Creating Effective Instructional Videos

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Needs Analysis

• Where does it make sense for me to use video?
• Goals of the video?
• Personal presentation approach?
• What materials do I already have prepared?
• What resources are available?
• When will I present the video to students?
• How do I know if students have successfully mastered those ideas?
Video Types

• Narrated slides presentation
Video Types

• Narrated slides presentation
• Presenter-only lecture
Video Types

• Narrated slides presentation
• Presenter-only lecture
• Slide presentation with talking head
Video Types

• Narrated slides presentation
• Presenter-only lecture
• Slide presentation with talking head
• In-the-field video
Applications of Instructional Videos

• Instructor welcome video
• Course orientation
• Course content delivery
• Weekly “fireside chat” / video organizer
• Provide rich feedback on assignments
Before You Start

• Chunking
• Scripts & Outlines
• Camera
• Audio
• Lighting
• Location
Instructor Presence

• Greeting message
• Be yourself
• Use helpful visuals
• Include talking head video
• Weeding
• Engage Students Actively
  • Use Guiding Questions
  • Matching modality
  • Tie content in video to assignments and/or activities
• Get feedback
Face to Face towards Online Content

- Demystify the move
- Review Tools
Demystifying Online Instruction

- Change in Medium not Content
- Engaging with each other
- Information and Time
Options
F2F v. Online

- PowerPoints, PDFs, Websites (Blackboard)
- You, Your Students, Classroom (Blackboard, Zoom, Mediasite)
- Media (Mediasite)
Options
F2F v. Online

PowerPoints, PDFs, Websites (Blackboard)

You, Your Students, Classroom (Blackboard, Zoom, Mediasite)

Media (Mediasite)
Using Tools w/ Techniques

- Change in Medium not Content
- Engaging with each other
- Information and Time
Manage Engagement (attention)

Short Chunks (5-7 minutes)

Tools and Techniques
PRESENTATION NAME:

Unnamed Recording

SELECT THE TYPE OF RECORDING YOU WANT TO CREATE:

- **Slideshow + Audio**: Present still images from your computer desktop with microphone input.
- **Screencast + Audio**: Present your computer desktop as video with microphone input.
- **Audio Only**: Record with only audio input.
Chunks

- 5 – 7 minute chunks of content
  - New module or video
  - Time between changing how you are engaging
Chapters

- Organize and Define module with Chapters
Quizzes
Discussions
Annotations

You are the moderator

Add Annotation

Beautiful Wolf

This is a beautiful wolf. Do you know where in Denmark this picture was taken?

Author: bchene

00:01:02 Discussion (0)

Pack of wolves

Wow, that is a big pack of wolves.

Author: bchene

00:09:25 Discussion (0)
Engage Your Content

- SMART Notebook
- Zoom Whiteboard
- Microsoft INK
- Google JAMBOARD
- Hardware (Tablet, WACOM)
Welcome to SMART
• What is organic shade-grown coffee?
• Where do our coffees come from?
• The Coffee Life-Cycle
• Fourth Coffee Café Locations
• The Fourth Coffee Credo
• Barista Training Program
Whiteboards

- SMART Notebook
- Microsoft INK
- Google JAMBOARD
- Hardware (Tablet, WACOM)
1. Handwriting, shape, and sketch recognition
2. Insert from Google Drive
3. Boards and backgrounds
4. Collaborate, share, and present
Change in **Medium** not **Content**

Engaging with each other

Information and Time

You, Your Students, Classroom (Blackboard, Zoom, Mediasite)

Media (Mediasite)
Training

• Monday – Friday
• Open Sessions and 1:1 w/ appointment
• Mediasite
  o Monday Tuesday 11-12
  o Wednesday 4-5
  o Thursday Friday 2-3
• Whiteboard tools
  o Monday Tuesday Friday 10-11
  o Wednesday Thursday 3-4