

 next thought

Video Creation Guidelines

Chegg Video Tutor Instructions 2019



Overview

Currently, Chegg Study has two primary offerings for students: Textbook Solutions (TBS) and Questions and Answers (Q&A). We are looking to augment these two products with videos that align with our core mission of helping students save time, save money and get smarter.

Problem or Question Solution Walkthroughs

Videos will be created using TBS or Q&A solutions. We'll identify what solution you'll be presenting and give you a sketch of how to approach it. These videos should use our solutions as a guide, but should be explained further.

The videos should introduce the following:

- The problem being solved
- Key concepts required to solve the problem
- Common missteps students may make when solving the problem
- Hints that may make unlocking the problem easier

You can watch an example [Solution Walkthrough Here](#)

Scope of Work

Initially, you will be given a single video to create. After approval, email chegg@nextthought.com to request more videos. Specify, the number of videos and subject. Quality Assurance will need to approve your video before we can approve it so be sure to follow the "Guidelines to Get Your Video Approved" section in this document. NextThought reserves the right to change the guidelines from time-to-time.



Instructions for Creating & Submitting a Video

Step 1

Getting Your First Assignment

Please read the instructions FULLY to ensure that you are paid for your work in a timely manner. If you have any questions at any point, please email the project manager at: chegg@nextthought.com

Accept Invitation & Get First Video Assignment on Jira

You will receive an invitation to JIRA where videos (aka "Issues") will be organized. Look out for an email with subject line "Chegg Coop has invited you to JIRA".

The videos should introduce the following:

1. Login to the [Jira dashboard](#)
2. On the left side menu, navigate to "Issues" > "My Open Issues" to view videos assigned to you to create. Only change the ticket status if it is assigned to you.
3. To acknowledge and agree to the video opportunity, click on "Start Progress" .
4. To cancel the video, click on "Start Progress" and then change the Resolution field to "Won't do".





Accessing Solutions

A Chegg account is needed to view the solutions. We have four logins for this, please be sure to use the correct one to login. These logins are only for creating videos. Chegg will be monitoring the usage of these accounts.

If your last name begins with letters A-M, use these logins:

Username: kong+1@chegg.com or kong+2@chegg.com

Password: CheggVideos123

If your last name begins with letters N-Z, use these logins:

Username: kong+3@chegg.com or kong+4@chegg.com

Password: CheggVideos123



Step 2

Creating the Video

Download the TouchCast Pitch Application: [Mac](#) [Windows](#)

When logging in, you'll be asked to set a password for your account (associated with your onboarded email). You'll also be able to connect your Touchcast Pitch app with your Kaltura login to help you set up for Step 3.

Touchcast Pitch will allow you record videos, also known as Projects.

Getting Started

1. Prep before you begin recording:

- a) Read the guidelines below thoroughly to make sure the video you submit can be approved.
- b) Watch the videos in this [Tips and Tricks Kaltura channel](#) made by fellow video creators.
- c) Touchcast Academy also has some helpful information on how to best present via video.

2. Open and Login to TouchCast Pitch

3. Create a new Pitch Project (Video)

4. Select the Chegg Theme (Main Menu):

- a) Chegg Theme will have a variety of layouts available for you to choose from to best prepare and set up your video presentation.



Recording in Touchcast Pitch

1. Prepare - Develop the scenes that will be recorded.

- a) Select a scene from the “New Scene” option to choose the format that works best for your video content.
- b) Optional - Use the teleprompter script below each scene to capture notes or other information you want to be sure to share when recording.

2. Pitch - Begin recording.

- a) During your video, to annotate, you can select the “Draw” option to select a color and size.
- b) To record a “New Take”, you can select that option to re-record scenes.
- c) Once you’re happy with the final video, click the “Finish” button on the upper right corner.

3. Edit - Edit recorded presentation clips.

- a) You can delete clips, move clips, split clips, retake scenes, and add other recordings.

4. Upload to Kaltura.

- a) Click the “Save & Upload” button to prepare your file.
- b) On the “Finalize” screen, be sure to name the video with your name and the ID of the solution, concept, or question provided in the JIRA Issue.
Example: The JIRA issue name “TBS 123456” means the video is a textbook.





Guidelines to Get Your Video Approved: Video

- **Find a good workspace**

Avoid recording with your laptop on your lap - find a stable setting.

- **Turn off all notifications**

Make sure to set your mobile device to silent or airplane mode to avoid disturbances. Log out of email and chat messengers (like WhatsApp, Facebook, Skype, etc.) to avoid recording notifications. Keep extra tabs and windows closed to avoid recording notifications.

- **Keep it brief**

Succinctly explain the relevant concept(s) and step(s) within 5-15 minutes.

- **Limit background distractions**

Make sure that everything behind you in the video is appropriate and clean (no posters or flags). Solid backgrounds (such as whiteboards) are preferred. Feel free to share a one minute introduction video to confirm the background and lighting is up to Chegg guidelines.

- **Dress appropriately**

Please make sure that you are wearing either a black or navy colored top, that your shoulders are covered (no tank tops) and that your clothing does not feature any logos.

- **Keep eye contact with the camera**

Try to maintain eye contact with the webcam camera to encourage a personal and engaging video for the student.



- **Make sure your workspace is well lit**

Please make sure you have good lighting and that your face is appropriately illuminated. Lighting is especially important because when your webcam can't find enough light, it'll record with the audio/video sync completely off.

Lighting Tips

Set up lamps or clamp work lights on either side of your monitor. Your monitor alone is not enough light.

If you are sitting next to a window with natural light, check the webcam to make sure that there are no beams coming in across your face.



Example of approved background, dress, and lighting.



Example of a video rejected for a too busy background.

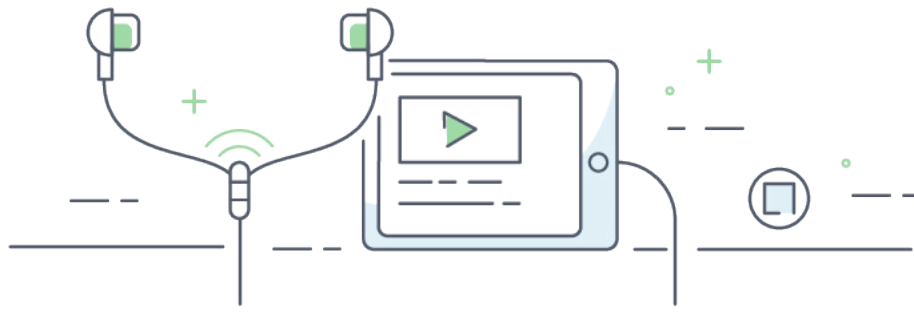


Example of video rejected for poor lighting.



Example of video rejected for branded and not plain attire.





Guidelines to Get Your Video Approved: Audio

- **Introduce yourself and the video that you're presenting**

Briefly state your name, that you're a tutor with Chegg Tutors, and the concept or problem you will be discussing or solving today.

- **Don't specify time in the intro or outro**

Students will watch these videos all throughout the year so avoid saying things like "good morning" or "have a great rest of your summer".

- **Use headphones with a microphone**

Sound quality will be drastically better if you can speak into a microphone, like the one on iPhone headphones. Avoid rubbing this against your clothes or hair while speaking. Try to use a corded microphone and avoid recording with AirPods since they have poor sound quality.

- **Speak at a conversational pace**

Research has shown that students learn best when presenters are speaking at a natural cadence. Your instinct may tell you to slow down, but students are actually more engaged when instructors are speaking to them as they normally would.

- **Record in a quiet environment**

Background noise can be distracting while a student is trying to stay focused and learn. Avoid fans, AC vents, traffic, animals, and other people.





Guidelines to Get Your Video Approved: Writing

- **Do not write the problem out**

Avoid writing out the problem or copying and pasting diagrams from the Chegg website. Students can already see the problem on the Chegg website, so feel free to jump straight into the answer walkthrough!

- **Avoid writing (or saying) the chapter and problem numbers**

Videos may show on other pages in the future and this may cause confusion when viewing.

- **Write cleanly and use a stylus**

We strongly encourage video creators to use a stylus and writing pad to help with neat handwriting.

- **Combine static content with annotation**

Students find the most helpful videos have a mix of prepared visuals and live annotation.





Guidelines to Get Your Video Approved: General

- **Review the Chegg provided solution**

Review the content provided to ensure accuracy and that you understand the content before recording.

- **Prepare the lesson**

Do your best to outline what the video will cover and practice so the video doesn't feel disorganized or sound confusing. Avoid any typos on screen to avoid further confusion when the student is learning.

- **Be thoughtful in your explanation**

Students love when problems are set up clearly, hints are communicated, and common mistakes are pointed out.

- **Show your passion**

Don't hesitate to show how passionate you are about the subject. Your personality can (and should!) shine through in the video.

- **Be positive and engaging**

Create trust with the students. Many students loved learning with this instructor, [Corlandos!](#)

- **Have fun!**

Above all, have fun with it. Students will get the most out of your video if you're engaging and feel like a fun person to learn from!



Do Not Plagiarize content

It's important that you do not copy content from other sources or manipulate it to give an impression that it is your own work. It's ok to use information from the solution.

But do not

- **Directly copy other content from outside sources**
- **Rearrange sentences**
- **Copy text from outside sources and use synonyms to modify the content**
- **Copy outside sources' structure, content, or partial content**

While the above points cover some cases of plagiarism, they are not exhaustive. Should you have any questions about plagiarism, please reach out to your project manager with your concerns. Any video found to plagiarize or otherwise potentially infringe on the copyright of another party will cause your video to be rejected for you to recreate.



Step 3

Submit the video to Chegg

You will receive an invitation to create an account for Kaltura. Please check your spam folder for an email with the subject "Welcome to Chegg Study Videos" to verify your account and set up your password. You will also be asked to review and agree to Terms of Service.

Using Kaltura to Submit Videos

1. Submit your video to the QA team

Submit your video to the QA team within the Kaltura MediaSpace after you upload from Touchcast Pitch.

- a) Read the guidelines below thoroughly to make sure the video you submit can be approved.

2. Insert and verify all required fields

Insert and verify all required fields (Use table below) are correct based on the JIRA Issue by clicking on "Actions" > "Edit" .

- a) Under "Details", refer to the below table for further instructions on the following fields: Name, Video Type, ID, Creator email, Source, Subsource
- b) "Timeline" > Click on the flag icon to the left of the timeline bar to add chapters
 - Title each chapter with a descriptive summarized concept such as "Finding the common denominator"
 - No need to add a lengthy description with the title



Field	How to Complete
Name	Type: First Name - Last Name - Subject - Solution ID Ex: kasey-ong-physics-123456
Video Type	Select "Textbook Solution" or "Concept" or "Q&A" depending on the Video Type provided in the JIRA Issue
ID	Type in the ID provided in the JIRA Issue Ex: 123456
Creator email	Type in your login email (which should be the same as your Chegg Tutor login email)
Source	Partner
Subsource	NextThought

3. Add QA role username

After you save the information added from Step 2, click on "Collaboration" > "Change media owner" and add your subject QA role username

- a) The username will be "qa_[subjectnamehere]." Ex: qa_mechanicalengineering is the user you'd given ownership to if you are submitting to the Mechanical Engineering channel.
- b) When this is complete, the video will no longer be accessible in My Media.

4. Change the status of the issue

In JIRA, be sure to change the status of the issue to "Ready for Review." This will let the QA team know it is available for review. Comment the Kaltura URL in the JIRA ticket



Step 4

Edits and Approval

Once you've submitted your video, the QA team will review and leave feedback in the video's JIRA ticket. The QA team will also change the status of the JIRA ticket.

If approved, you're all done and ready for the next video!

If rejected ...

Please address the QA team's request for edits in a timely manner. The QA team will return the video to you in "My Media" so you can edit or re-record your Touchcast Pitch project as needed.

- a) In JIRA, if you intend on re-submitting the video, click on "Start Progress"
- b) In JIRA, if you intend on cancelling this opportunity and not re-submitting, click on "Start Progress" and then change the Resolution field to "Won't do"



Questions

If you have any questions or feedback about creating, recording, or uploading videos, please email the Project Manager. If you have any questions about the subject matter or need to communicate with the subject QA team, comment in the JIRA ticket and tag the QA team.

Subjects Covered	QA JIRA Username
Accounting	CS-Video-Accounting-QA
Biology	CS-Video-Biology-QA
Business	CS-Video-Business-QA
Civil Engineering	CS-Video-CivilEngineering-QA
Chemistry, Chemical Engineering	CS-Video-Chemistry-QA
Computer Science	CS-Video-ComputerScience-QA
Economics	CS-Video-Economics-QA
Electrical Engineering	CS-Video-ElectricalEngineering-QA



Subjects Covered	QA JIRA Username
Finance	CS-Video-Finance-QA
Advanced Math Calculus, Statistics	CS-Video-Math-QA
Mechanical Engineering	CS-Video-MechanicalEngineering-QA
Physics, Advanced Physics	CS-Video-Physics-QA
Chemistry, Chemical Engineering	CS-Video-Chemistry-QA
Computer Science	CS-Video-ComputerScience-QA
Statistics	CS-Video-Statistics-QA

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