

## BEST PRACTICES | CREATING VIDEO

### *What is it?*

Video is a medium that is as direct as print yet more effective. Because there are different reasons for adding sound and video to your course content, faculty should consider different formats and methods before utilizing multimedia. The following are some things to consider:

- Video presentations should be no longer than 5-7 minutes. Anything longer should be broken into smaller “chunks”
- Have a clear strategic objective for using video
- Storyboard your shots for each video
- Customize the video to meet the needs of your audience
- Say it with “pictures” whenever possible, minimize the use of text
- Use video only when it's the best way to make your point
- Communicate your message on a personal level

### *Why is Video important?*

Interactive multimedia allows you to combine visual elements in a variety of arrangements to create and support a higher-level message. Providing students with access to course materials in a variety of formats (including video) meets the needs of many learning styles.

If your goal is to educate or increase awareness about a complex product or theme, video can be a great solution. It allows the instructor to get your message across quickly, engage viewers and then assess “how” they are learning your content.

### *Pros....*

- Students today live in a multimedia world and appreciate variety in their learning environment.
- Students take audio-visual information and the Internet for granted! When learning they find a mixture of text, still images, sound and video is more interesting than 'chalk and talk'.
- Students gain opportunities for higher level thinking when producing their own digital video clips.
- Provides global collaboration between students and teachers via the Internet.

### *Cons.....*

- The planning process and learning curve may seem excessive
- Instructors must devote greater than normal effort toward preparation and development of instructional strategies integration

## ***How to use Video***

In Higher Education, cross-media communication techniques that combine elements of print, web and video are becoming the building blocks to produce course content, as well as student projects and e-portfolios.

Possible projects may include:

- Tape science experiments
- Record class presentations
- Create instructional videos
- Create a documentary
- Use existing videos to support/supplement projects (ex. YouTube, iTunes U)

## ***Who's using Video?***

### ***Good Example | Chemistry: Folding Filter Paper***

Prof. Robert Moran – Chemistry/Physics. This is an example of how to fold filter paper in a chemistry class. Filtration is an activity that is performed by students on a regular bases. Prof. Moran created a video for students to preview the process on an as need basis.

<http://www.youtube.com/watch?v=wecslhBBLfl>

### ***Poor Example | Presentation by Gael Garcia Bernal***

This is an example of a presentation on YouTube that lacks the proper video planning and development. You will notice that it lack proper audio recognition along with poor video quality and content.

<http://www.youtube.com/watch?v=0tEoyZOGFv8>

## ***How to Prepare for Video Use:***

There are a number of steps you should you take and consider before shooting your video to ensure success. By following these guidelines, you will be better prepared to produce your desired outcome.

- **Pre-production:** craft your story on paper and organizing how you will capture video, audio and supplemental images
- **Production:** shoot your footage and/or gathering pre-produced video
- **Editing:** the assembly phase includes making decisions on what works/what doesn't and adding the effects to make your message entertaining

## ***Resources:***

Video Use In Education:

[http://rubiconconsulting.com/downloads/whitepapers/Video\\_In\\_Education.pdf](http://rubiconconsulting.com/downloads/whitepapers/Video_In_Education.pdf)

Create Engaging Screencasts: <http://tinyurl.com/2ertj6v>

Create Engaging Content with Free Video Tools: <http://tinyurl.com/256ofxc>