



## Instructional Video Resource

Videos can be a highly effective tool in fostering student engagement and give instructors an opportunity to humanize the online learning experience and personalize the ways to scaffold content for students. Pre-recorded lectures presented in short (3-6 minutes) videos are a place to start. These videos can serve as one of many ways of communicating content to students.

This guide gets you started with creating videos that welcome students to the course, a weekly overview/summary video to keep students organized with processing content, and a big ideas/key concepts video to foreground the ideas from complex parts of the lesson.

### Elements of Engaging Videos

The average attention span lasts no longer than eight minutes. Given this, hour-long recorded lectures are unlikely to fully engage students.

When incorporating videos into a lesson, keep in mind the elements that impact student engagement, such as motivation and cognitive load. Consider hooks and cues that capture student attention. This can be as simple as asking a thought-provoking question. Other good options are elements that have visual appeal or are of common interest to your students. In general, remember to:

- Keep it short. No more than 6 minutes.
- Make the material relevant.
- Use conversational language.
- Incorporate videos as part of homework assignment instructions.
- Be mindful of cultural sensitivity and relevance if you use cartoons, sarcasm, or humor.

### Videos for Instructional Engagement

**Welcome/Introduction Videos:** Your face and voice are the most powerful tools at your disposal to "humanize" your online course. A welcome/introduction video builds your presence as an instructor and sets the tone.

**Overview/Summary Videos:** The overview/summary video is a particularly powerful tool for building online instructor presence and for guiding student learning. These videos are recorded during the course of a term since they are responses to your students and synthesize ideas generated in the previous week's activities, and are responsive to any student needs.

**Big Ideas/Key Concepts Videos:** The big ideas/key concepts video is an effective strategy for reinforcing the linchpins of the lesson, guiding students in preparing for exams, and scaffolding

understanding of complex concepts in your class. You can pre-record this video and share it within lessons that require additional scaffolding.

## Video Creation Tools and Tips

- **Kaltura** is the recommended and Disability Resource Center (DRC) preferred tool for recording asynchronous lectures, PowerPoint presentations, and other talks. [PowerPoint](#) also allows you to record audio to a slide presentation and allows you to record for individual slides, rather than having to record all information at once.
- **Closed captions** make your materials accessible to all learners. Kaltura is optimized for providing closed captions and can be used to edit the suggested captions.
- Preparing notes before you record can limit the amount of time needed to edit mistakes out of your videos.

## Guiding Principles

### Purpose of Video

- The purpose of the video is clear:
  - Welcome/introduction;
  - Overview/Summary of Lesson; or
  - Highlights/Key concepts of Lesson

### Length

- Video length is under 6 minutes (i.e., the optimal length)

### Relevance

- Content is aligned with course learning objectives
- Video connects with learner's learning context

### Tone

- Conversational in tone, addresses audience directly
- Unfamiliar terms are explained

### Accessibility

- [Ensure video and audio accessibility](#)
  - Video includes closed captions
  - Video includes audio transcript
  - Visuals and figures used are explicitly described