

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**



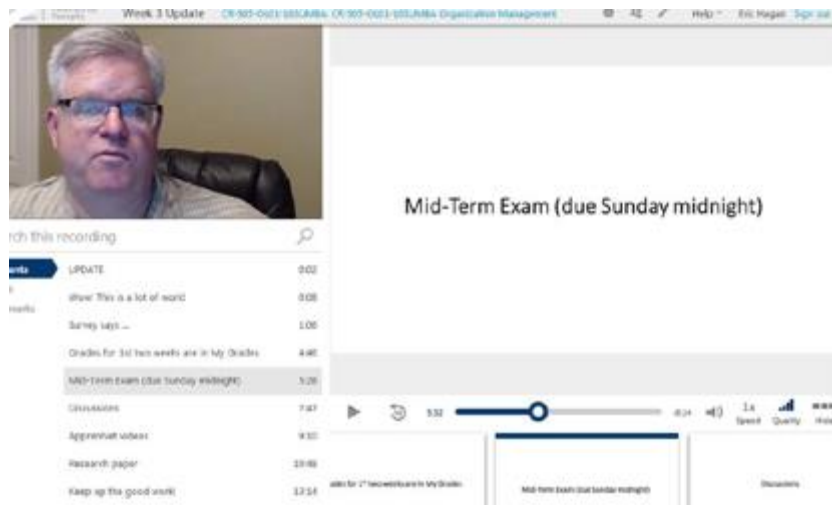
Video Types

- 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



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You, Your Students, Classroom
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Media
(Mediasite)

Using Tools w/ Techniques



Change in Medium not Content



Engaging with each other



Information and Time

Manage
Engagement
(attention)

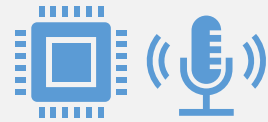


Short Chunks (5-7 minutes)



Tools and Techniques

Mediasite



Voice and video



Your knowledge (PowerPoints, Excel, Word, your desktop)



Student Presentations

<https://vums-web.villanova.edu/mediasite/mymediasite/>



adesai01@villanova.edu

Record

Window Snip



1

Select Type

2

Set Up Hardware

3

Capture Area

4

Summary

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.



Cancel

Record

Next >

AD Ashish Desai

- My Presentations
- My Drafts
- My Video Assignments

Channels

no favorite channels

Shared Folders

- APISample

Replace Media Delete

adesal01@villanova.edu Record

1 Select Type 2 Set Up Hardware 3 Capture Area 4 Summary

PRESENTATION NAME:
Class Example

SELECT THE TYPE OF RECORDING YOU WANT TO USE

- Screencast + Video**
Present your computer desktop as video with camera and microphone input.
- Slideshow + Video**
Present still images from your computer desktop with camera and microphone input.
- Video Only**
Record with only camera input or camera and a microphone.

Cancel Record Next

Information Delivery Actions Annotate

TITLE
Directions

DESCRIPTION
No Description

TAGS
No Tags

LINKS

OWNED BY
AD Ashish Desai

- Watch in New Window
- Edit Details
- View Analytics
- Publish
- Copy To
- Move To
- Export To

Edit Video
Edit Slides
Edit Captions

Edit Quizzes
Edit Polls
Q & A Forum Disabled

RECORDED ON
Mar 19, 2020 11:06 PM

UPLOADED ON
Mar 19, 2020 11:08 PM

Techniques



Chunks and Chapters



Quizzes, Discussions and Prompts

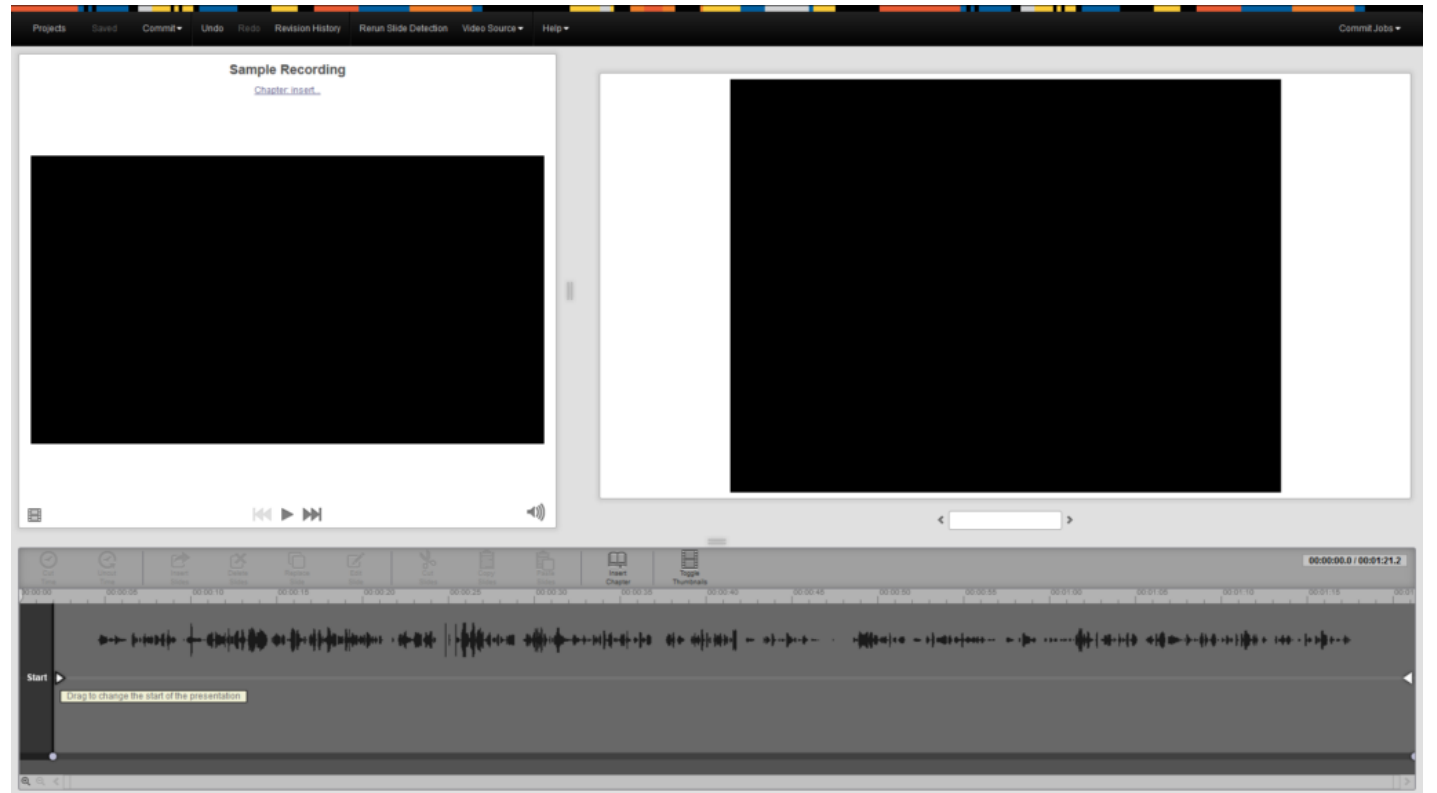


Engage your content

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

Edit Quizzes

Save Delete Results Settings Cancel

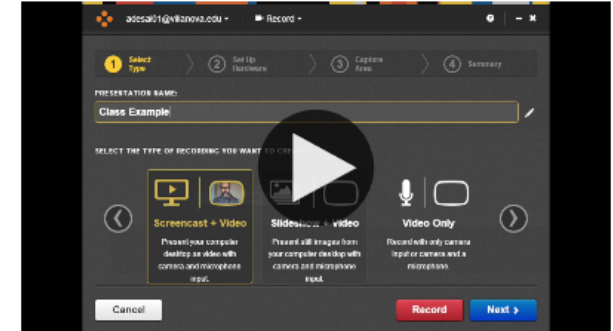
Directions

Published Quizzes are published, and may not be modified.

Preview Unpublish

QUIZZES

- Question 1 00:00:34
- Question 2 00:02:38



Question 1

QUESTIONS

screencast and audio is the correct choice.

Question

screencast and audio is the correct choice.

Add Description

Type

True or False

Points

1

ANSWERS

Correct?

True

False

Discussions

The screenshot shows a web browser window with two tabs: "Mediasite - My Mediasite" and "State of Wolves in Denmark". The address bar shows the URL: <https://demo.mediasite.com/Mediasite/Channel/wolves-in-denmark/watch/0f03dd7f353949ea85ed66801c>. The page features a blue navigation bar with "Home" and a search icon. The main content area displays video metadata: "17 Views", "Recorded On Jun 3, 2014 10:31 AM", and a "17m 3s" duration. Action buttons include "Share-Embed" and "Download to Computer". The presenter is listed as "Michael Norregaard".

Below the video information is a "Comments (3)" section. It includes a text input field with a placeholder "Add a public comment..." and a "Content Moderator Filters" section with a checkbox for "Show Flagged/Hidden Comments". Three comments are visible:

- Michael Stefank** (6:46): "I didn't know there were wolves in Denmark." (reply)
- bcheme** (2 weeks ago): "Great video Michael, I found it really informative. Do you know how many wolves are currently in Denmark? Is that number increasing or decreasing?" (0:02) (reply)
- Michael Stefank** (2 weeks ago): "Only a small number. There are reports that wolves are migrating from Germany into Denmark." (reply)

On the right side, there is a vertical list of video thumbnails. The top one shows a wolf in a snowy field, titled "Professor Norregaard - State of Wolves in Denmark (2 Videos)". Below it is a thumbnail of a man speaking, titled "Professor Norregaard - State of Wolves in Denmark (3 Videos - S...". The bottom thumbnail is another man speaking, titled "Professor Norregaard - State of Wolves in Denmark (3 Videos - S...".

Annotations

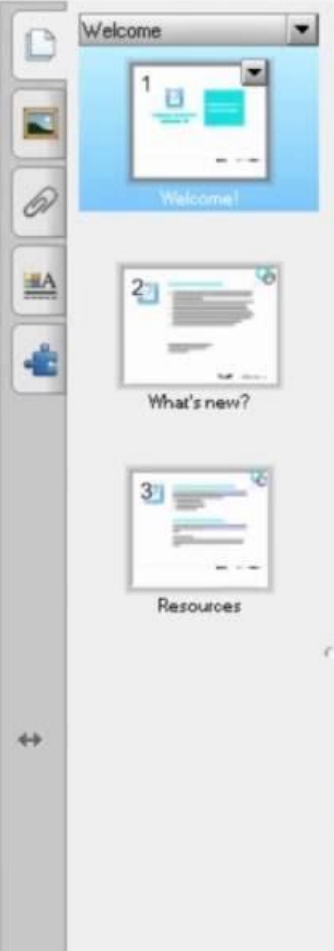
The screenshot displays a video player interface with a video of a wolf. A blue header bar at the top contains the text "You are the moderator" and a close button. Below this is a green "Add Annotation" button. A list of annotations is shown on the left side of the video frame:

- Beautiful Wolf**
This is a beautiful wolf, do you know where in Denmark this picture was taken?
Author: bcherne
00:01:02 Discussion (0)
- Pack of wolves**
Wow, that is a big pack of wolves.
Author: bcherne
00:09:25 Discussion (0)

The video player controls at the bottom show the video is "Paused" at 04:52 / 17:03, with a "1x" speed indicator and a "CC" icon.

Engage Your Content

- SMART Notebook
- Zoom Whiteboard
- Microsoft INK
- Google JAMBOARD
- Hardware (Tablet, WACOM)



Welcome to SMART

Visit the No
online tutor

Write Pens Ink Tools

Pen Highlighter Eraser Lasso Select Select Objects

Color Thickness Convert to Shapes Stop Inking Ink Art Close

1 Fourth Coffee NEW EMPLOYEE ORIENTATION

2 Welcome to Fourth Coffee

- 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

3 What is Organic Shade-Grown Coffee?

4 Tap to add notes

Welcome to Fourth Coffee

New Employee Orientation

- 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

Fourth Coffee Revenue

Quarter	Coffees	Snacks	Other Drinks
Qtr 1	~2,800	~2,200	~2,500
Qtr 2	~2,500	~2,800	~2,500
Qtr 3	~2,500	~2,000	~2,500
Qtr 4	~3,000	~3,000	~2,500

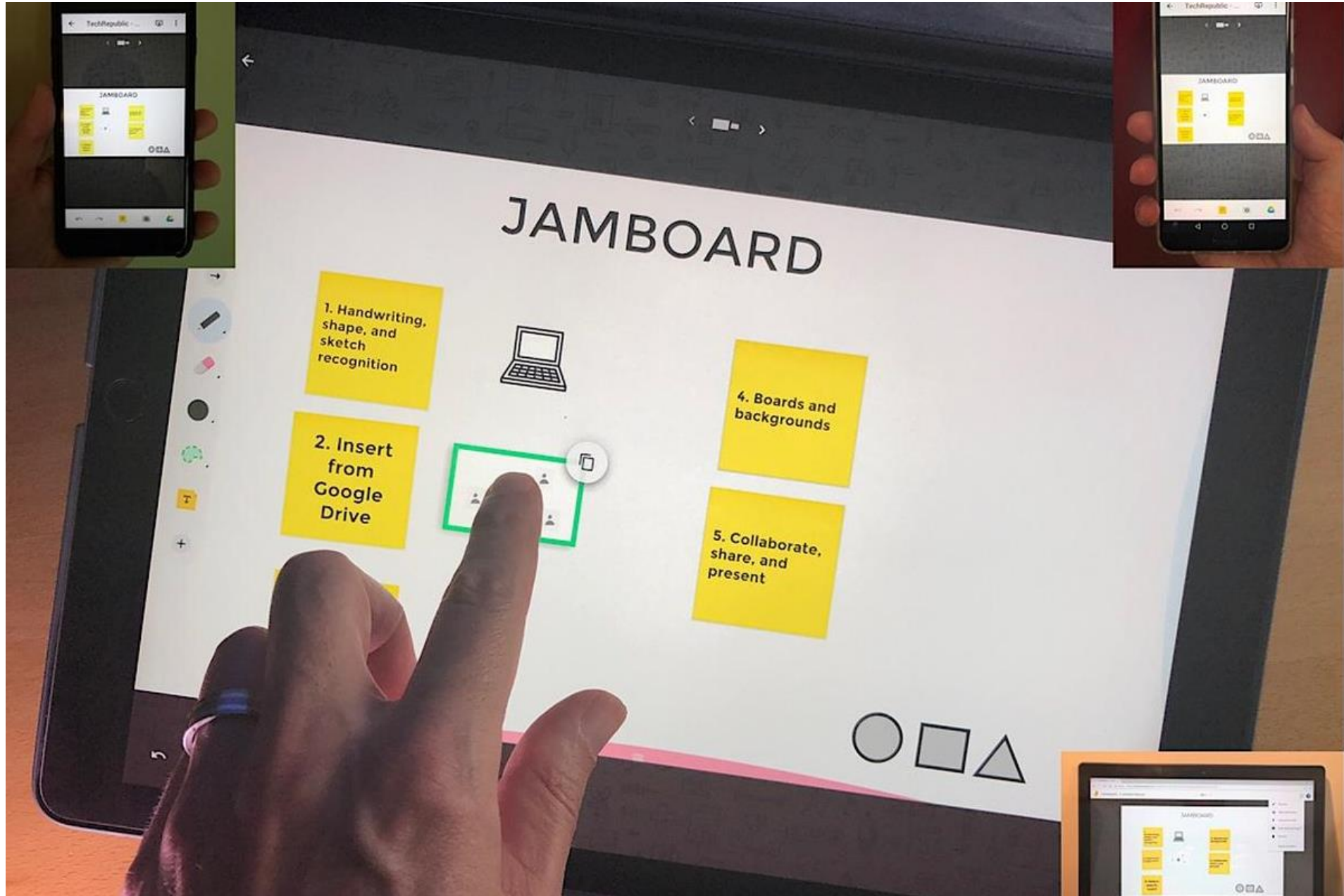
Update!

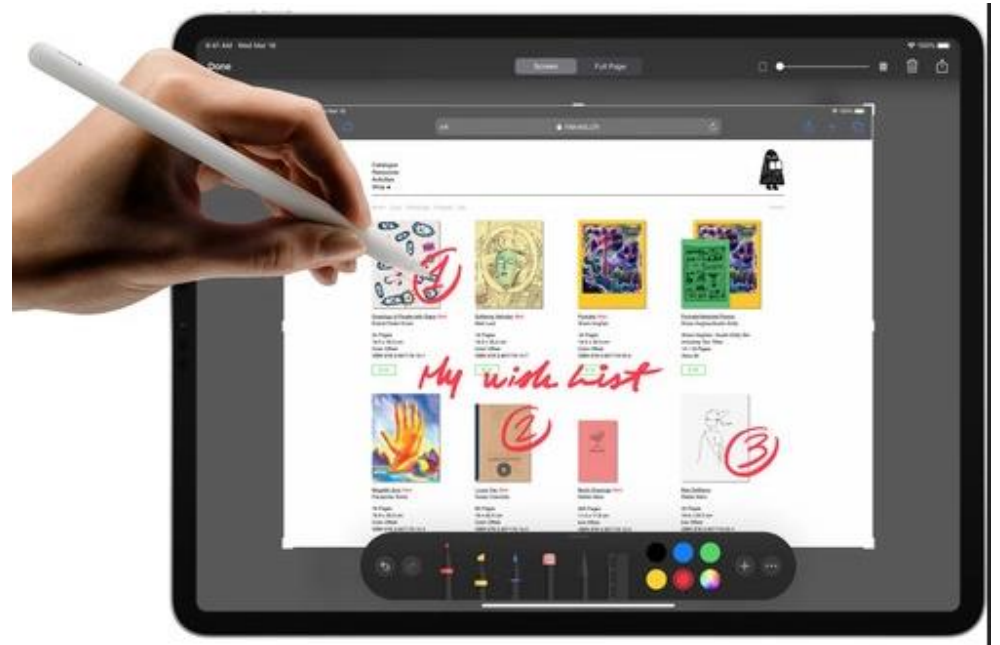
Whiteboard - Zoom

Mouse Draw Spotlight Eraser Color Undo Redo Clear Save

Whiteboard saved. Show in Folder

ZOOM







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
 - Monday Tuesday 11-12
 - Wednesday 4-5
 - Thursday Friday 2-3
- Whiteboard tools
 - Monday Tuesday Friday 10-11
 - Wednesday Thursday 3-4