

Effective Video for Online Courses

VIDEO

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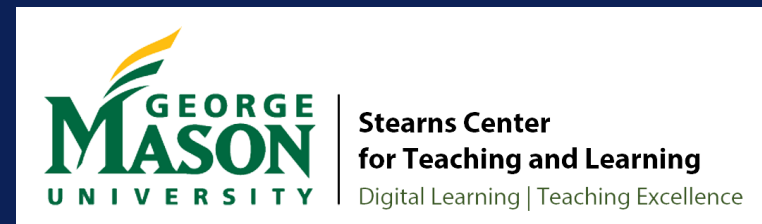
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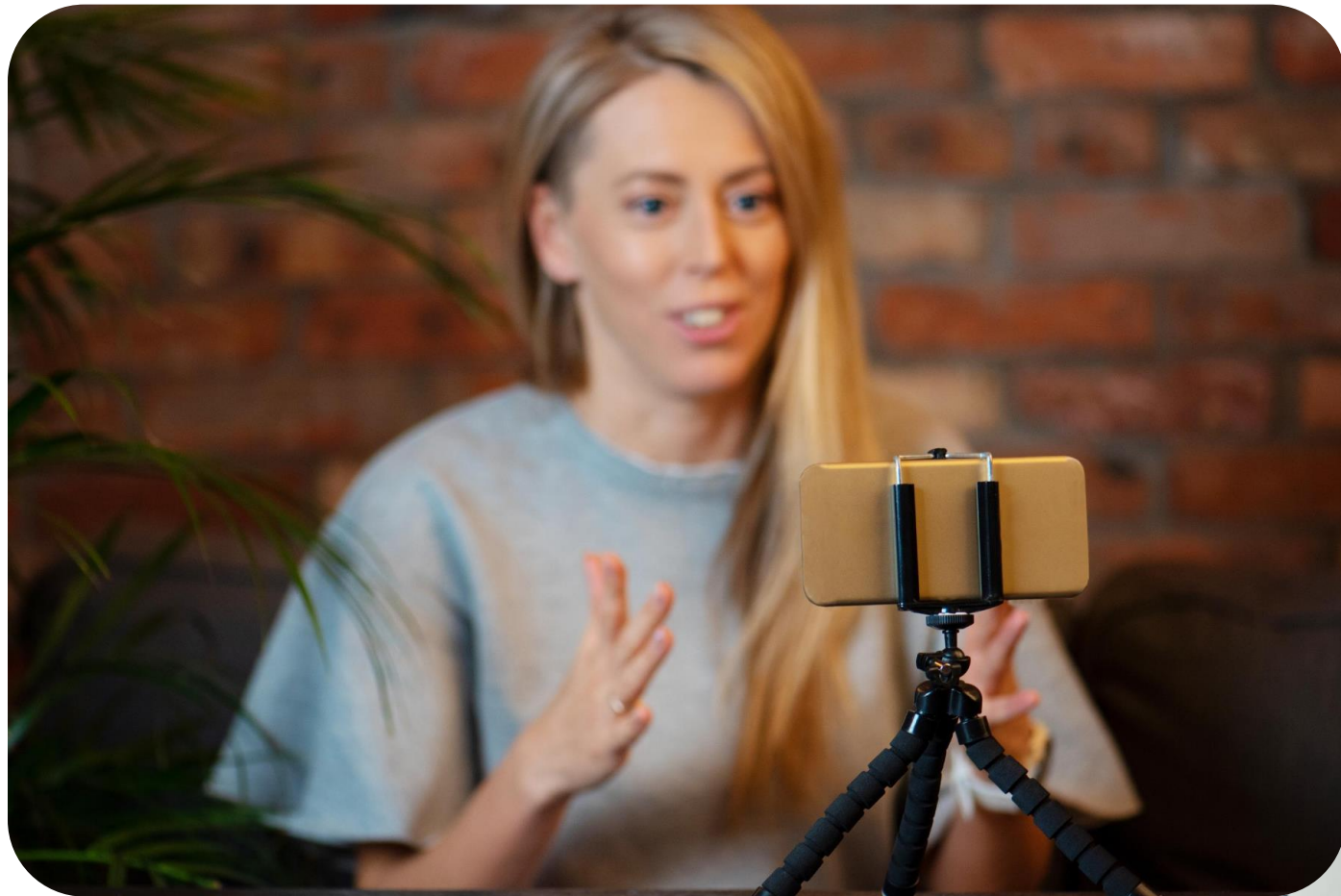
Topics We Will Cover

- How to organize your lectures into chunks that will keep students' attention
- How to prepare a script that is easy for you to read when recording
- How to create a recording environment so that you have good video and audio quality
- Where to find information and advice on the options for recording your lectures

*We will provide demonstrations and suggest existing free tools/software to create good quality audio and video.

Video Devices We Will Cover

Mobile Phone/Tablet



Laptop Webcam
(internal/external)



Document Camera Alternatives



Video Recording Tools We Will Cover



5 Steps to Effective Video

Step 1: Identify the Goal and Learning Objectives

Step 2: Organize the Course Content

Step 3: Write the Video Script

Step 4: Prepare to Record the Video

Step 5: Select a Video Recording Tool

Step 1: Identify the Goal and Learning Objectives

The Goal

Consider why you are creating this video and the goal you wish to achieve. That will determine the course you take in creating and sharing your video.

The Learning Objectives

Your video can be a learning activity for your students. Ensure your video is aligned with your learning objectives.

What is Your Goal?

[View 8 Types of Video to Engage Your Students...](#)

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Types of Video to Engage Your Students

VIDEO
VIDEO

Video 1

Instructor Introduction Video

- Record yourself on camera to introduce yourself to your students
- Share your interests and experiences
- Provide a brief course description

Length: 1-2 min



Video 2

Video Announcement

- Record a screencast with your audio narration to make an announcement to your students
- Share an announcement to welcome your students to the course, introduce a week, wrap-up a week, clarify, draw connections, summarize, and synthesize.

Length: 1-2 min





Video 3

Learning Environment Video Tour

- Record a screencast with your audio narration as you use your cursor to navigate students through the learning environment
- Demonstrate how to access external technology tools
- Provide a course description, expectations, and tips for success

Length: 4-6 min

Video 4

Mini Lecture Video

- Record a screencast or slides of course content with your audio narration
- Share course content in small chunks with photos, graphics, video, and animation
- Use teaching strategies such as case studies, personas, and storytelling to engage your students

Length: 4-6 min





Video 5

Video Demonstration

- Record video demonstrating a process, procedure, and activity
- Share detailed information with audio narration

Length: 4-6 min

Video 6

Guest Presenters

- Record video of guest presenters in live sessions
- Conduct an interview with one presenter or conduct a panel discussion with many presenters
- Guest presenters can be professionals in the field or past students

Length: 15-20 min



Video 7

Video Feedback

- Record a screencast with your audio narration as you provide feedback on student assignments and assessments
- Provide comments and suggestions
- Share supplemental resources

Length: 2-4 min





Video 8

Video Assignment

- Have your students record a video assignment with the Kaltura Capture software using a laptop webcam or mobile device
- Mobile videos can be uploaded via a mobile browser or the Kaltura Go mobile app

Length: 4-6 min

Step 2: Organize the Course Content

Organize the following course content areas:

- presentation materials
- discussion materials
- learning activities and supporting materials
- assessments and rubrics

Step 2: Organize the Course Content (Continued)

Identify Content Areas Where Video Would Be a Good Option

Ask yourself the following questions:

- In which areas do students struggle with the most?
- Is the content too dense?
- When do students need to see a demonstration?
- Can I repurpose this video in another course?
- Does this Video Already Exist (e.g., YouTube, LinkedIn Learning, Publisher Material)?

Step 2: Organize the Course Content (Continued)

Chunk the Course Content

- Break your course content down into manageable chunks in order to create 5-10 videos

Identify Design Elements

- Identify photos, graphs, charts, video clips, screencasts, etc to be used in your video

Step 3: Write the Video Script

Video Scripting

- Video scripting works great for lecture videos. If you feel comfortable on camera and know your content well, then a bulleted list of talking points might be best for you.
- You should always think about the type of video you want to create and adapt your video scripting process and needs to that type of video.
- Using a video script will assist you in telling a story that is organized and concise.

Step 3: Write the Video Script (Continued)

Writing a Video Script

Video scripts should contain at least 4 sections:

- The Hook
- The Intro
- The Body
- The Call To Action

Step 4: Prepare to Record the Video

Tips for Reading Your Script on Camera

Teleprompter Mobile App

- In order to ensure that you are speaking naturally on camera, it's best to use a teleprompter mobile app. The [BigVU](#) teleprompter mobile app has been used successfully by Mason faculty.

Here are tips to make your video look as natural as possible with the teleprompter mobile app:

- Place your mobile device slightly above eye level on a tripod or flat surface.
- Practice with the speed and the text size

Step 4: Prepare to Record the Video (Continued)

Tips for Reading Your Script on Camera (Continued)

Use Talking Points

- Talking points are a list of bullet points that contain the main ideas of your script. Having talking points on paper or on your mobile device will allow you to look more natural on camera.

Here are tips to make your video look as natural as possible by using talking points:

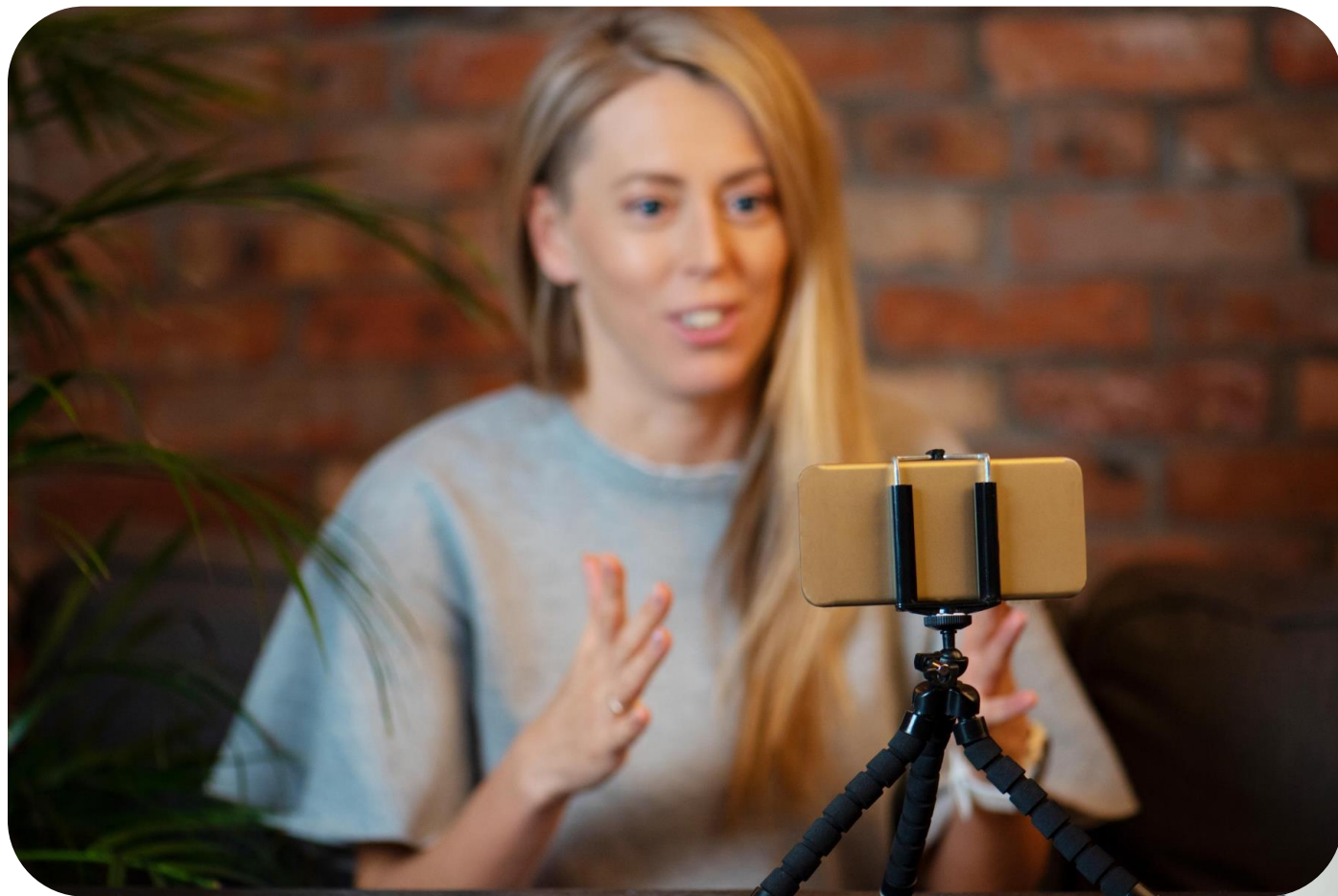
- Look at your list of each talking point one by one as you make your video
- Edit the video removing the parts of the video when you are looking at your list of talking points

Blackboard
collaborate™



Step 5: Select a Video Recording Tool

Mobile Phone/Tablet



Laptop Webcam
(internal/external)



Document Camera Alternatives



Additional Resources

Setting the Rules for Students the Online Synchronous Session

- Don't share the class link with others
- Sign in with your full name
- Mute your microphone when you are not speaking
- Sit in a quiet space with good lighting
- Be respectful of others in the chat window

Additional Resources (Continued)

Where to Locate Free Images

- [Mason Photos](#)
- [Pexels](#)
- [Creative Commons](#)
- [Smithsonian Open Access](#)
- [Unsplash](#)

Additional Resources (Continued)

Zoom

[Schedule a Meeting](#)

[Host a Meeting](#)

[Join a Meeting](#)

[Manage Audio & Video](#)

[Recording](#)

[Share Content & Present](#)

[Accessibility Features](#)

[Host a Webinar](#)

[Zoom Virtual Backgrounds](#)

[Privacy and Security in Zoom Meetings](#)

Additional Resources (Continued)

Kaltura

[Recording Camera and Screen](#) - This is the default setting

[Recording Your Camera](#)

[Recording Two Cameras](#)

[Recording Your Screen or Partial Screen](#)

[Recording From Two Screens](#)

[Recording a Presentation](#)

[Recording Audio Only](#)

Additional Resources (Continued)

Kaltura

[What is Kaltura Capture?](#)

[Kaltura Capture for Faculty](#)

[Using the Kaltura Capture Recording Tool](#)

[Kaltura Capture Installation](#)

[The Professor's Guide to Video](#)

[Mobile Capture with KMS GO app \(Android\)](#)

[How to Allow Students to Download Media from a Course](#)

Additional Resources (Continued)

Document Camera Software

IPEVO

[IPEVO Visualizer](#)

[IPEVOiDocCam](#) (\$)

Vyzor

<https://www.vysor.io/> (free with adds or \$)

Questions?

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