The Good, the Bad, and the Educational:
How to Create Quality Videos
The Importance of Video

Why should we be using video in our courses?
Why Video is Important
Some Statistics

- 48 hours of video uploaded (2010)
- 3 Billions views per minute (2010)
- 2nd Largest Search engine (2012)
Why Video is So Useful for Education:

- 93% believe video increases satisfaction of students with their learning experience.
- 85% believe it increases student achievements.
- 70% think video increases the sense of affiliation of alumni with the institution.
- “Video has proven to be a massively powerful tool, helping improve comprehension, retention, discovery, and accessibility. It’s not limited to the classroom, either”
Impact of Video on Students

- Visual Processing
- Learning Through Demonstrations
- Self-Study
- Classroom Learning
- On the Job Training
- Contextualization
- Illustration
Impact of Video on Faculty

- Builds rapport with students
- Complement course material
- Feature external speakers
- Personal feedback
- Saves you time
- Student centered learning
## What Students Have Available

<table>
<thead>
<tr>
<th>Resource</th>
<th>Fully Available</th>
<th>Somewhat Available</th>
<th>Not Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy-to-use tools for video capture</td>
<td>28%</td>
<td>54%</td>
<td>18%</td>
</tr>
<tr>
<td>Simple workflows for sharing of videos</td>
<td>24%</td>
<td>55%</td>
<td>20%</td>
</tr>
<tr>
<td>Video editing tools</td>
<td>31%</td>
<td>45%</td>
<td>22%</td>
</tr>
<tr>
<td>Dedicated training on video technologies</td>
<td>10%</td>
<td>53%</td>
<td>36%</td>
</tr>
<tr>
<td>Training and support for use of existing tools</td>
<td>17%</td>
<td>57%</td>
<td>25%</td>
</tr>
<tr>
<td>Staff to assist with video creation and management</td>
<td>13%</td>
<td>55%</td>
<td>31%</td>
</tr>
<tr>
<td>Equipment (Cameras, etc.)</td>
<td>31%</td>
<td>46%</td>
<td>21%</td>
</tr>
</tbody>
</table>
What Faculty Have Available – "On Campus"

- Zoom
- Ilos
- Voicethread
- Camtasia
- eCampus Studio
- Video Conversion
What Faculty Have Available – Web

- Hoonuit
- Grovo
- Library
- YouTube
- Khan Academy
- TED Ed
- Vimeo
Don’t reinvent the wheel.
Don’t be afraid to use content that exists already.
These should be integrated with your own materials/videos.
Offer choice whenever possible for a universal design experience.
Video Quality

What makes and breaks a video?
How Much is TOO Much?

- More is better – RIGHT?!
- Split materials into chunks
  - Mini or Micro Lectures
- Highlight problem areas – aka sticking points
How Many Visuals are TOO Many Visuals?

• PowerPoint clean and tidy
  • Background
  • Animation
  • Sound
  • Image
  • Text
• Rule of 7 – NO more than 7 lines per slide and 7 words per line
1. Less is more
A good speaker does not fear silences nor pauses: it only enhances what follows. The same goes with PowerPoint: you should not fear empty space on your slides. Lightly filled slides are good for presenting as they highlight the key message.
Before presenting, ask yourself whether each of the elements included in your slides are necessary for your audience. If one element is superfluous, remove it.

2. Don’t say it, show it
As the saying goes, “An image is worth a thousand words”.
Keep in mind that you are the one speaking, not your slides. The presentation is only here to support and enhance your speech. Too often, we see useless speakers reading what is already on the slides. Remember one thing: people can read faster than you talk! To avoid this, limit the amount of text written to a minimum.
One masterful way of creating a PowerPoint presentation is to include slides that echo what you say in a different way, using for example charts, diagrams, large pictures, icons or maps.
Adding illustrative elements and creating a visually attractive presentation will help you make a decisive impact and have your message stay in the head of your audience.
Here are a few tips to help you achieve that goal:
- Start with a template: it has two big advantages. It avoids staring a your blank slide wondering what you are going to make it look like, and it gives you a starting point which was designed with the sole purpose to make an impacting slide.
The Power-user add-in contains hundreds of templates you can use directly from PowerPoint.
- Don’t show figures or data tables, use charts. When you are sitting in a meeting listening to a presentation, do you really read tables with tens of figures? Of course not, and your audience will do just the same. Figures are very important but select them carefully and use them to show something with a chart.
Pies and Doughnuts are greats for percentages, while waterfall charts are helpful to understand aggregated data.
- Use eloquent diagrams: More than what you say, slides should illustrate a concept, a trend or a relationship between multiple items or ideas. So use a good diagram that will summarize this idea with less words and way more impact. Instead of using nonflexible SmartArts, create shapes diagrams which are much easier to customize.

3. Don’t forget: the devil is in the details
Make sure your presentation looks clean and professional. Making a clean presentation requires you to invest a moment of your time, but you do it. Remember: your reader will judge on your slides. If they are messy, you are telling them you are messy, and you certainly don’t want that. So keep in mind these few rules:
- Never send or show your presentation before you proofread it
- Use colors wisely: color is a must-have, but don’t use tons of colors on the same slide either. After all, it’s a professional presentation, not a modern art show
- Align contents: try to give some symmetry to your slide, and align objects to make it neat and clean
- Use minimal formatting on your text: use underline, bold or italic only to highlight key words or sentences. You cannot highlight everything, so keep it scarce or it’s useless! Avoid shadow or 3D effects on text
- Avoid excessive animations. You want your presentation to be dynamic, that’s good! Animations can help you give it some rhythm. But keep it discrete, you don’t want people to laugh at lousy animations or find it unprofessional.

4. Make a fantastic intro and a brilliant final
Beginning and ending splendidly is key to transform a simple presentation into a great success.
Not only the introduction will make people get interest in what you say, but if they like your intro they will more likely adhere to what your say after. So keep in mind your first 30 seconds should be use to transform passive readers into strategic allies.
Your intro should be dynamic and original. Depending on the context, you can start with a question to involve them from the beginning, a presentation of yourself, a checklist of what people are going to learn. Humor is an excellent ice-breaker, if used wisely.
As for your final, it should not be a simple repetition of what you just said, it should add the little something that will make your presentation useful. For instance, you can use the conclusion as a call for action, to engage people. This will help you go from theoretical slides to making something really happen.
Wasn’t that your objective in the first place?
How Much is TOO Much?
How Much is TOO Much?

- Can you read?
- Are you feeling...
How Much Talk?

- Short lessons
  - Record what is necessary
- Show How-To’s
  - Demonstrate
  - Screen Capture
  - Case Study
- Be yourself
What will the viewers see?

- Camera Angle
- Lighting
- Background
- Clothing
What Did You Say?

- USB Microphone
- Volume Level
- Added touches
- Outside noises
Work Break

Spot the problems in these videos.
Instructional Purpose

What are the best uses of video?
Video as a Tool for Learning

- Video should be used as a tool for learning, not just as fun content.
- Students will see content that is irrelevant and skip it.
- Video should have a purpose to the content of the course in some way.
- This doesn’t mean that all video must be instructional.
Online courses tend to be “text heavy.”

Break the field with interspersed video on important topics.

Strategically place video to show reinforcement points.

These should not be used solely to gain attention, content is necessary.
Personality and Context

• Bring your personality in to the course with your videos.

• Student minds need context for personal interaction.

• Without provided context, the brain will “fill in the blanks.”

• It is important to provide as much of this as possible in an online course.
One of the best uses of videos is to reinforce concepts from text.

- Use videos to bring home points or to repeat important information.
- The change in modality also reinforces the importance of the concepts.
Value Added Content

- Use video to go “beyond the book.”
- Present content or context that is not present in the text materials.
- Students will see irrelevant content and skip it.
- Use video to color the structure that text provides.
Some times the world moves too quickly for text.

Videos can be recorded and uploaded quickly to address current events.

These can be tangential to course content, and may be only one use before discarding.
Demonstration and Illustration

- One of the key uses of video is for content that can’t be demonstrated in text.
- Good for difficult concepts and ideas that don’t work in text.
- These types of videos can be longer than instructional videos if the process requires it.
- These may require specialized tools to create.
Outside Presenters/Experts

- Bring outside experts to your course with video.
- Record speakers from your face-to-face courses, or…
- Ask colleagues to record specifically for your course.
- Bring different perspectives into the class with outside experts.
• Offer up another way for students to receive instructions.
• Present both text and video versions of instructions for assignments.
• Some students prefer to listen and watch while others prefer to read.
• These should be as reusable as possible.
Feedback

- Provide your students with feedback via video.
- Take them on a guided tour of their work.
- Provide mass-feedback with video.
- Soften grading shock with feedback videos.
Notes On Recording Instruction

- Keep it as short as possible.
- Keep the content relevant to the course.
- Stay away from references to due dates and events.
- Remember to refresh your content from time to time.
Video Examples

What can you use to make videos?
Zoom

- Desktop conference software
- Hold live sessions with recording feature
- Uses:
  - External speaker
  - Live discussions
  - Office hours
Ilos/Canvas

- LMS video recording
- Desktop capture
- Uses:
  - Instructions
  - Current events
  - Feedback
VoiceThread

- Web based video discussion
- Presentation software
- Easy mobile application
- Uses:
  - Video/Audio discussions
  - Student presentations
  - Feedback
Classrooms

- eCampus collaborative learning spaces
- 30 – 60 student capacity
- Uses:
  - Demonstration
  - Outside presenters
  - Short lectures
• Standard recording studio
• Green screen recording studio
• Uses:
  • Guest Interviews
  • Short Lectures
  • Demonstration
Lightboard

- Next level of dry erase board technology
- Uses:
  - Short lectures
  - Illustrations
Final Thoughts

What else do we need to consider?
• Videos are a start to universal design for learning.
• They offer different ways to receive content for students.
• When recording video, there should always be thought to what the accessibility implications are.
• Captioning/transcriptions may be necessary.

Universal Design and ADA
Copyright Issues

- Remember that all educational use is not fair use.
- If you use third party content, be sure to check for copyright issues.
- Use of outside video may require special distribution considerations.
- Linking is rarely an issue.
Thank You

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