Liferay University

Community Video Contribution Guide

Liferay University is a new structured program to more easily get new users over the initial learning hill of Liferay, and provide valuable educational content to all of our community, regardless of expertise level. With the goal of getting our community deeply involved, and producing high quality educational content that follows a well-structured curriculum, we are asking for community contributions in the form of videos that guide users through the Liferay Platform. These videos should be no more than 30-45 minutes long (most will be much shorter than that), split into easy-to-digest sections of 5-10 minutes each. For more information about how to structure your video, see the "Create an Outline" section below.

The main tasks for creating your contribution are outlined here and described below:

1. Understand the Prerequisites
2. Choose a topic
3. Understand the audience
4. Create an outline
5. Prepare your studio
6. Practice
7. Record your contribution
8. Submit to Liferay

Understand the Prerequisites

Typical technology video presentations (screencasts) consist of audio (spoken word and potentially music), and video (static slides, and dynamic screencasts). To create these, you will need a system capable of displaying and recording what happens on-screen. With today's technology, this can easily be done by a desktop or laptop computer, with an external (preferred) or built-in microphone, presentation software (LibreOffice, Powerpoint, Keynote, etc), and [screencasting software](Camtasia, ScreenFlow, etc). If you need help with figuring out how to use a particular screencasting package, please email community@liferay.com with your questions.

Your video must meet the following minimum technical requirements to be included in the course offerings:

- **Use Liferay 6.1 CE GA2 or later** (these guides will be based on Liferay 6.1).
- 45 minutes maximum length
- Recorded in one of the following formats:MOV (preferred), MP4, OGG

- Encode using X.264 or H.264 codecs (this has tested to result in the highest quality with lowest file size)
- You should record at your desktop's *native* resolution (i.e. the highest resolution you can). Minimum Resolution: 1280x720 (i.e. 720p). ([see this blog post](#) for a good overview of screencast resolutions).
- Required Audio Channels and Resolution: Stereo 44.1kHz ("[CD Quality](#)")

In addition to technical prerequisites, if you are speaking, you should be able to clearly speak English (we are considering adding subtitles for non-English speakers, but the primary language will be English). Of course everyone has some kind of accent, but as long as it's reasonably well understood by others who speak English, you should be OK. Avoid using any slang, expletives, or colloquialisms that may not translate well into other cultures. Feel free to use humor to keep the audience engaged!

Some screencasting software provides additional annotation capabilties, for example the ability to zoom in on certain areas of the screen, highlight specific keystrokes, or add clicking noises for mouse clicks, or other animations. You may be tempted to use these, but it's important to *use good judgement*. Occasional zooming is OK, but refrain from using significant amounts of "effects", however awesome they may appear to be. You want to clearly illustrate certain points, but you don't want to nauseate viewers with constant zooming and text boxes popping up!

Choose a topic

There are many topics to choose from. Before you begin, you must first choose a topic by visiting the [video submission wiki page](#) and placing your name next to the topic you have chosen.

If you feel that a given topic interests you, but is too large to fit into 30-45 minutes, please consider breaking the topic into logical subtopics, and only tackling those subtopics for which you feel comfortable.

Understand the audience

Depending on the topic chosen, your audience will vary in their degree to which they understand the underlying technology, and the backgrounds from which they have arrived. If you are creating an introductory video on a topic, be prepared to explain or demonstrate basic items that you may normally take for granted. Be sure to think about everything you are saying and doing, and think about what it took to get there. Make sure you address prerequisites if they are not obvious.

Create an outline

Think about the topic you have chosen, and how best to get from beginning to end. Your video submission should be no longer than 30-45 minutes, split into easily digestable chunks of 5-10 minutes each. Therefore, think about the best way to split up your topic, and create an outline

based on those chosen sub-topics.

Even though your content should be split up, it does not mean that you have to record individual videos for each sub-topic. Instead, it may be easier to just record the whole thing in a single take, and include natural pauses or title slides to clearly separate the sub-topics. Your outline should also include the transitions (slides, or other transition mechanisms) so that you know when to stop and what to show, and so that we know when your sections begin and end (for easy indexing). Take, for example, an outline for the "Basic Installation and Database Configuration". An example outline for this might be:

1. Title/Agenda Slides
2. Setting up Prerequisites
    a. Make sure Java is installed
    b. Installation of MySQL
    c. Download Liferay
3. BREAK
4. Unzipping and inspecting bundle
5. Initial Startup
6. BREAK
7. Configuring for MySQL
8. Re-start and verify correct operation
9. Explain other database possibilities
10. DONE - Related Links, more information, etc.

Again, you do not have to record individual sections, as long as it's clear where one section stops and another starts.

We will probably do some amount of post-processing of your submission, for example adding standard intro and outro content, and potentially adding sub-titles for different locales. So do not feel the need to make a 100% perfectly polished presentation. The content is what's most important.

Prepare your studio

If you've never recorded a video before, it is important to understand that when the record light is on, everything around you will be recorded. Therefore, it is best to find a quiet place to record, one that is free of distractions or background noise, hums from machinery, and a place where you can position your mouth close to (but not directly on top of) your microphone. It is also preferable to be in a room that has minimal echo. No amount of post-processing can remove certain kinds of audio artifacts like echos, noise from machinery (air conditioners, fans, pumps, etc), and other distractions.

While not necessary, if you wish, you may also appear in the video yourself, to give it a little more "personable" feel to your final product. If you do this, make sure you are somewhat presentable (no dress code, use your best judgement). One example of this is if you appear in the corner of your video near the beginning, while doing an introduction.

Also, keep in mind that your desktop content and application content might be visible during the screencast. Make sure to close any unneeded applications, and clear your desktop of superfluous, possibly confusing content. If you have sensitive or private information (e.g. bookmarks, browsing history, names of files in your folders or on your desktop, or other sensitive content), you should be sure to sanitize before starting to record!

Practice

There are several variables involved - screen recording and presentation software, your voice, your studio, and most importantly Liferay! So it is highly advisable to practice a bit before doing it "for real". For example, record the first 5 minutes of your video, with the transitions included, and then play it back to see whether it is what you were hoping for. Try to mimimize the amount of "umms" and awkward pauses, and ensure that the software is going to do what you want it to do :)

Record your contribution

By this point, you should be ready to record "for real". You are free to do any kind of post-editing you wish, to remove any unwanted footage, or add in title slides, or you can just go for it and let us clean it up a bit.

Submit to Liferay

Once you have completed your recording, you can submit your video to Liferay. It is important to not only submit the video, but also submit other metadata about the video, using the following form accompanying your video. If you prepared slides for use in your video, please include those as well in source form (e.g. if you created them using PowerPoint, include the .ppt[x] file)

```
Name of Presenter:
Email address of Presenter:
Company (optional):
Topic of Presentation:
Video format and resolution:
Audio resolution:
Outline:
I have read and agree to submit my contribution under the Liferay
Contributor Agreement: <place your name, email, and date on this line>
```

The filenames are irrelevant, but make sure to use the accepted standard file extension (e.g. .pptx or .pdf or .mp4) (we will rename the final files to a consistent naming scheme). The files that contain your video are likely to be too large to send through email, so you can submit your videos using one of the following methods (please package all of your files into a single .zip file if possible, so that we can keep track of your files easily):

1. Preferred: Use a file transfer service (for example, wetransfer.com) and submit to community@liferay.com. This service will allow you to upload files up to 2GB, and it will save them for 2 weeks, and inform us that the files are available. It is an ad-supported service, so

enjoy the ads while you upload.

2. Upload to Liferay's FTP server. You can use any FTP software to connect to `ftp.liferay.com`, using `anonymous` as your username, and email address as the password. Once logged in, simply upload using standard FTP commands such as `put` to upload your file. Be sure to switch to "Binary" mode first, by issuing the `bin` command, if you are using a command-line-based FTP client (if you are using a GUI client, chances are it will do this for you automatically). Once you've uploaded it, be sure to tell us the filename by sending email to community@liferay.com so that we can grab the files.

3. Place the files on your own server, and send the URL to the file(s) to community@liferay.com

Please don't upload to vimeo or youtube or other video-sharing sites. These sites will further compress and alter your video, and it's not possible for us to grab your high quality original to do further post-processing.

Important! By placing your name and date on the "Agreement to Liferay Contributor Agreement:" line, you indicate that you accept the terms set forth in the standard Liferay Contributor Agreement. Please make sure to read and understand this agreement before contributing to Liferay. This is the same agreement used when contributing code or any other Intellectual Property to Liferay. The full agreement can be read at this URL: http://www.liferay.com/legal/contributors-agreement