

Create your own video content for textbooks, reference & non-fiction books

We currently have the following possibilities to display your book at Springer Nature:

- as a **printed book**,
- **online** in a web browser as scrollable continuous chapter texts on **SpringerLink**,
- and as a **downloadable eBook** as **PDF** or **ePUB** document.

All of these media formats can easily display your multimedia content, for example by streaming video directly online or linking.

To access the digital content in the printed book, we have developed the [SN More Media App](#), which you can install on your smartphone or tablet for free (available for both Android and iOS). The SN More Media app allows you to scan certain links (so called componentDOIs of the format <https://doi.org/10.1007/000-001>) from the book marked with a play button (▶), which opens the multimedia content within the app and can be viewed on your display.



In this document we give you some tips on how to create videos for your textbook, reference book or non-fiction book at Springer Nature.

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Didactic processing of the content for videos

Here are some questions that may help you to prepare the content for digital conversion:

- What is the learning objective of the selected content?
- If you are already an experienced lecturer: What is well received in your lectures? How would you explain your topic to a student in 2 minutes? (Please also note that in contrast to a lecture, the content for a video should be much more focused and condensed).
- What information is important for understanding? And which information is more distracting and can be left out?
- How do I best structure the content so it is immediately understood?
- Is my topic really suitable for a video? And what means or method of presentation (e.g. lecture, whiteboard, slides, PowerPoint animation) best illustrates the content with a video so that the learners can easily grasp the topic?
- How long should the respective digital materials be? (For videos, shorter content of 2-8 minutes is usually suitable; however, depending on the topic, longer videos also make sense).

Script

Rules of thumb for creating and practicing your script:

- Depending on your preferences and level of experience, create a detailed script, a script in bullet points or a mind map so that you don't forget important information.
- Get into the topic immediately.
- 1 minute of spoken text consists of approximately 110 words of written text (more or less depending on the speed of speaking).
- The language should be simple (no nesting of sentences, straightforward language, use technical vocabulary only if very common, otherwise introduce and explain the term).
- Practice your script several times in front of a mirror. This will help you to find out which formulations work and whether there are any breaks in your presentation. In general, in front of the camera or microphone you will seem a little "sleepier" than you think you are. Therefore, you should make a special effort to give a lively presentation with variable facial expressions, moderate hand and arm movements while keeping a relatively calm upper body.

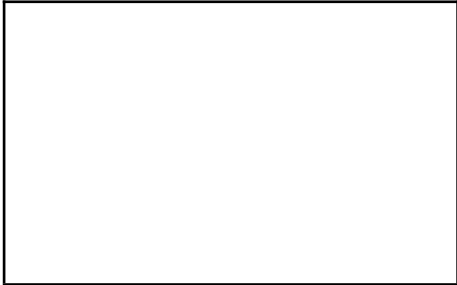
Storyboard

The storyboard is helpful when planning a video and it consists of small sketched graphics with which you can plan the individual scenes in your video. The individual sketches don't need to be detailed or well drawn for this purpose and should only serve as a reminder for the individual visual elements. The individual scenes in the storyboard can then be related to positions in your script.

You can print out the storyboard template from the next page. Alternatively, you can use the freeware "[Storyboarder](#)" on your computer (MacOS, Linux & Windows).

Storyboard for _____

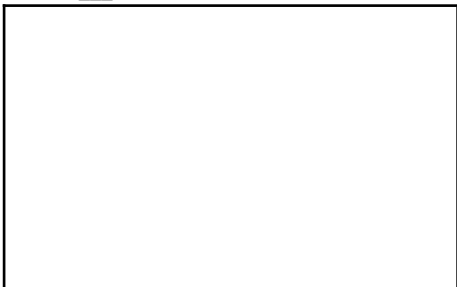
Scene # ____



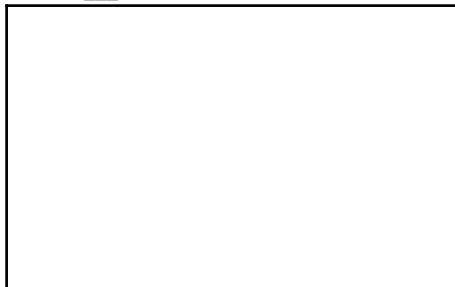
Scene # ____



Scene # ____



Scene # ____



Scene # ____



Scene # ____



Technical equipment & software

The basic rule is: **Use the technical equipment that is already available to you** and **check** whether the quality of your video recordings is already satisfactory.

Here are several **suggestions** for simple technical equipment that you can use to create video and audio content that is already quite high quality (if you want to purchase new equipment):

Camera

Smartphones & Tablets:

(This is not a complete list. You should generally be able to film 4K with your device, even if you deliver a lower quality later.)

- iPhone 7 or better
- iPad Pro 12.9"
- Samsung Galaxy 8 or better
- Google Pixel 2 or better
- Huawei P20 or better
- LG V20 or better
- Sony Xperia XZ2

Cameras:

- Sony DSCW800 digital camera
- Nikon COOLPIX L32 digital camera
- Canon PowerShot A2300 16,0 MP digital camera

Microphone

Camera microphone:

- Rode VidMic Go

Clip-on microphone (Lavelier):

- Rode smartLav+
- Audio-Technica ATR3350

Stand-alone microphone:

- Blue Yeti
- Rode NT-1A

Software

Video Editing

- [iMovie](#) (macOS)
- [FinalCut Pro](#) (macOS)
- [Adobe Premiere](#) (macOS, Windows)
- [Da Vinci Resolve](#) (Freeware; macOS, Windows, Linux)
- [OpenShot](#) (Freeware; macOS, Windows, Linux)

Screencasting & Video Editing

- [Camtasia](#) (Windows, MacOS)
- [Screenflow](#) (MacOS)
- [Open Broadcaster Software](#) (Freeware; MacOS, Windows)
- [QuickTime](#) (MacOS)

Animation & Presentation

- [PowerPoint](#) (Windows & MacOS)
- [Keynote](#) (MacOS & iOS)
- [Adobe After Effects](#) (Windows & MacOS)

Audio Software

- [Audacity](#) (Freeware, MacOS, Windows)

Apps for Video Production with Smartphone or Tablet

- [FilmicPro](#) (iOS, Android)
- [Prof. Hornet](#) (Teleprompter for iOS)

Technical requirements for video & audio

Your video files should meet the following technical requirements in order to be included in your book at Springer Nature and to be played back with the SN More Media App:

- Supported **Video formats**: avi, wmv, mp4, mov, m2p, mp2, mpg, mpeg, flv, mts, m4v, 3gp, mp3, wav, m4v, wav.
- Supported **Video quality**: 1280 x 720 (also called "HD", "HDready" or "720p") or if HD is not available: 1024 x 576 (PAL 16:9) or 768 x 576 (PAL 4:3). Videos of higher quality (like full-HD, 4K etc.) should be converted to 1280 x 720 before hand-over, because storage capacities and upload times are too high otherwise.
- The **length** of a video must be at least 1 second. There is no maximum limit on the length of videos. A good guideline is 1-8 minutes for most videos, but can be longer if appropriate.
- The **maximum file size** for all videos including manuscript is 25GB.
- When editing with a video editing software be aware that the video needs to contain an audio track and that the video track has to lie above the audio track.

- **Further requirements:** Video codec: H.264, profile: "High" or at least "Extended", video bitrate: 5.000 - 8.000 Kbit/s, audio bitrate: 320 Kbit/s, stereo, 44,1 KHz, 2-pass conversion is recommended.

Instructions for integrating the videos into your manuscript

As with the illustrations, if you use material that has not been produced by you or people are filmed, please obtain **permission to reproduce/film** (or a **patient consent**). You can find more information [here](#).

The number and exact position of the videos in the manuscript must be known when the manuscript is submitted to the publisher. Please note that **for each video there must be an image in the manuscript** that represents the video. We will provide the componentDOI in the caption of that image, which can then be scanned by the SN More Media app to access your video. This image will also be assigned a caption number based on the chapter number that you can refer to in your text.

Practical tips for creating your videos

In general, the video image should be sharp, well lit and not blurred. If possible, film in landscape format and take a test shot to check the picture and sound quality before you start.

- Use a stable surface or tripod to create a **steady image**.
- Make a **white balance adjustment** before your first recording. This allows you to adjust the color temperature to suit the lighting conditions.
- **Avoid** wearing striped or garishly colored clothing. Avoid glittering jewelry and pay attention to the reflection of glasses.
- Make sure the **lighting** is even. The object should not lie in the dark. Daylight is best. Please do not film into backlight, leave reflections (e.g. in the glasses) and dazzling lamps outside the film frame if possible.
- **Focus** on the actual subject and remove superfluous and distracting objects from the picture.
- When taking pictures, do not make any pans with the camera or only make **smooth pans** (e.g. with a [Gimbal](#)).
- For short videos of only several seconds (e.g. ultrasound) it is recommended that the videos are **looped** several times in a row.
- To make your videos more accessible, read content displayed in your video out loud and comment what is happening for events that are only happening visually.

Tips for good audio

- Place the microphone close to the sound source to be recorded.
- Avoid noise and overmodulation as much as possible. Background music should also be avoided for legal reasons.
- If your video does not contain audio, clean up the audio track from noise (remember that an audio track - even if empty - has to be present) or even better: for only visual events comment about what is happening in a voice-over to make your video more accessible.

You filmed your first video?

Before you shoot the rest of the videos send us your first video or a sample video so that we can give you feedback on your recording.

Submitting the videos

Please create a **video list in Excel** according to the following scheme:

Video No.	Figure No.	Video Description (short & precise)	Video File Name	Figure File Name
Video 5.10	Abb. 5.10	Standardebenen in Ruhe mit Kontrastverstärkung nach Bildoptimierung	Buchtitel_Video_05-010.mp4	Buchtitel_Abb_05-010.jpg

Then send us the list together with the videos and the corresponding illustrations along with your manuscript.