

Creating COURSE TRAILERS for FCCU

The purpose of this document is to guide you to

- i) create a 1-3 min course trailer; you can use the techniques for longer videos too. **PI** disregard direction specific to course trailers that do not apply for longer videos
- ii) upload it to YouTube and post it on the Moodle course page
- iii) as a trailer, share it on the FCCU Moodle course page along with the course outline, so it can facilitate students' selection of their courses for the semester as per the FCCU policy

A course *catalog* offers the nuts and bolts of a class. Once the students have registered for the courses, they will be referred to a landing page to view the different '**course trailers**' to decide and finalize their add/drop by the time they join the classes for the semester. Because Add/Drop ends before the semester begins, these 1- to 3-minute videos will enable students to get a sense of your classes.

As per the VRO clarification, please note:

Add/Drop will end BEFORE classes, we need to make sure students have the information they need to verify that they are in the right classes. The purpose of the videos is to replace the introductions to the classes that ordinarily happen during the first week of classes.

Course trailers are not required for

1. *UNIV 100 sections*
2. *Postgraduate courses..."*

A '*course trailer*' will offer an understanding of the faculty's expertise, personality, and teaching style in the video description. When delivered with modest enthusiasm, a good course trailer will hopefully provide depth to the subject matter and reveal what interests the faculty—and may interest the student—about the course itself. It is hoped it will help students finalize their courses for registration, leaving the faculty to start with their classes with the designated number of students and continue without the disruption of add/drop during the first week of the fall semester.

A course trailer is a captivating invitation to help students become better familiarized with a course and will help them in making the choices for their add/drop without taking time after the start of classes. Course trailers can be created in many forms. An article in the [Chronicle of Higher Education](#), by Daniel A. Gross, talks about a large variety of options for 'course trailers,' but **whatever you are comfortable with will be welcome—provided you follow the basic guidelines, some technical and some instructional, as offered below.**

Basic Components of the Course Trailers

The three points below are the key information that FCCU students will look for in the course

trailer so that the decision to add/drop of courses becomes easier and more convenient for them.

1. Introduce yourself: who you are, why you are passionate about the topic; and your teaching philosophy
2. A brief course overview / describe what they will learn
3. A sample of how the course might be taught. This includes a general explanation of assignments, activities, and projects *without being TOO specific & locking yourself into specific assessments*. You may describe your teaching strategy (i.e. lecture, class discussion, etc.)

Some Basic Options for Your Ease: Recording and Editing

The following three are the easiest options that could help you even if you are a '*digital media immigrant*.' (To explore other options do see the CLT brief on [Tips for Creating Effective Video Lectures](#))

The three simple options are

1. Mix and Match the Video Lectures already with you, probably as Youtube videos. You may [edit clips](#) and join them to make a 2-3 mins video trailer and give it a voice-over narrative in keeping with the above 3 components as stated above for your course trailer.

In order to trim different videos and to merge them together, the job can be done comfortably using the free version of [Movie Maker - Video editor](#). Please note that the Movie Maker--video editor is an old version of windows and is preferred to be used in windows 7 or windows 8 but it can't be used on Mac devices.

Alternatively, for Windows 10 users there is a built-in video editor which serves the same purpose. Click here for '[How to use Windows Video editor](#)'

OR

2. Record and Edit on your Cell Phone. Download and install **YouCut** (a video editing software available on the play store for android phones). Record your video trailer on your phone and use [YouCut to edit, trim, and to add texts to your video](#). You will not get any watermark on the screen using YouCut and you can create small chunks of video which can be merged together using this app.

OR

3. Record your video on Zoom, MS Teams, or any other platform and then [edit](#) them into 1-3 min. course trailer. You could thus make the video in the form of a slideshow with audio explaining each slide, a screen recording/ screen sharing (Zoom), where the teacher can show various images or clips while talking about the course. The professors can also be visible at a

corner of the video while explaining the content, to make the video a little personalized and for the students to become a little familiar with the professor.

Instructions here for [Uploading the Course Trailer on Youtube](#) and [Editing Youtube Videos](#)

Please Note: Irrespective of which app the video has been recorded (Phone camera, Zoom, etc.) or edited (Quicktime, iMovie Maker, etc.) on, once the final version of the video has been saved on your hard drive, the process of uploading it on youtube is the same.

Instructions on [Sharing your prepared Course Trailer & Course Outline/ Syllabus on Dept Moodle page](#) (be sure to do it by the deadline date for the specific semester given by the VRO). **Note:** To develop your course outline/syllabus please use the [Syllabus Template](#), also given on your Moodle account page.

Note: If you want to explore other options, the [Digital Media Cookbook](#) offers additional insight into creating course trailers, which includes some examples from other institutions. Here is an example of a [trailer for Carleton's POSC 204/304](#) that Dann Hurlbert and Barbara Allen (2020). Also, See [Gieras' \(2020\) article](#) on creating engaging instructional videos.

Please know, none of us are digital media experts and it will take time, more experience, and creativity before we venture to create such powerful videos.

Please don't hesitate to reach out to the HELP DESKS as required

Helpdesk for the Development of Course Trailers: In case of any concerns please contact Dr. M. Mustafa @ muhammadmustafa@fccollege.edu.pk or Dr. Aftab Bashir @ aftabbashir@fccollege.edu.pk

Helpdesk for Sharing your Trailer and Course Outline on Moodle home page pl contact [@IThelp](#)

Developed by CLT (2021) from [Developing a Course Trailer: Carleton College](#)

Contribution by Dr. Mustafa: the different options for creating *Course Trailers* listed above

Also See

[5 Questions to Ask at Start of Term](#) for some great points to introduce yourself and your course
See detailed [descriptors about principles for instructional videos](#)