

**GOVERNMENT OF JAMMU & KASHMIR**  
**DIRECTORATE OF SCHOOL EDUCATION JAMMU**  
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**Subject:- Video/Audio Content creation Guidelines**

**Circular No: - 49-DSEJ of 2021**

**Dated:- 07-06-2021**

As part of Home Classes Project, Directorate of School Education issues following guideline to be followed by content creators/reviewer while creating or reviewing the digital content which will be telecast on Gyan Darshan and broadcast on All India Radio, Jammu / Poonch / Bhaderwah. Also this content will be hosted on Directorates Youtube channel and will be made available on education hub as well as SARAL dsej online education app .

1. Content creators can register on Education hub. This platform will be used to share, review and approve the E-content. The link for Education hub is <http://dsej.in/educationhub/codeigniter/index.php/Course/login/>.
2. Content creators/reviewers can register on this portal by clicking on register.
3. Once registered, the content creator/reviewer can send their registered Id to Deepak Sharma (watsapp no: 7051136612) in whatsapp message. Please mention the role which is required to be assigned to this id i.e. creator or reviewer.
4. Then User can login to the system and upload the content for review/approval.
5. Durations for Video / audio recorded should be 30 minutes.
6. Content should be recorded in easily understandable language in a well paced manner. However, while recording the content of English subject, enough emphasis should be given to the concerned language as well.
7. Efforts should be made to engage students by posing them questions in the lecture. At the end of lecture, 2-3 minutes should be devoted to exercises at the end of chapters of the textbook. A small interesting exercise / assignment may be given to the students at the end of the lecture which they will subsequently submit to their class teacher.

**Contents for Television**

8. The starting of the video should have 15 seconds still DSEJ logo as already circulated.
9. Remember the Gyan Darshan Logo is displayed at upper right hand corner of the screen and the recording should be done in a manner as to avoid anything on upper right hand corner of the screen.
10. The teacher should be in formal dress and pleasantly groomed. Remember, you may have international audience.
11. The recording should be done after thoroughly preparing the topic under consideration. At the beginning of the lecture the content creator should invariably refer to the class, subject, chapter and specific topic and name of the sub topics, as assigned to him. He may also announce his / her name without mentioning designation. He /she should also lay down objectives of the studying the topic as well as the intended outcome. There should be no irrelevant or superfluous talk, though interesting anecdotes etc relevant to the topic may be narrated to make the lecture more interesting. Use of animation, models, drawings, videos, photographs etc should be used to make the things clear to the student. However, care should be taken not to use copyright or licenced material.

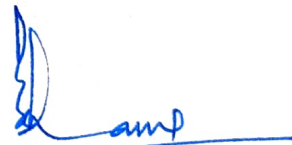
12. Video recording should be done, as far as possible, depicting classroom teaching i.e. it should include teaching using a white/black board with clear visibility of the content written on the board along with use of presentations as well as animations and other videos, if possible. The content creator should use room with AC preferably. No fan should be running in the room as it creates lot of noise. Appropriate white led lighting should be used so that there are no shadows or dark spots.
13. Use good quality camera (including that in mobiles) preferably HD and above. Use collar mic which can be easily bought from the local or online market.
14. The video should be properly edited using relevant convenient editing software. Please avoid your PIP over the text. The presenter should be at the side of the frame without blocking the view of presentation / animation etc. There should be no watermark of the software / editor etc. used in content creation.
15. E Content should be developed strictly in accordance with Syllabus of Jammu and Kashmir Board of School Education. Reference to sensitive, political or religious issues should be avoided.
16. The content should not contain any material/picture/words that is copyright, illegal, offensive, defamatory, obscene, threatening or menacing etc. If found, any, shall be the sole responsibility of the content creator.

### **Audio Recording**

17. All relevant instructions above pertaining to video recordings above shall also be *mutatis mutandis* applicable to audio recordings wherever applicable. However, content creators are requested to use collar mic preferably in AC room as the noise of fan is major distraction.

### **Reviewers**

18. Reviewers have added responsibility for success of the programme. Reviewers must take decisions objectively, inter alia, keeping in view the following factors:
  - i. Quality of Contents of the lecture, relating with day to day happenings
  - ii. Quality of Presentation
  - iii. Pronunciation and the easiness of the language used etc.
19. All CEOs , HOIs , ZEOs , Principals of DIETs etc. shall allow such content creators to use their resources like internet facilities, ICT labs, CAL labs, smart classrooms etc. for preparation of the assigned topics.



**(Dr. Ravi Shankar Sharma) KAS**  
**Director School Education**  
**Jammu**

DSEJ/Coord Cell/18574-89  
Dated:- 07-6-2021

Copy to the:

1. Joint Director \_\_\_\_\_ (All) for information and necessary action.
2. CEOs \_\_\_\_\_ (All)
3. I/C Coordination cell / Counseling Cell
4. Concerned content creators / reviewers
5. I/C Website for uploading on official website of this Directorate.
6. Office Record