COURSERA - Video Recording and Formatting Guidelines

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Videos are the most popular instructional resource for courses on Coursera. Most course teams use a video software program like Screenflow or Camtasia to record and edit videos, but you can usually use any other software of your choice. Here, we'll go over some video guidelines to follow so you can ensure your video content works as expected on the Coursera platform.

General guidelines

Please consider the following guidelines for the best playback experience:

- Use 16:9 aspect ratio
- Select a supported filetype (.mp4 recommended)
- Leave enough padding (blank space) under the video and slides for 2-3 lines of subtitle text

Encoding guidelines

Please encode video files using the following settings:

Video

- H.264 Codec
- Bit Rate between 8-16 Mbps
- De-interlace / progressive video
- Maximum video resolution of 1280 x 720 (720p)

Audio

- AAC Codec
- Sample Rate of 44.1 kHz
- Bit Rate of 160 or higher

Note: The maximum file upload size is 2GB.