



Engage your Learners

Create easy and engaging
videos for your learners

Introduction

My name is Robin Leung. I'm your facilitator today.

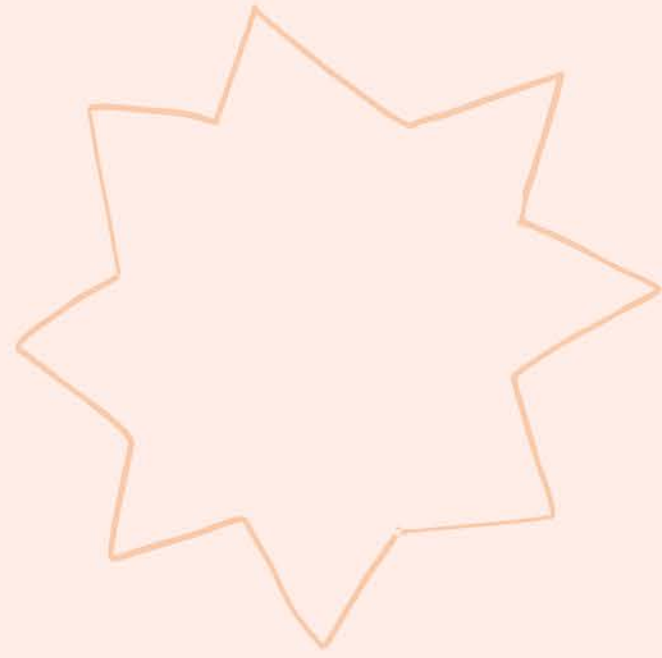
My goal is to empower you and provide you tips to create engaging videos and to have fun along the way.



Robin

What's your worst fear when creating videos?





Objectives!

1

Recognize what makes an engaging video

3

Choose between types of videos

2

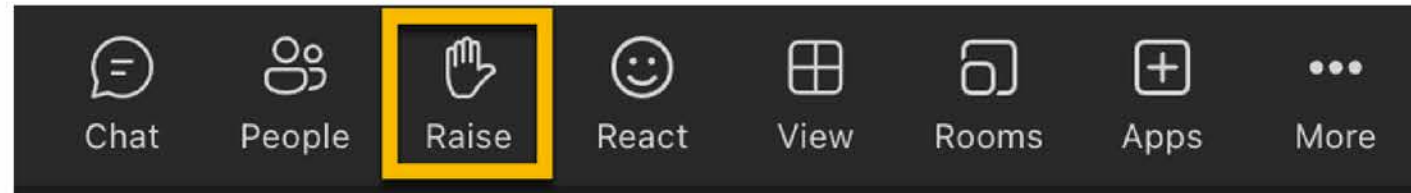
Demonstrate good video etiquette

4

Develop a video creation plan

Are you using videos currently?

Use the **raise hand emoji**, if you are currently using videos when developing your course content.



How are you using video currently?

Scan the QR code OR go to link with your phone/computer, answer ways you are currently using video in your course.



Go to www.menti.com and enter code 56498636

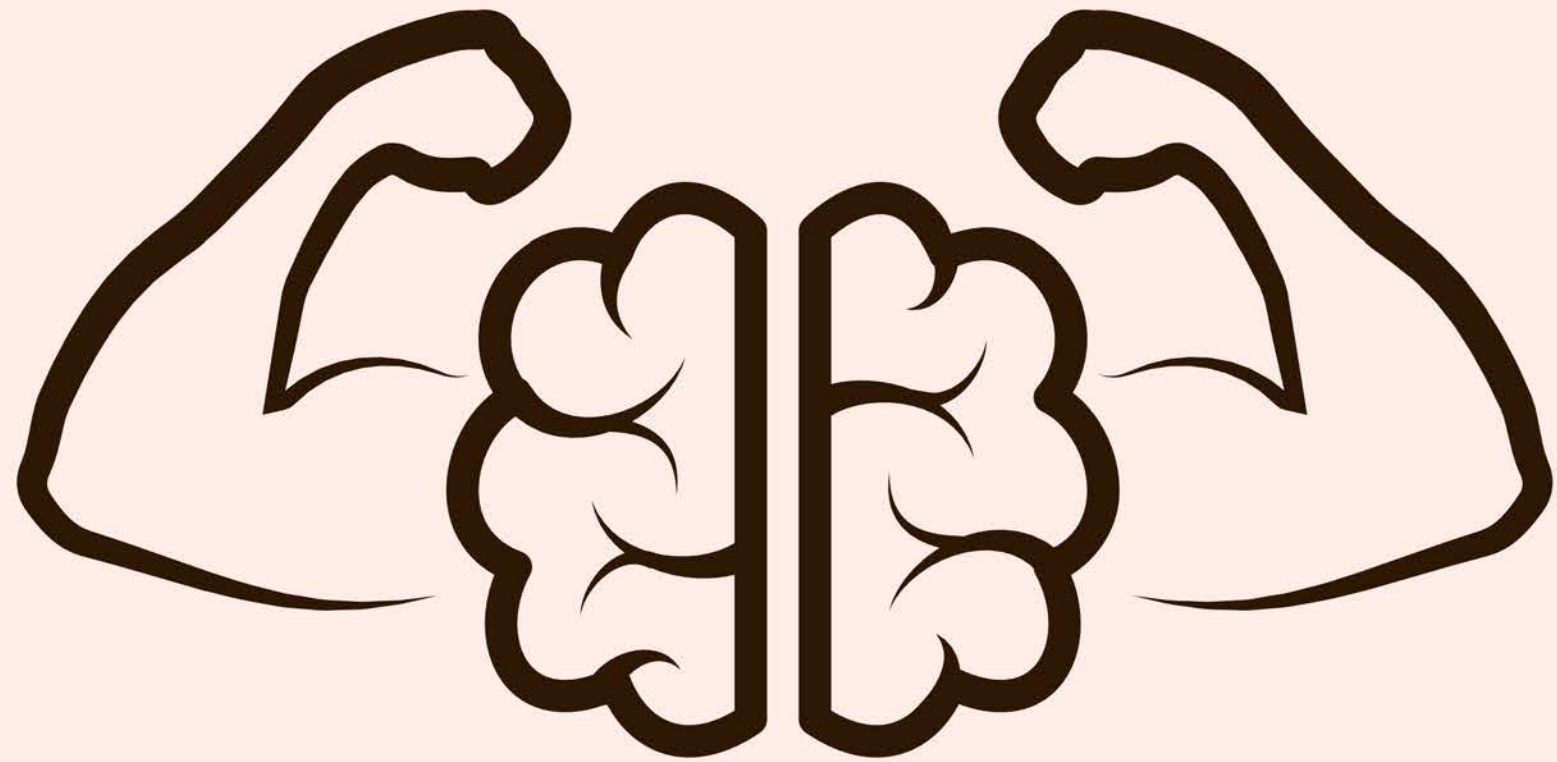
There's Power in video

What makes a video engaging?

1 Hybrid learning

2 Building relationships, Col

3 Micro-learning



Hybrid Learning

"Educational videos have become an important part of higher education, providing an important content-delivery tool in many flipped, blended, and online classes."
(Brame & Perez, 2017)

1

Creating an inclusive, equitable and accessible environment



2

Low immediacy

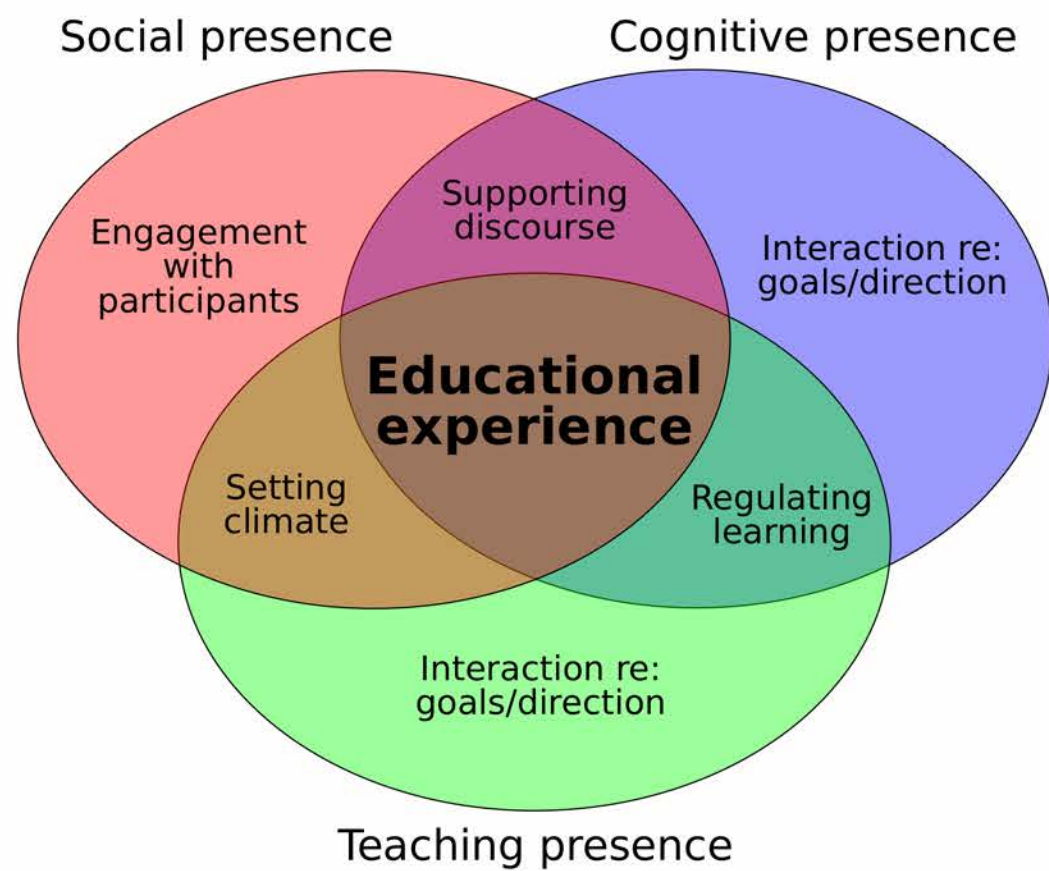


3

Low stakes technology



Building Relationships



1

You are the face!



2

Video allows you to build social presence

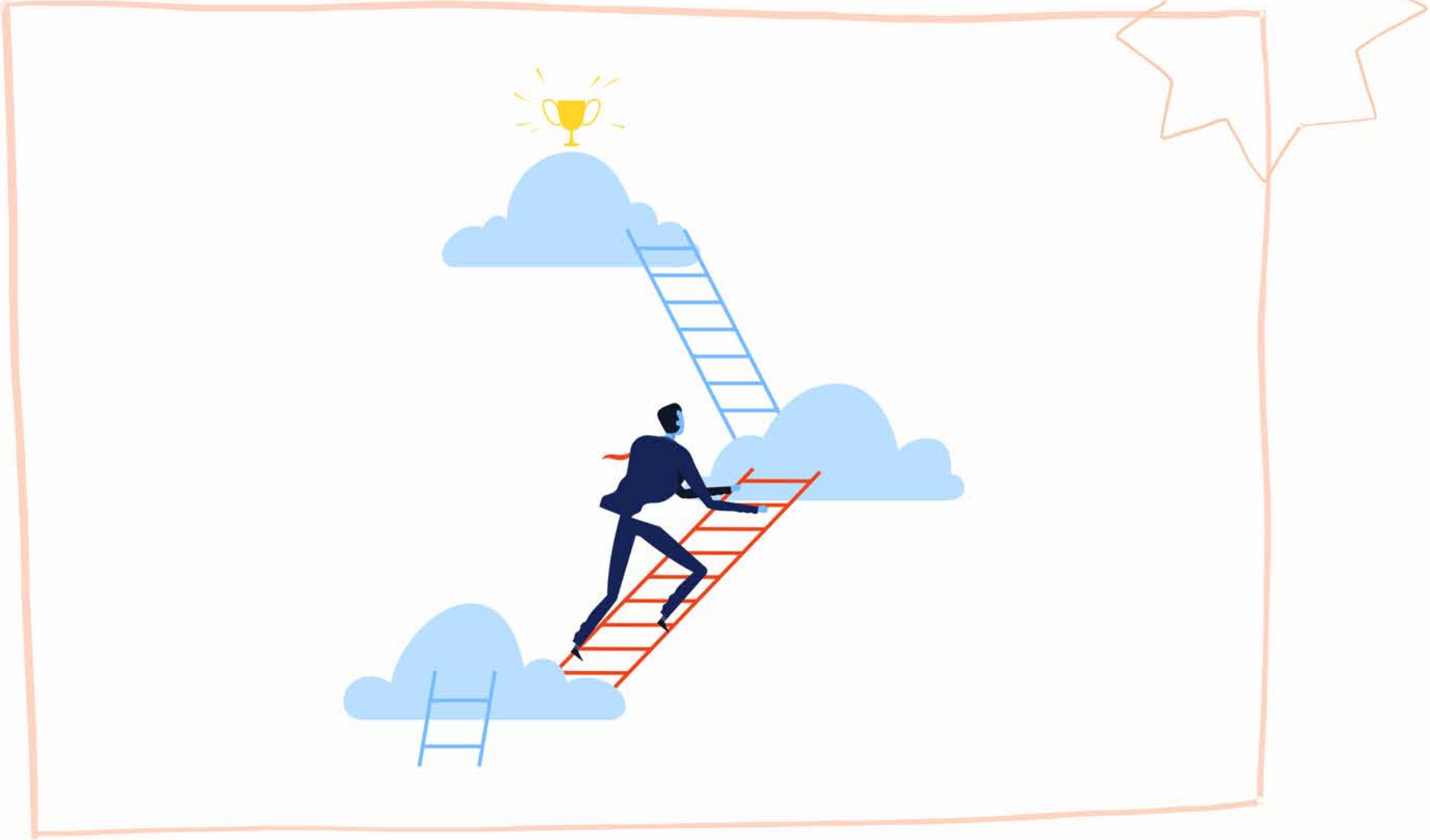


3

Create a strong teaching presence!



Micro-Learning



1

Manage cognitive load



2

Manage intrinsic load (short, easy-to-digest videos)

6

Good Video Etiquette (How?)

Throw away
the script



Making it relevant



200% Energy



Use a microphone



Have decent
lighting



Practice Practice
Practice



What types of videos work best for you?

Different depending on your instructional goals.

General rule of thumb, keep it simple!

Talking Heads

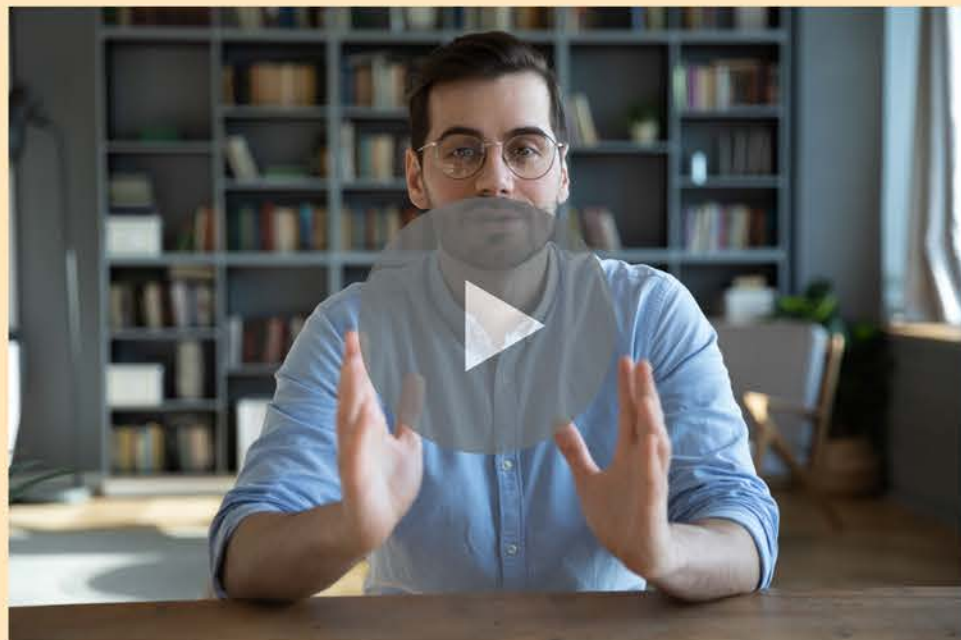
Screencasts

Screencasts + Talking Head

Animated videos

Talking Heads

a recording of your head



Examples:

- course announcements
- introductions
- on-the-fly / informal




Get to know Dr. Rebecca Yoshizawa, Sociology Department



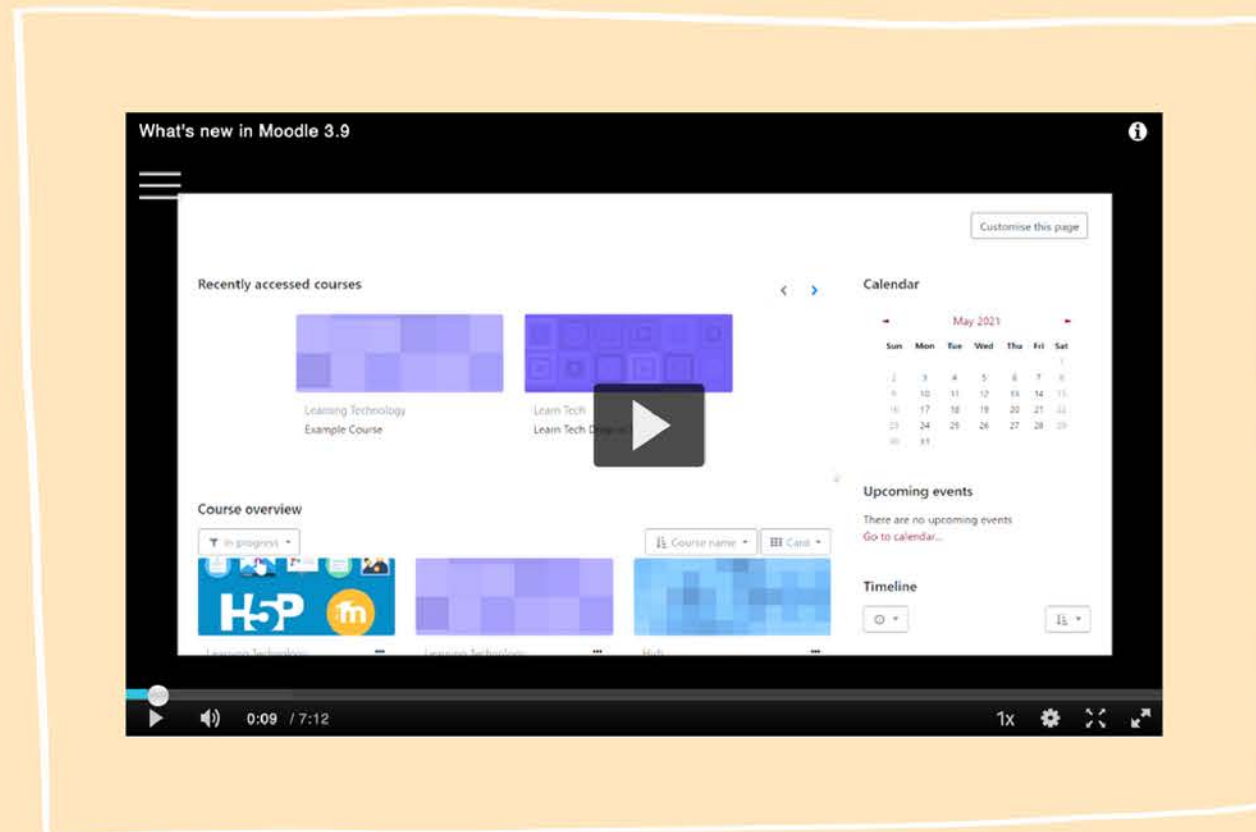
Share



Watch on  YouTube

Screencasts

a recording of your screen includes
audio (most of the time)

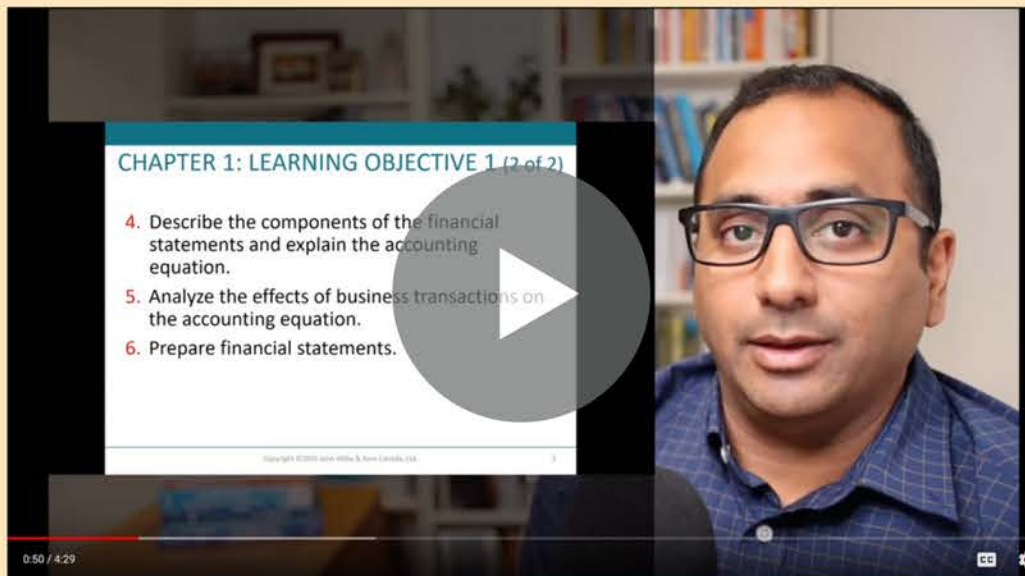


Examples:

- navigate a LMS
- giving assignment direction
- providing feedback
- ppt slides

Screencasts + Talking Head

a recording of your screen with talking head



Examples:

- think about your physical classroom, what makes it humanizing?



ACCT 1110 Ch 1 L01



Share

Chapter 1

Identify the use and users of accounting and the objective of financial reporting.

with Aym Amlani, CPA, CA

Watch on YouTube

Animated videos

a recording of animated videos that describes/explains content



Examples:

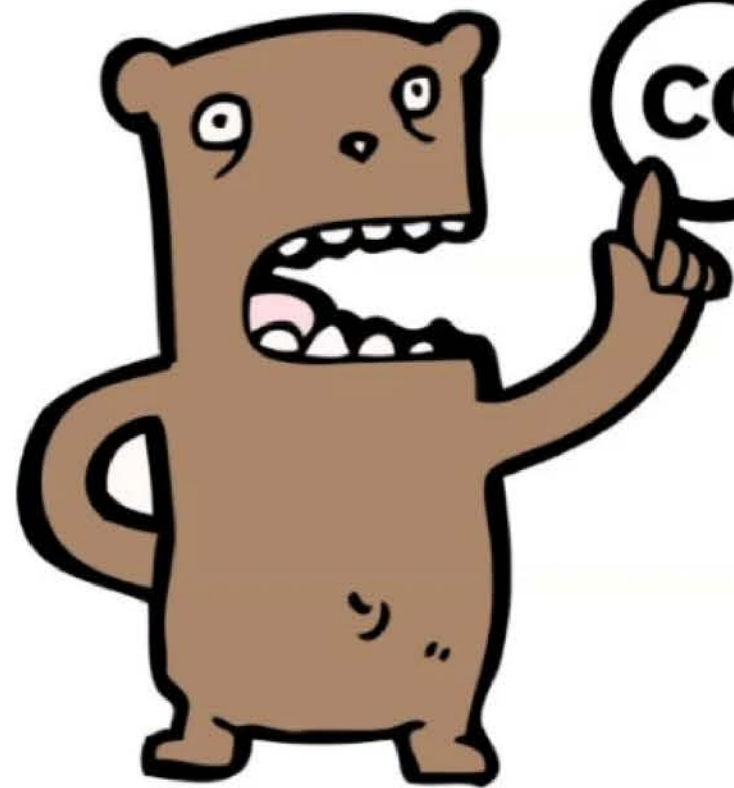
- explain hard to understand content
- where content is more important than human connection
- illustrations
- Powtoon, Videoscribe, Visme



Creative Commons Explained



Share



creative commons



What is it?

What can I do?

How do I use it?



Watch on  YouTube

**Let's develop a plan
that works for you!**

Let's begin

Digital Brainstorm

In the next minute, we are going to brainstorm together.

Write down all the ideas that comes to mind when creating videos.

1

Go to
www.menti.com
and enter code
56498636



Types of video?

Concerns you have?

Examples of liked videos

Which class you want to develop?

When to start?

What tools you need?

2

Prioritize those ideas



Digital Brainstorm



3

Set realistic goals
(Time when you will set aside
for yourself)

4

Achieve and Repeat



Recap

What makes a video
engaging?

1

In Hybrid Learning, create an inclusive, low immediacy environment with low stakes tech

2

Build relationships through social presence. Thus, creating a strong teaching presence.

3

Micro-Learning, manage cognitive load. Break down information.

Good Video Etiquette (How?)

Throw away
the script



Making it relevant



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Practice



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General rule of thumb, keep it simple!

Talking Heads

Screencasts

Screencasts + Talking Head

Animated videos



That's a wrap!

Questions?

References

Brame, C. J. (2016). Effective Educational Videos: Principles and Guidelines for Maximizing Student Learning from Video Content. *CBE—Life Sciences Education*, 15(4), es6.
<https://doi.org/10.1187/cbe.16-03-0125>

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