Planning Online Videos

Types of Videos

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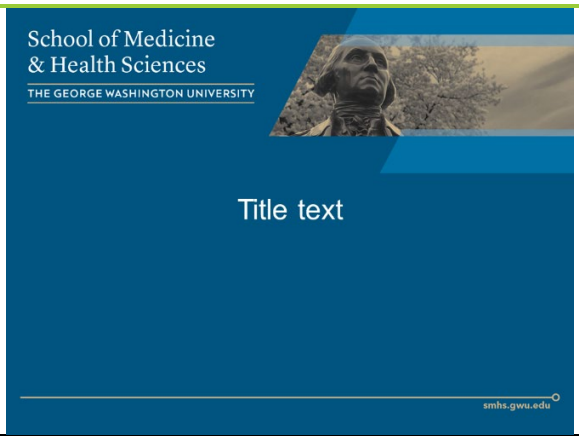
<td> 
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<tr>
<td>“Talking Head”</td>
<td>Voice-over-Slides</td>
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<tr>
<td>Used for: Introductions, Overviews, Demonstration</td>
<td>Used for: Mini-lectures using slides</td>
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<tr>
<td>Tools:
Webcam + Camera software OR Panopto
OR
Video Recorder (phone, tablet, etc)</td>
<td>Tools:
PowerPoint/Keynote + Microphone
OR
Screen Recorder + Microphone (Panopto)</td>
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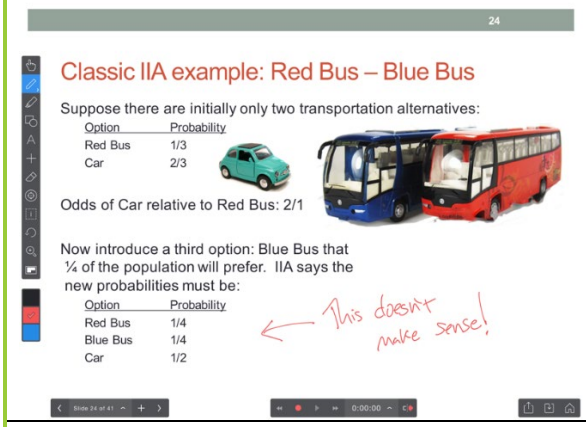
<td> 
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<td>Screen Annotation</td>
<td>Screencast</td>
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<td>Used for: Scenarios that require writing, pointing, drawing; pointing out features of images; providing annotated feedback on assignments</td>
<td>Used for: Demonstrating software, how to use a tool, providing feedback on assignments or assessments; recording part of the screen</td>
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<tr>
<td>Tools:
Powerpoint + Microphone
OR
Screen Recorder
OR
Explain Everything (iPad, Android, Windows 10 touchscreen)</td>
<td>Tools:
Screen Recorder + Microphone
PowerPoint
Panopto
iPad: Explain Everything</td>
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Structure of Online Videos

Below are some tips for planning your online videos:

- Length: Keep videos under 15 minutes. Preferably under 10.
  - If you have more than 15 min of content, break it into "chunks."
  - You can have more than one video per module/topic, but each video should be 15 min or less.
  - Look for natural breaks in content – change in sub-topic, etc
- Framing – Provide guiding questions, outlines or structure
- Breaks
  - End each segment with a question or call to action
  - Include interactive questions (multiple choice) between segments
  - Encourage students to interact with the video – pause, rewind, take notes
- Write a script (or at very least, detailed notes)
  - Write the script to sound how you speak – not formal academic writing
  - Read it out loud before recording to make sure it flows naturally

Slide Design

- Font – Use large, legible text
  - Sans-Serif fonts are more legible on screens
- Layout – use 16:9 layout (in PowerPoint, go to Design tab, select Slide Size widescreen)
  - Maximizes screen space, especially on small (phone, iPad) screens
- Keep labels close to images
- Include a new visual element every 15-20 seconds
  - Change slides
  - Animation
  - Highlight, annotate, arrow, pointer, etc
- More on maximizing learning in online video (YouTube tutorial)

Recording setup (if using a camera)

- Lighting – have light in front of you – slightly off to the side, if possible
- Audio matters!
  - Use an external or headset microphone if available
  - Reduce background noise
- Make sure the background is not too distracting
  - Avoid the "What's that thing behind them?" effect
- Position the camera – frame your "shot"
  - Raise camera to eye level (on a laptop, you can put it on a box or book to raise it)
  - Rule of "thirds" – your eyes should be at the (imaginary) "line" dividing top & middle third of the screen

- More on setting up for "Video Selfies"
- More on Using your phone to record video

Delivery

- Make an appearance
    - For the first video in a "series" of mini-lectures, show a few minutes of video of yourself to make it more personal – introduce yourself, welcome the students, go over the structure of your content.
    - Once you start getting into content, turn off the camera
    - If you have a series, this only needs to be in the first of the series of "chunked" mini-lectures
- Make eye-contact
- Be enthusiastic
    - Imagine your audience (if it helps, put a picture of people near your webcam)
- Be yourself – let your personality show, be personal
    - Use humor when appropriate
- Speak at a normal pace – don't slow down for video unless you typically speak fast
- Give students verbal cues – tell them what to do and where to focus.
    - "This image in the upper left"
    - "Pause for a moment and note what you think would be important in this case"
    - "Refer to slide 3 for the table that describes the characteristics of each type"

Publishing

- If you have a choice, output video in .mp4 format
- Videos can be uploaded into several locations:
    - YouTube
        - Mark video as "unlisted" if you only want it available to those with the specific link
        - We do NOT have individual (personal) YouTube accounts associated with our GW email addresses. You can either create your own account, or contact the CFE or IMPACT team to publish the video to YouTube
    - Panopto
        - Every SMHS Course in Blackboard can be associated with Panopto.
        - Panopto recordings can also have questions/quizzes embedded
    - Blackboard
        - Videos hosted on almost any other site can be embedded in Blackboard.
        - However, Blackboard is NOT recommended for UPLOADING most lecture/course video files. There is a limited amount of storage on our Blackboard server, so uploaded videos max out that storage quickly. We recommend one of the other sites listed here, with a link or embed of the video in Blackboard.
    - LEARN Server

- Contact the CFE or IMPACT teams if you need to publish a video with interactive elements (e.g. output from Camtasia or Storyline that includes quizzing). Those videos can be hosted on an SMHS server that will support the interactivity.