

DEMO VIDEO GUIDELINES:

The Demo Video is a crucial element in promoting your batch, as it enables prospective students to understand your teaching style and course content before they enroll. Therefore, it is essential to create the best quality video to attract more students.

To assist you with the Demo Video, we would like to share some guidelines on the following parameters that you need to follow while recording it:

Tools and Technology Required:

- A PC/Laptop in working condition would be the basic requirement to prepare the video. Along with it, a good quality Microphone will be required for voice recording.
- Then, you need to have a good screen-recorder downloaded/installed in your system to record videos. Some of the popular screen-recorders that you can consider are OBS, StreamYard screen recorder, Smart Screen, etc.
- Also, try to avoid using those screen-recorders or other tools that will show their watermark on your respective video.

Content:

Deciding the Topic: The first step before recording the video is to decide the topic on which you will be recording the video. Make sure the topic that you choose is not too tough or too easy. Choose an intermediate level topic which is interesting as well.

Target audience: It's important to have a clear understanding of your target audience and write a script that is concise, engaging, and relevant to their interests. Eg: If you are targeting 2+ year experienced individuals, select topics from the course content that will appeal to them.

Real-world examples: Including real-world examples to explain the concept properly

Video length: The ideal length for a demo video is 15-20 minutes.

The flow of the video will be :

- Self-intro (highlight your experience, your company profile, etc).
- Roadmap in brief & how the course will benefit them
- Discussion of topic
- Let the students know what projects/coding problems they will be solving during the entire course duration.

Content Format: The content should be appealing, & consists of images wherever possible. We must prefer handwritten content instead of slides/types content

Practical Implementation: It is advisable to explain the concept via theory & through hands on examples

Technical Aspects:

Clear audio: Clear and concise audio narration. Choose a quiet place for video recording to avoid background noises like Vehicle noise, Noise from household electrical devices, People and Pets, etc. Also, maintain a proper distance between your mouth and the microphone for better voice recording.

Background: Use a clean and neat background or, if possible, a plain single colored wall as the background.

Lighting/Video quality: Make sure that the **camera is turned on**, you are properly groomed & seated in a well-lit room. Also, the video quality should not be less than 1080p

Sample Videos:

Here are some sample videos for your reference:

- 1) [Sample video 1](#)
- 2) [Sample video 2](#)
- 3) [Sample video 3](#)