

# Checklist: Good Video

Evaluate video quality for  
your own videos



**Use this checklist to evaluate video quality for your own videos, or when giving feedback to other instructors.** If you'd like to review the key concepts included in this checklist, we recommend revisiting the lectures "Recognizing Good Video". Create one video that satisfies all of the elements below before moving on to creating the rest of your videos. Investing the time up front will help make your course creation process both easier and faster -- we promise!



**Video resolution is HD (720p or higher)**

Videos need to be recorded in High Definition (720p or higher) and not look blurry.



**Video fills the whole frame of the video player**

Make sure the aspect ratio of the video is 16:9 or 4:3, which is determined by the camera's export settings.



**Subject in video is well lit**

The main subject of the video should be clearly visible. It's better to have too much light than too little, but there shouldn't be any shadows in the background or on the subject's face.



**Camera is well placed**

The subject should be in the middle of the shot or on the sides, using the rule of thirds. The subject shouldn't be too far away or too close to the camera. The camera should not be placed too high or too low.



**Camera is steady**

The video shouldn't be shaky. The camera should be placed on a tripod or steady surface, not held by hand.



**Appropriate / clean background**

This goes for screencasts as well as headshots. No clutter in the background, and no messy desktop or open tabs that are unrelated to the content.



**Font / images are legible**

30% of students watch Udemy courses on their mobile devices, so any text or images should be easy to read / see. That goes for size, font, and color of the text or image.