

## CAP [Content Acquisition Podcast] Production Steps

Michael J. Kennedy  
Curry School of Education  
University of Virginia

For Delivery of Content

### Phase 1: Preparation

**Step 1.0 Identify ONE clear topic or concept to be taught in each CAP. For Example: What is Photosynthesis?**

1.1 Brainstorm the most important information to include in your CAP.

**Step 2.0: Create 'standard' PowerPoint slides (heading and bulleted supporting points) for your topic.**

2.1 Create a clear PowerPoint title page slide

2.2 Put only one detail or piece of information on each slide.

2.3 Make sure you have a slide at the beginning and end that gives the exact definition you want people to remember. Give at least one clear example that illustrates the meaning of the term.

2.4 Type speaker notes for each slide (under the slide where it says: Click to add a note); print a copy of your slides and speaker notes to use when recording narration later on.

2.5 Remember to keep it simple--eliminate extra content from slides and your planned comments.

### Phase 2: Production

**Step 3.0 Replace most of the slides you created in step 2 with images that represent your topic as closely as possible (keep the title slide). For example: A slide that introduces the concept of alliteration might contain a picture showing that 'Bill Bounced a Ball'.**

3.1 Select one eye-catching image per key idea. Use [google.com/images](http://google.com/images), [bing.com/images](http://bing.com/images) or another internet search engine to find copyright-free photos or other images. Save the image to a folder you create for this project. Store all of your saved pictures in the same folder.

3.2 Select medium to large images that fill most of the available slide space but don't let them get fuzzy or distorted.

3.3 Avoid cluttered images with words or distracting details. The pictures you select should have a central focal point that limits the need for viewers to move their eyes across the screen.

3.4 For slides where you plan to insert text over a picture to emphasize key terms or ideas, make three copies of that slide.

**Step 4.0: Insert text over images by using 'insert text box' on the second of the three slides. The first and third slide should be free of text.**

**4.1** Select one word or a short phrase (3-4 words) that demonstrates the key idea for the slide and type it into the text box. Using full sentences is not advised. Be clear and concise.

**4.2** Use 40 point or larger font size; select text color that is easy to read given the contrast with the background images and colors. [NOTE: The text box "fill color" tool make be used to ensure good contrast between images and text.]

**4.3:** Place text boxes either in the middle of the slide or near a major part of the picture without covering it up.

**Step 5.0: Prepare and time your slide narration so it coincides with any on-screen text. For example, when recording a presentation about making pizza:**

**5.1** Create three identical slides using the steps above. Insert a text box (See Steps 3.0-4.3 above) in the second of three identical slides that has the words "add cheese".

**5.2** Begin narrating these slides (See Step 6.0). With Slide 1 of 3 on the screen say, "The next step in making pizza is...", then hit "Enter" to advance to the second slide which is already prepared with the text box and say, "add cheese," (narration will match text on the screen), hit "Enter," and finish narration on this part of making a pizza while slide 3 (without any text, but same picture) is on screen.

**5.3** Repeat this process for every key piece of information to be addressed in the CAP. **VERY IMPORTANT:** Not every picture needs additional text—reserve use of text for the most essential concepts/pieces of information within your CAP.

**Step 6.0: Finalize slides and familiarize yourself with the written narrative before recording narration. Save your file.**

**6.1** Under PowerPoint pull-down menu, click 'Slide Show', and then, 'Rehearse Timings.'

**6.2** Rehearse narration using your printed slides and speaker notes—they are your "script"; hit enter to advance through the slides. Note the total length of your narration when done.

**6.3** PowerPoint will ask if you want it to automatically link the amount of time you spent on each slide for later use. **CLICK YES.**

**6.4** Practice recording podcast several times until comfortable and confident. If it is longer than 3 minutes (shorter is fine), or if more than three-five concepts are presented, divide the CAP content into two or more podcasts (part I, part II).

**6.5** Save the file as a movie. Select the quality of playback (highest quality is recommended)

**Step 7.0: Import saved .ppt movie file into your choice of iMovie (MAC) or Windows MovieMaker (PC).**

**7.1** There are several options for recording narration and linking to your movie—there is no ‘correct’ way. Recording narration within PowerPoint is possible, but is frequently unreliable (based on experience with Office 2008 or previous versions). An easy way for novices to record narration following the preceding steps is Apple’s iMovie or Windows Movie Maker programs.

**7.2** Drag the file into the video production timeline (at bottom of screen in both iMovie and Movie Maker).

**7.3** Ensure your computer’s built in microphone or external mic is functioning properly and at an appropriate volume. Record a test statement to confirm audio level prior to narration.

**7.4** Record narration in a room free from background noise or other distractions. Preview your recording. If sound is distorted or otherwise imperfect, diagnose the problem (you were too close to microphone, etc.) and re-record.

**7.5** Speak in a clear, engaging voice; record in front of a mirror or with another person to create a more natural-sounding recording. Use good posture, smiling, and hand gestures can also improve the quality of vocal recordings.

**7.6** Listen to your recording for unnecessary pauses (um’s or other dead air). If they are noticeable/distracting, re-record your CAP.

**7.7** Save/Export your finished video as a quicktime or windows media file.

**Phase 3: Publishing**

**Step 8.0 Upload your saved video to the web**

**8.1** Upload your CAP to course management websites (e.g., BlackBoard) or other file-sharing sites (e.g., [www.vimeo.com](http://www.vimeo.com); [www.youtube.com](http://www.youtube.com)).