

Creating Instructional Video



Instructional videos can lead to increased student engagement with course materials, as well as increased retention of the content. Online and hybrid/blended classes are read/write heavy so utilizing alternative instructional approaches to the content using video/visual elements can be helpful.

PURPOSE

There are a variety of uses of video including the following:

- » Talking head
- » Faculty introduction, lecture, end of week summary.
- » Demonstration of skill/technique.
- » Video/audio assignment feedback.
- » Screencasting
- » Orientation to a course/LMS.
- » Instructions for in-class assessment.
- » Visual representation of a white board.
- » Use of software particular to the class.
- » Voice over powerpoint narration.

A variety of software can be used to create instructional video:

- » Camtasia (<https://www.techsmith.com/camtasia.html>)

- » YouTube (<https://www.youtube.com>)
- » Jing (<https://www.techsmith.com/jing.html>)
- » Screencast-o-matic (<http://www.screencast-o-matic.com>)
- » Smart phone or tablet apps

CONSIDERATIONS

- » Use a script.
- » Be aware of file formats.
- » Tie to learning outcomes/objectives.
- » Keep length to around 5 minutes per video.





<http://www.nwacco.org/card/>

References – Creating Instructional Video

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- » Jaggars, Shana Smith, Edgecombe, Nikki, Stacey, Georgia West. "Creating an effective online instructor presence." Manuscript in preparation. April 2013. Web. <<http://files.eric.ed.gov/fulltext/ED542146.pdf>>
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