

Software Professionals are Not Directors: What Constitutes a Good Video?

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Template	
Learn from	Video production
Use	Guidelines
Applied by	Video producers
During the	Production process of (online) videos
For	Requirements communication

- **Video production**

- Mostly concerned with non-broadcast program making
- Digital distributed, e.g. via YouTube
- Range

- Ambitious presentations intended for **mass distribution** to **economically budgeted programs** designed for **specific audience**

J. Owens and G. Millerson, *Video Production Handbook*, 5th ed., 2011

- **What constitutes a GOOD video?**
 - How can we assess the quality of a video?
- **Video production guidelines**
 - Generic advice and recommendations
 - Best practice which are based on experience
 - Know-how to produce good videos for visual communication
 - Impact on specific video characteristics

Image quality considers the quality of the image of a video.

Codes: video camera, stabilizing device, tripod, shot geometry and structure, camera handling, zoom, focus, exposure, stability, camera movement, slow and smooth movements, fixed, static, lightning, brightness, light direction, image composition, scope, detail, field view, color, consistent style, graphics, subtitles, resolution, legibility, video codec H.264, fps

Thesis: If software professionals knew more about the challenges, actual demands, and efforts on how to communicate visually with videos, they could enrich their communication and thus RE abilities.

Synergy Potentials to RE

- **Videos were already proposed for RE in the 1980s**
 - **Focus** on the **use** of videos
 - **Neglect** of the **production** of videos

Brill et al.: “We give no guidance for creating good videos – this remains future work”.
- **Need of videos at moderate costs, yet sufficient quality**
 - ISO/IEC FDIS 25010:2010: **Specification** and **evaluation** of the **quality** of a **video** [software] requires the **definition** of the necessary and desired **quality characteristics** associated with the **producers’** and **viewers’ goals** and objectives for a video.
- **Proposed approach: Quality model for videos**



Potential for RE

- (1) Evaluate existing videos
- (2) Guide production and use process

Brill et al., “Videos vs. Use Cases: Can Videos Capture More Requirements under Time Pressure?”, REFSQ, 2010