Which Media Format Should I Choose?
An Inspirational Guide

DTU Media Lab
- a service from DTU Library

Introduction

About This Guide

There are many different ways to communicate content with media. To provide lecturers and course developers some guidance and inspiration, we have collected multiple examples that can be of inspiration when developing a digital course.

Format
Talking Head

A talking-head video is a video-recorded presentation where the presenter directly addresses the camera. It often includes images and keywords from a PowerPoint slide deck. Use it for engaging students, conveying body language, and deepening understanding. Avoid it when detailed information is the main goal or when moving images don't add value. Combine it with text and images to introduce core concepts before students watch the video, and consider using branching software for interactive elements.

Lecturer **green screen**

Most suitable for explanations in context

- A green screen recording allows you to replace the physical background with any image or video during editing. This provides greater flexibility in presentation design.
- Gives the option to present in front of a dynamic slideshow or a relevant location related to your topic.

Lecturer **content background**

Most suitable for explaining theory/ concepts

- We can incorporate your existing graphs and charts directly into the background during post-production. This lets you deliver your lecture with your data seamlessly integrated behind you.
- No more switching between slides and your presentation space – it creates a clean, professional flow.

Lecturer **blank space**

Most suitable for promotion and knowledge transfer

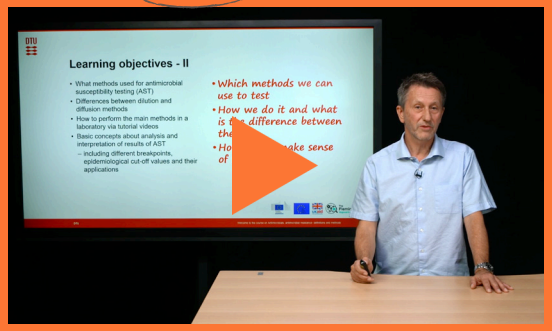
- Clean, distraction-free environment.
- Allows viewers to focus solely on the speaker and their message.

Lecturer **in environment**

Most suitable for engaging explanations in context

- Captures the essence of a specific location, enhancing the lecture's authenticity and impact.
- Ideal for lectures related to history, architecture, nature, or field studies.

Lecturer **monitor**



Most suitable for explaining theory/ concepts

- Ideal for presentations heavily reliant on visuals (slides, data, diagrams).
- Maintains a professional setting while allowing clear communication.

Format
Interview video

A video-recorded interview features the interviewee(s) responding to questions without looking into the lens. It's useful for deepening understanding, illustrating concepts, and contextualizing using expertise or personal experiences. Use it for engaging students and conveying body language. Avoid it when the main goal is understanding theoretical concepts or developing specific skills. Combine it with narrated video footage and text/images to introduce core concepts before students watch the video.

Lecturer **office setting**

Most suitable for short explanations like in feedback videos

- Familiar environment for potential connection and relatability.
- Suits lectures with a conversational tone.
- Useful for demonstrations involving physical objects.

Lecturer **interview setting**

Most suitable for explaining theory/ concepts

- Creates an intimate atmosphere for focused discussions and in-depth exploration of topics.
- Well-suited for lectures featuring guest speakers or expert interviews.

Format
Animated

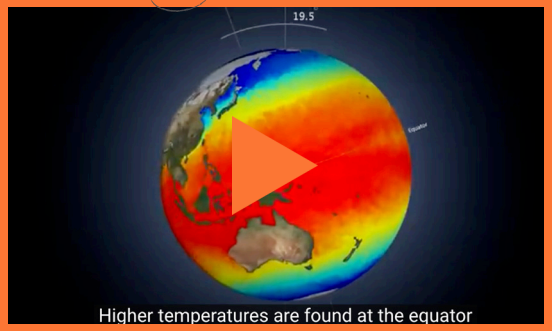
A animated video combines clear and dynamic visuals (such as infographics) with a voice-over. It's useful for explaining complex information, breaking down structures or concepts, and demonstrating inter-relations and evolution. Use it to engage students and convey emotion. Avoid it when moving images don't add value; in that case, consider combining text with images or using an audio-only approach. Combine it with text, images or a voice-over.

Animation **2D**

Most suitable for promotion and to explain theory/concepts

- Enhances lectures with engaging visuals and complex concepts explained through animation.
- Ideal for illustrating processes, historical events, or scientific phenomena in a captivating way.

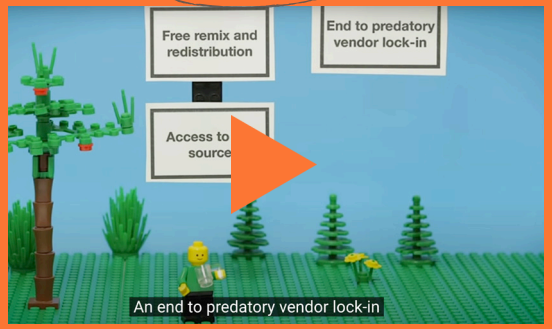
Animation **3D**



Most suitable for explaining theory/concepts

- 3D animation can bring complex concepts and processes to life in a way that's both informative and engaging.
- Allows for a level of realism and interactivity that can be difficult to achieve with other formats.

Animation **Stop-Motion**



Most suitable for explaining theory/ concepts

- Offers a unique and engaging way to present information through animation.
- Ideal for explaining processes, demonstrations, or scientific concepts in a creative and step-by-step manner.
- Well-suited for lectures where physical objects play a central role.

Format
Demonstration

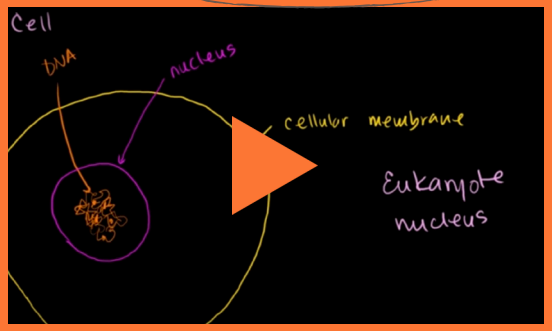
A tutorial video demonstrates a specific act, skill, process, concept, or object. It typically includes a voice-over providing step-by-step instructions and guidance. Use it for practical skills, engaging students, and conveying body language. Avoid it when moving images don't add value; in that case, consider audio-only or text-based alternatives. Combine it with text, images, a voice-over or close-up footage.

Recordings **drawing**

Most suitable for engaging explanations of theory/concepts

- Ideal for lectures that benefit from visual storytelling, brainstorming sessions, or illustrating complex concepts step-by-step.

Recordings **Khan Academy Style**



Most suitable for explaining theory/ concepts

- Focuses on the instructor's voiceover narration accompanying hand-drawn illustrations or animations.
- Effective for explaining step-by-step processes, mathematical concepts, or visual problem-solving.

Recordings **on-location setting**

Most suitable for short engaging explanations in context

- Provides a realistic environment for science-based lectures.
- Allows for demonstrations using lab equipment, enhancing understanding.
- Consider safety protocols and discuss any specific equipment needs with our team beforehand.

Format
Discussion panel

A panel discussion video features an exchange of ideas or opinions among experts, moderated by a host. It's useful for deepening understanding, illustrating concepts, and contextualizing diverse viewpoints. Use it to engage students and convey body language. Avoid it when the main goal is transferring basic knowledge or developing specific skills. Combine it with other formats like video with voice-over, video interviews, or audio-only content, and introduce core concepts using text and images before students watch the video.

Lecturers **around table**

Most suitable for knowledge transfer/ discussions

- Encourages a conversational atmosphere.
- Ideal for panel discussions, debates, or Q&A sessions.
- Allows viewers to see participant interaction and body language, enriching the content.