our universities. It is important to make these resources – websites, study materials, recordings and so on – as visually attractive, accessible, engaging and relevant as possible. However, in-house digital resource development can feel intimidating, leading to many great ideas never getting past the planning stage and educators settling instead on generic or external resources that may not be the best fit for our own student cohorts. This presentation will showcase the process, tools and principles behind the UWA STUDY*Smarter* team's video production, with a particular focus on the new Grammar School series. The intention of the presentation is to demystify the video production process, give practical advice on getting started and suggest ways to keep the diverse university community at the heart of the production.