TEACHING WITH VIDEO

Prepare!

When recording instructional videos, the subject matter is quite familiar to you—perhaps you've delivered this lecture dozens of times in a physical classroom—so the idea of "preparing" for your instructional video beyond equipment setup may seem superfluous.

In truth, the preparation process enriches your lecture for the video format and frees your schedule from the necessity of re-recording or significantly editing content later--tasks that many instructors find more grueling than developing an outline beforehand.

Adhering to the following tips prior to hitting 'record' will give your footage a polished tone, even without the help of a production team. This preparation ensures the delivery of meaningful and effective instruction for your learners. It also minimizes the workload for you, utilizing content you likely have on hand.

Outlining and Scripting

In the very beginning of the video, state why this content is important. What will viewers know after watching the video?

Best Practices:

1. **Use an outline or script**—This provides structure and helps weed out redundancies
2. **Make every part of your video purposeful**—Avoid including encyclopedic lists, lengthy historical exposition, or reading dry data without interpretation. If it's not necessary to the mastery of one of your learning objectives in your instructional video, then perhaps move it to the reading assignments section.
3. **Pay attention to word count: most speakers say about 150 word per minute**—Keep this in mind as your develop your script.
4. **Scaffold the material—**Be sure to link the material to prior knowledge or a common experience. Build off of what your learners already know, and the connection and comprehension will be more effective.
5. When deciding what content to include, think about additional links you could provide to the material, either before or after the video lesson. Learners can move at their own pace while getting that supplementary info.

NOTE: Not everyone works best off of a script. Explore different methods of delivery to see what may work best for you.

Chunking

"Chunking" refers to breaking the content up into digestible pieces. This helps learners self-remediate. Instead of scrolling through a 50-minute video trying to find a specific point, students can find the concept easily and rewatch it. It saves them time and it will save you time when it comes to recovering some topics.

Best Practices:

1. **Break your content up into 10 minute** or less chunks, rather thank a 50-minute lecture
2. **Each "chunk" covers a concept or topic**, and you should label your videos to correspond with the concept taught.
3. **Chunking does not mean condensing**—If you need 50 minutes, you can still use 50 minutes, it will just be in 5 10-minute segments rather than one long lecture.

Pro(f) Tip: Include 1-3 short review questions after each video. This will help reinforce concepts as you move through the pieces of the lecture.

Build Interest

Think about what videos hold your attention. What techniques do they use? Take a few minutes to break down your favorite videos—how does the presenter speak? How do they introduce the material? What makes the video effective?

Best Practices:

1. **Hook**—Start with a story, a question, or a few surprising facts. Get your viewers interested from the start.
2. **Questioning**—Include questions in your video for learners to think about. You don't necessarily need to give them the answers, just spark some reflection.
3. **Visuals**—If possible, include on-screen text and images. A good rule of thumb is to include visuals only where it enhances instruction, but don't include photos just for the sake of adding images. Consider whether the image will help to better explain what you're talking about, or whether text will help learners better understand and remember the terms you are using.

Scheduling a Time

As you prepare time to record your lesson(s), consider how different periods of the day or week can affect your performance on screen. Speakers are more likely to stumble over words or draw blanks when exhausted or hungry. Appearing alert and enthusiastic on screen subconsciously signals to your learners that the information is exciting, and they'll likely reflect the same mindset as they approach the content.

Best Practices:

1. **Record at times when you're most energized and will have minimal distractions.**
2. **Chunk your recording schedule as you would your lessons.** If you're not looking forward to recording for an hour or more, then lighten your load and space out the filming schedule accordingly.

Presence

Whether you are visible on the camera or not, be sure to use enthusiasm in your voice and mannerisms. It might feel weird, but pretend you are presenting to an audience in a large auditorium—project your voice and use inflection to emphasize points. Don't be afraid to be use more conversational language and humor!

Best Practices

1. **Be enthusiastic!**
2. **Use conversational language and humor** as appropriate
3. **Consider your background and lighting** when you are on camera
   - ◊ Don't choose a background that is too busy or too plain—i.e., no cluttered office or plain beige wall
   - ◊ Always have lighting in front of you—imagine you are facing a clock, and place lights at 10 and 2. Alternatively, sit facing soft natural light. This will help reduce harsh shadows.

Center for Faculty Development & Excellence (CFDE) at Emory University

Screen Capture

There are of course many different screen capturing tools available so if you are already using one you like stick with it! Below are a few suggestions for tools you could use.

◊ Screencast-o-matic: Free (inexpesive upgrade available), works on both Mac and PC

◊ Studio in Canvas: Free, embedded in the Canvas platform, **10 minute time-limit**

◊ Quicktime: Free—Mac only
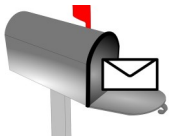
◊ Moviemaker: Free– PC only

Narrated Whiteboards

Use a narrated whiteboard to work out problem (math, science etc.), write on graphs, draw etc.

Programs and Apps:

◊ **Computer**—Record your screen in a program where can write with a stylus (e.g. Wacom tablet), or directly on the screen

◊ **Use a tablet**—Explain Everything EDU; Vittle Pro

Voice-over slides

If your lecture is very image based (photos, graphs, charts, etc.), it might be just as easy to put the images onto slides and record audio on the slide itself. Both PowerPoint and Keynote allow you to export your slides as a media file which you can then upload into Canvas.

How to send a message via INBOX

◊ **PowerPoint**—Use on PCs (PpPT on Macs do not allow output to a media file)

• To add audio, go to the slide/insert/add audio/record audio

• When you are finished, click File/Export/Create a Video

◊ **Keynote**—Use on Macs

• To add audio, go to the slide/insert/record audio

• When you are finished, click File/Export To/Movie

Pro(f) Tip: Move the audio icon to the corner of the screen. This will indicate to students that there is audio no the slide without the icon interfering with your image(s). You can also move the icon completely off the screen if you prefer a cleaner look.

Editing

Don't feel like you need to edit your videos. They don't have to be perfectly polished to be effective as long as you pay attention to the adivice above. That ebing said, if you do want to go in and tighten then up, add additional images or audio, there are sevleral tools that you can use.

Video Editing Tools:

◊ **Screencast-o-matic—**Free/inespensive– basic editing options like cuts

◊ **iMovie**—Free on Mac

◊ **Windows Moviemaker**—Free on PC

◊ **Camtasia**—Has a few more editing options including zoom, highlights mouse, and embedding questions

Using Media

Using media in your course as an additional way to provide content to students can really enhance students' preparation for class and topic review. Providing information visually and audibly in addition to text will be a nice addition for some students and a huge help for others. Canvas provides several ways to easily integrate media resources so think about taking a few extra minutes to include instructional videos for topics that are the most complex, need the most review or students often struggle with.

YouTube

It probably goes without saying that YouTube is a great place to start when looking for video! YouTube videos will of course need to be vetted by you to ensure they are correct and valid, that being said, it's a tremendous resource to use and Canvas makes it easy to embed the videos directly on a page.

How to Embed a YouTube Video on a PAGE in Canvas

1. Go into the **Edit** mode on a page (or discussion/assignment/quiz)
2. Click on the **YouTube icon in the middle of the second row**
3. Now you can search for your topic and a list of videos will come up which you can then "**embed**"
4. Another option—if you already have the URL to the YouTube video and you paste that into the Canvas page, Canvas will automatically embed the video for you
5. **SAVE**

Online Resources

There are other online institutions specifically dedicated to creating educational videos and resources. Take a moment to check out a few of these:

◊   Khan Academy educational videos and questions (khanacademy.org)

◊   Phet Simulations (phet.colorado.edu)

◊   TedEd (ed.ted.com)

How to link to media resources on a PAGE in Canvas

1. **Copy the URL** from the site you want to link to
2. In your editable page, type the name of the video, simulation etc. that you want to link to and then highlight the text
3. Click on the **chain link icon** in the tool bar ("link to URL") and **paste the URL**, click on "**Insert Link**"
4. **SAVE**
   OR
1. **Copy the URL from the site** you want to link to and **paste it directly into the page** and Canvas will create a hyperlink. (*It just won't look as tidy since the entire URL will be listed rather than just the title.*)
2. **SAVE**

Self-made Media

If you can't find the media resources you need, make your own! With a smartphone, tablet, and a few computer programs you can now create your own educational resources pretty efficiently. A few programs/apps you could use: Explain Everything (iPad app), PowerPoint, Keynote, Camtasia—even Canvas!

To Add self-made Media to a PAGE

1. In your editable page, click on the **"V" icon** and select "studio"
2. You can then either

   ◊   Use your webcam to "**RECORD" your own video**

   ◊   Click on "**ADD**" and upload a movie file and Canvas will embed the video

   ◊   "**SEARCH**" for videos on the web

3. **SAVE**

Canvas Studio lets you add Details about the video, view Comments by you or your students, use Insights to see how much of the video each student viewed, and add captions (85% accurate) to videos that may not have them.