

MICROLEARNING VIDEO SUBMISSIONS



Thank you for your interest in submitting a microlearning video for the new “eHow-To” series of videos curated by the AAEP.

Our aim is to develop a library of peer-reviewed, short, instructional videos for the sole use of AAEP members. The videos will be searchable on the AAEP Publications app with login protection to avoid the general public from viewing. Your expertise will then be available to assist fellow practitioners and student veterinarians in developing new skills, navigating seldom performed procedures and refining tactile and theoretical skills.

Please use this information as a checklist to ensure your submission has the highest chance of acceptance. Additionally, we have a tech information sheet to help you with any technical issues as you shoot and submit your video.

- ☑ Topic/objective succinctly identified
- ☑ Risks/patient selection clearly identified
- ☑ Materials and recommended resources identified
- ☑ Conflict of interests identified
 - Eliminate company, university, personal identifiers
 - Strictly educational, non-commercial videos
- ☑ Signed video release/permission from the owner
- ☑ Release of media rights (attached) signed by the author
- ☑ Time: must be under 5 minutes

Best practices

Things to avoid:

Additional/superfluous information

Slide shows, such as repurposed PowerPoints

Too much information: Consider splitting larger topics into multiple pieces

Think like a YouTuber: short, to-the-point videos

Create a list of talking points to prevent rambling

Good light

Avoid shadows

Avoid bright sunlight that bleeds out light

Use surgery/procedure lights to provide extra light if possible

Clear audio

Utilize a lavalier microphone if possible

Avoid wind

Speak facing camera

Speak clearly, minimize: ‘ums’, ‘uhs’, ‘like’

MicroLearning Task Force: Erin Contino (EPC Chair), Sherry Johnson, Raul Bras, Craig Lesser, Rob Franklin

MICROLEARNING VIDEO TECH SPECS



➤ *Less than 5 minutes long*



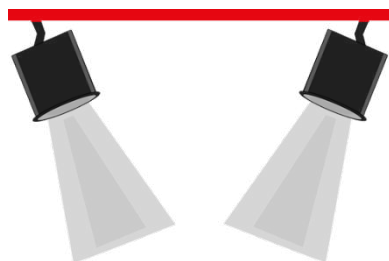
Really! Keep it short and to the point. Longer videos can be broken into parts, but each part should be able to stand alone.

➤ *Landscape view (long axis is horizontal) rather than portrait*



16:9 aspect ratio works best. This is likely your camera's default setting.

➤ *Good lighting*



Avoid deep shadows. Try not to use the darkest horse for demos.

Be aware of background distractions: avoid logos/advertisements and busy backgrounds

➤ **Clear sound**



Use a lavalier microphone (lavalier) if available. See here for an example of a budget [Android](#) and [iPhone](#) lavalier microphone.

Speak into the mic – don't turn your head away.

Be aware of ambient noise: turn off fans, radios and other equipment.

Use a foam windscreen to minimize wind noise.

Turn off your mobile device notifications.

➤ **Anonymize horse/rider/handler and get permission**



Keep the horse's head out of frame. Watch out for names on halters or stall doors.

Use this release form: [AAEP Micro Video Release Form.docx](#)

➤ **Open with summary and equipment list**



Open with an introduction (What will the viewer learn today? Why is it important?), list of equipment/supplies, and finished with recap.

➤ **File format: .mp4 preferred (but .mov and .wmv acceptable)**



➤ **When uploading, provide a list of tags/keywords to assist in searches**





Also provide a one- or two-sentence description to help users understand your content.
Email this info and owner release to Karen Pautz at kpautz@aaep.org

For technical questions and help, contact Karen Pautz at kpautz@aaep.org

➤ **See next page for upload instructions**

➤ Submit your videos directly from your phone:

➤ **iPhone:** select the video and tap the share  icon. Select “Copy iCloud Link” and email the link to Karen Pautz at kpautz@aaep.org

➤ **Android:** select the video and tap the share  icon. Copy the link and email to Karen Pautz at kpautz@aaep.org

➤ **Samsung Galaxy devices:** select the video and tap the share icon. Tap on “Quick Share,” then “Share in an app” then select “copy link.” Open your email app, paste the link in the body of the email, and send to kpautz@aaep.org



In your email, include a short description of the video, and any useful keywords/tags

For more info, see “[How to share large video files on Android](#)”

Or

“[How to send large videos and files from iPhone and iPad for free](#)” (use tip #5)

OR

➤ *Submit from your desktop/laptop*



Upload video files to  [AAEP Micro-learning video submissions](#)

Rename your video file to include your name, i.e. “last_name_suture_video.mp4”

Video files only, please. No PowerPoints, .pdf or .doc files

For technical questions and help, contact Karen Pautz at kpautz@aaep.org

MICROLEARNING VIDEO SUBMISSIONS



Video/Image Release Form

Owner Name	Owner Phone Number	Veterinarian Name
		Veterinary Practice Name
Patient Name	Breed	Gender
Color	Age	Procedure

I hereby grant NAME OF PRACTICE and AAEP permission to take and use videos and images of my animal for any and all purposes, including, but not limited to, education and publication. I understand and agree that any videos and images will become the property of NAME OF PRACTICE and AAEP. I also attest that I am the rightful owner of this animal and have read this release before signing and am knowingly and voluntarily waiving all rights I may have to the videos/images.

Videos will be housed on a platform accessible only to the American Association of Equine Practitioners (AAEP) members with username and password log in for verification. The AAEP will not post or share these videos/images on social media.

Owner Signature

Date

Witness Signature

Date