Using video to enhance course content

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NSM IT

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Why Use Video?

How can I Integrate Video?

Into the Classroom

Stimulate engagement, comprehension & retention

Connect concepts to real world examples

Generate discussions and set the tone of the class

Illustrate complex topics

Bring to the classroom: places, guests, case studies, experiments

Address different learning preferences

Develop media literacy & critical thinking

How can I Integrate Video?

Into Research

Promote new ideas

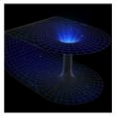
Explain Concepts

Keep track of events

Illustrate processes, tutorials, demos, guides

Record time lapses

Video abstracts



Show simulations

Where do I Start?

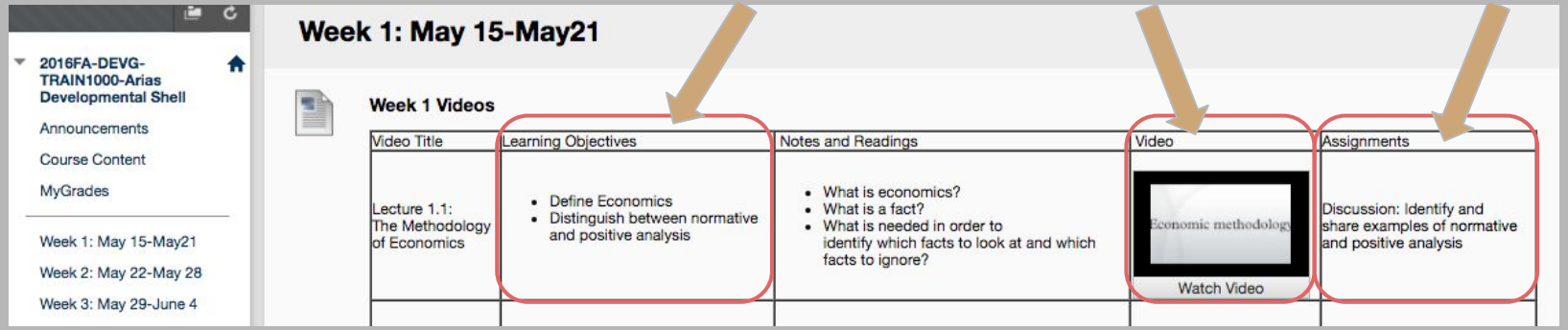
Source: http://bestinshow.wisconsin.edu/content/

1. Identify Learning Objectives

What is it that you want your students to learn?

Is the video to introduce new concepts, review old ones, or extend something that happened in class?

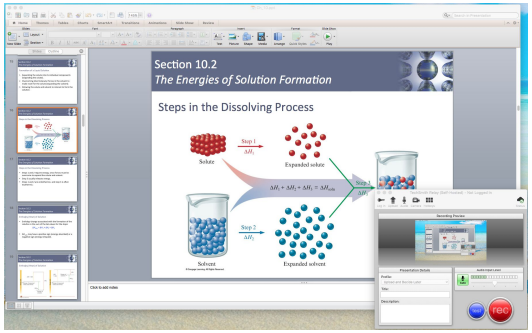
Is the video to provoke thoughts and promote critical thinking, or is it to provide simple, factual information?



Source: http://teaching.uncc.edu/learning-resources/articles-books/best-practice/using-video/why-use-video

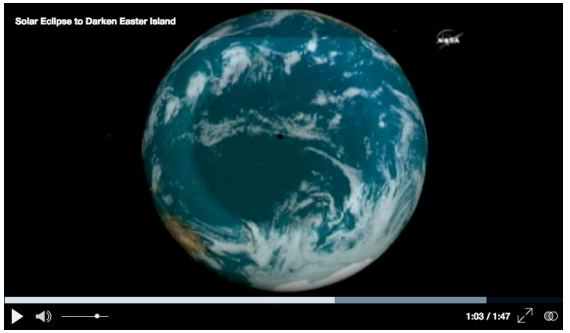
2. Select a Video-based Content Format

Your Own Produced Video



Narrated PowerPoint

Lecture Capture



Existing Video Clips

2. Select a Video-based Content Format

Your Own Produced Video

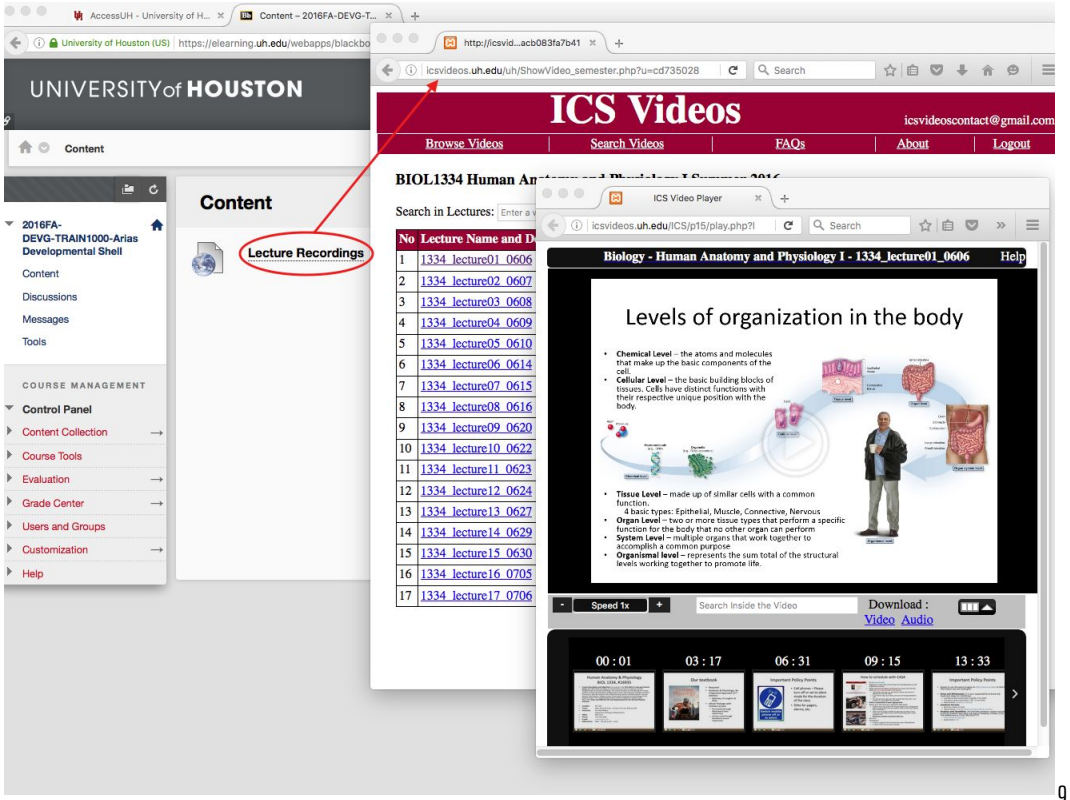
Customized!

2. Select a Video-based Content Format

Narrated PowerPoint

Lecture Capture

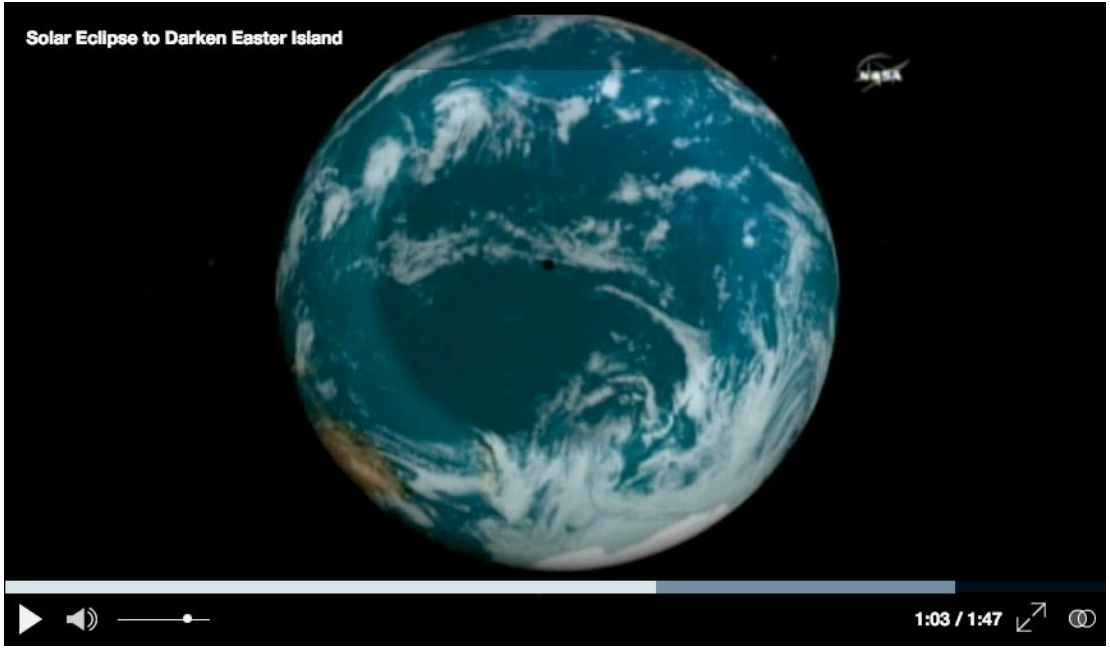
Valuable review materials!



2. Select a Video-based Content Format

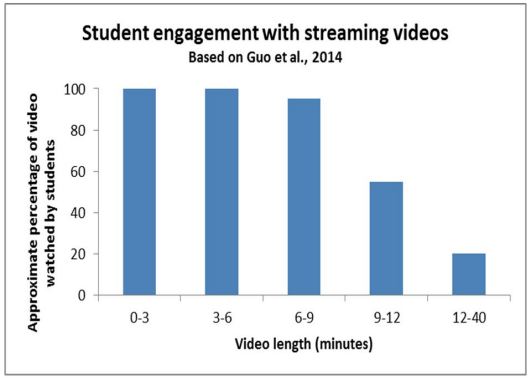
Existing Video Clips

Quick and Easy!



3. Apply Best practices

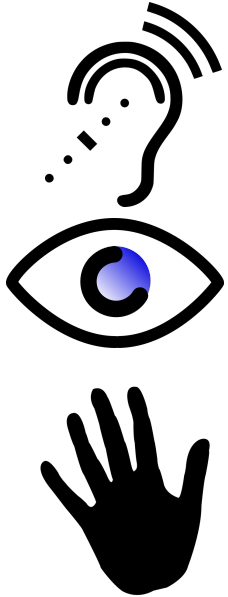
Chunk Information (5–7 m)



Effective educational videos
By Cynthia J. Brame, CFT Assistant Director
https://cft.vanderbilt.edu/guides-sub-pages/effective-educational-videos/

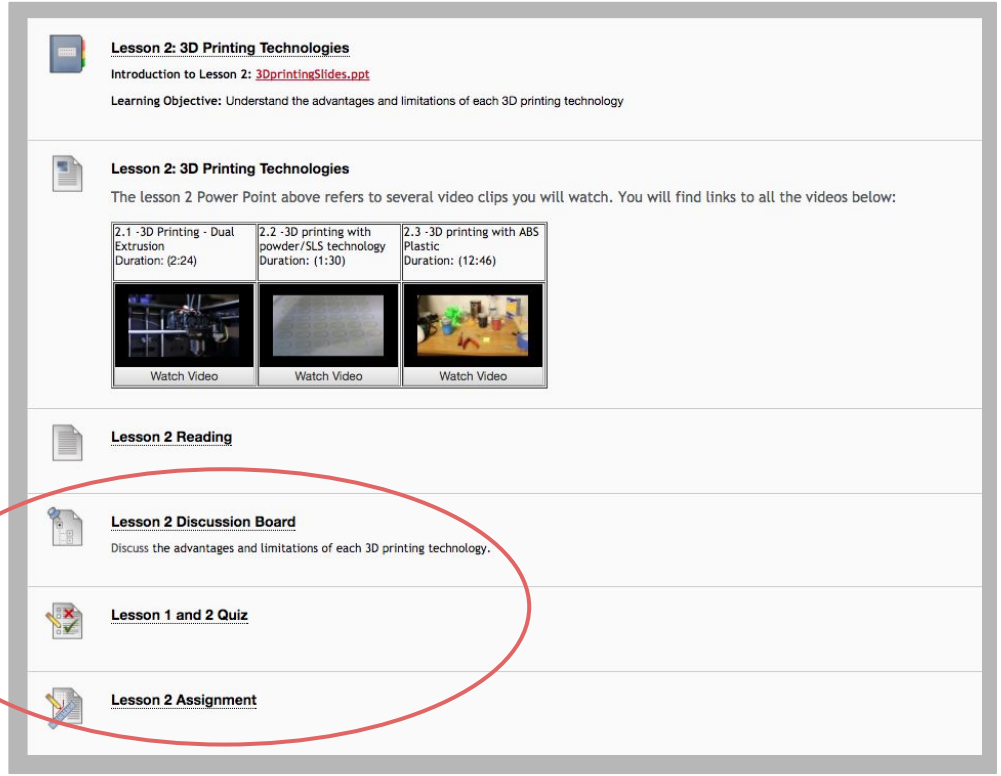
3. Apply Best practices

Accommodate different learning styles



3. Apply Best practices

Include assessments



3. Apply Best practices: Technical considerations

Select the best recording option for your video

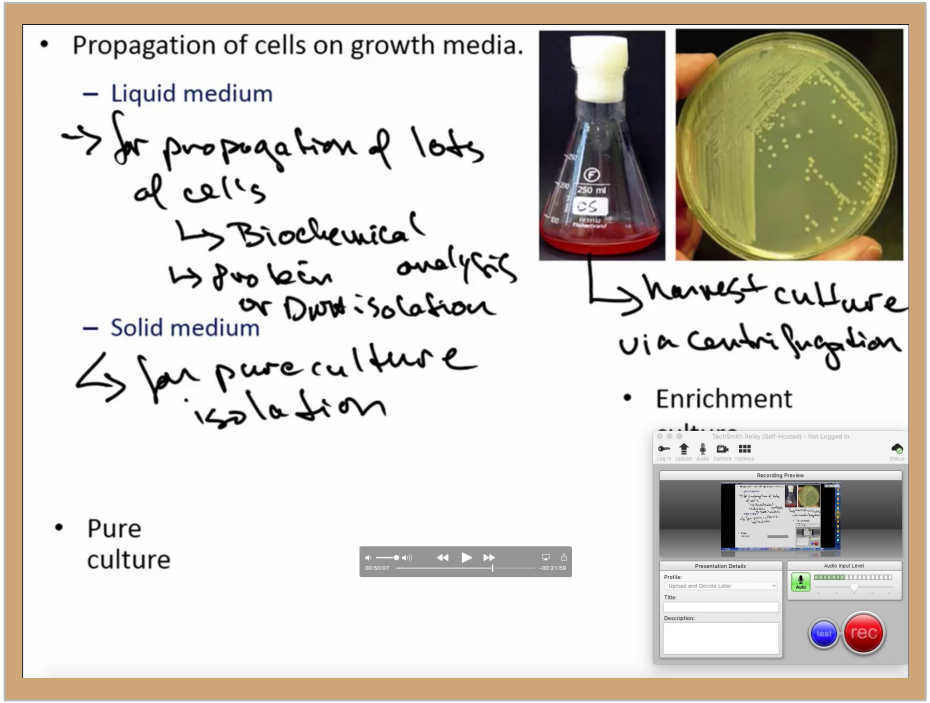
Recording Tools	Cost
Screencast-O-Matic	Free with limitations $15/user per year to remove limitations.
TechSmith Relay	Free for UH Faculty
Office Mix	Free add-on to PowerPoint Download Office Mix

http://www.towson.edu/technology/training/resources/documents/miscellaneous/vlc1-video-lecture-capture.pdf

3. Apply Best practices: Technical considerations

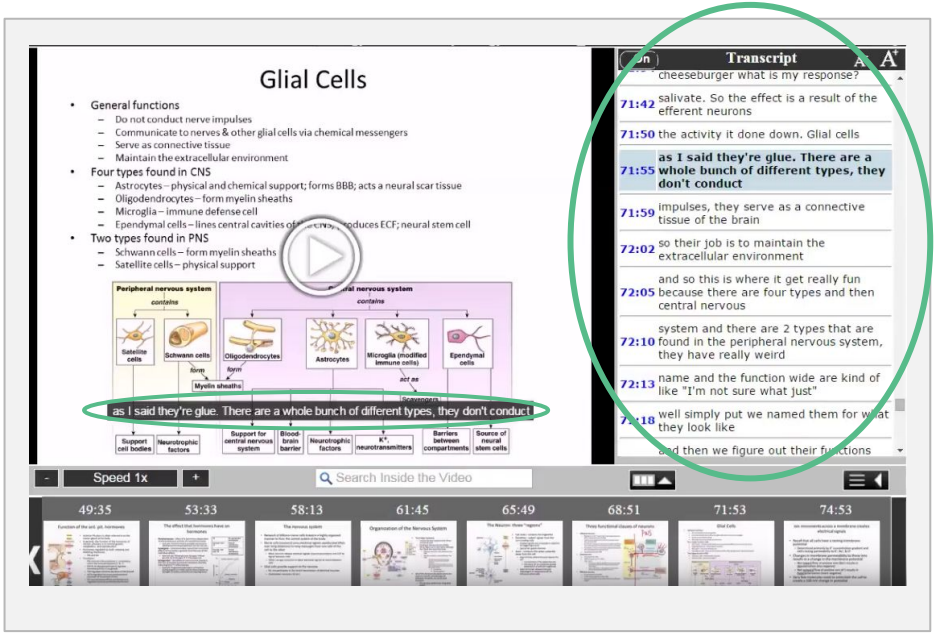
When using PowerPoint in your lecture capture recordings:

- Consider using an annotation tablet
- Provide detailed instructions for accessing and playing lectures



3. Apply Best practices: Creating Accessible Videos

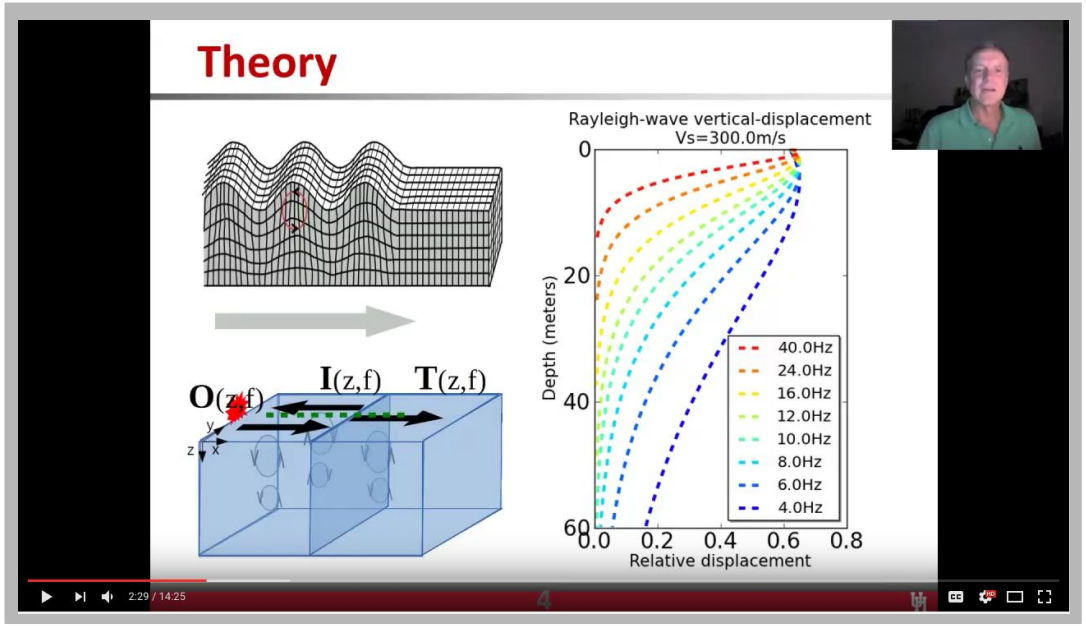
ADA: Captions + Transcript + Audio description + Accessible Media Player



Outsource (Fee)	Do it yourself (Free)
• Automatic Sync Technologies • 3PlayMedia • Cielo24	• Amara.org • Subtitle Horse • YouTube Caption Editor

3. Apply Best practices: Pedagogy considerations

- Watch & correct
- Provide content related questions or other learning activities & count them in students' grades
- Evaluate your video



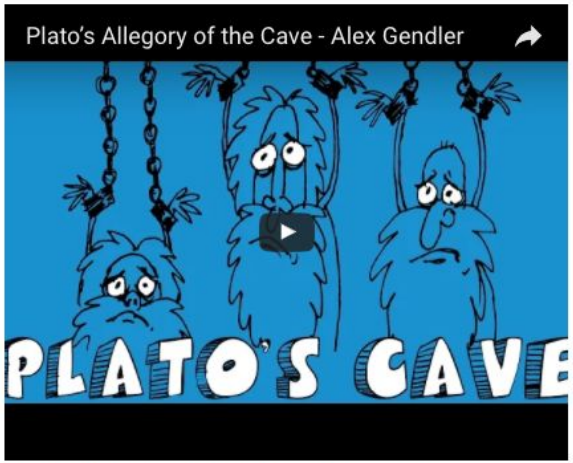
https://www.american.edu/library/technology/upload/Best-Practices-for-Lecture-Capture2.pdf

3. Apply Best practices: Evaluating Video Content

The Learning Autobiography (LAB)

Approximately 2400 years ago, Plato wrote The Allegory of the Cave in his well-known work *The Republic*. This allegory has stood the test of time in presenting a philosophy of education. As you look back at your prior educational experiences this week and as you look ahead, consider the meaning this allegory has for you. What impact has education had on your life and what meaning might your Ottawa journey have for you?

Player Controls



Plato's Allegory of the Cave – Alex Gendler

Duration: (4:33)
User: tededucation – **Added:** 3/17/15
YouTube URL: http://www.youtube.com/watch?v=1RWOpQXTltA

COURSE MEDIA RUBRIC	
Criteria	**Outstanding**
Relationship to Course 	❑ **Clear** title ❑ Embedded ❑ **Outline** for reference ❑ Explicitly links to a **related course** resource

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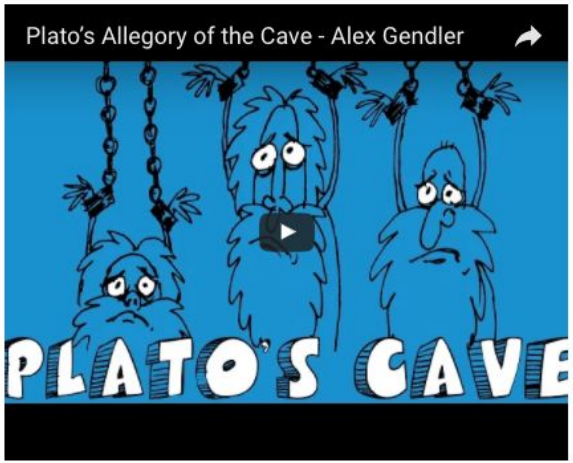

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COURSE MEDIA RUBRIC	
Criteria	**Outstanding**
Pace / Tone 	❑ Maintains student interest (under 6 min) ❑ **Interesting** hook: facts or graphics. ❑ Instructor conveys a personal feel

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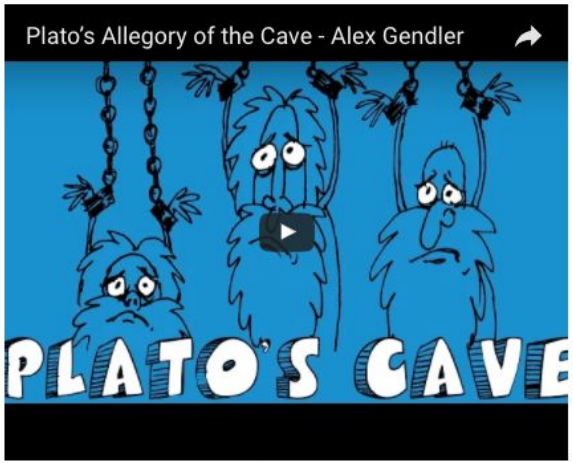

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COURSE MEDIA RUBRIC	
Criteria	**Outstanding**
Narration 	❑ Voice is **clear**, expressive, enthusiastic ❑ Spoken words **match** text and/or graphics ❑ Meaningful **introduction** and a **summary** at the end

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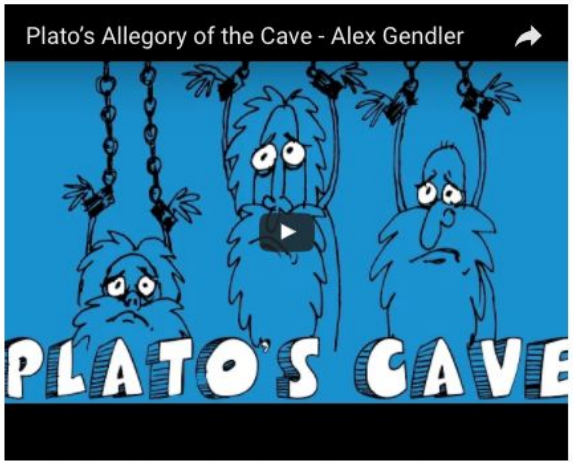

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COURSE MEDIA RUBRIC	
Criteria	**Outstanding**
Visuals 	❑ **Clear** on-screen text ❑ Contains a **variety** of dynamic visuals or shot types

Rochester Institute of Technology https://www.rit.edu/academicaffairs/tls/sites/rit.edu.academicaffairs.tls/files/Rubric_course_media.pdf

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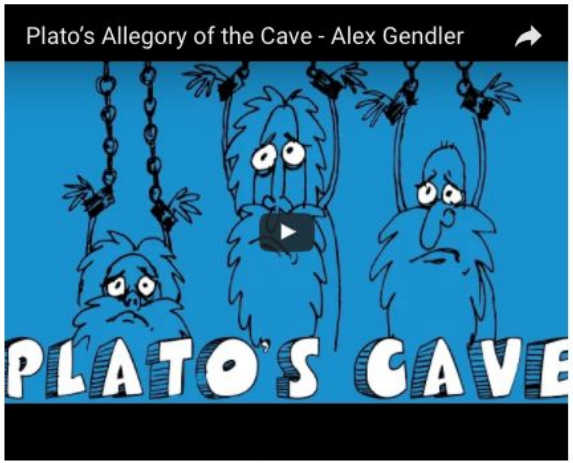

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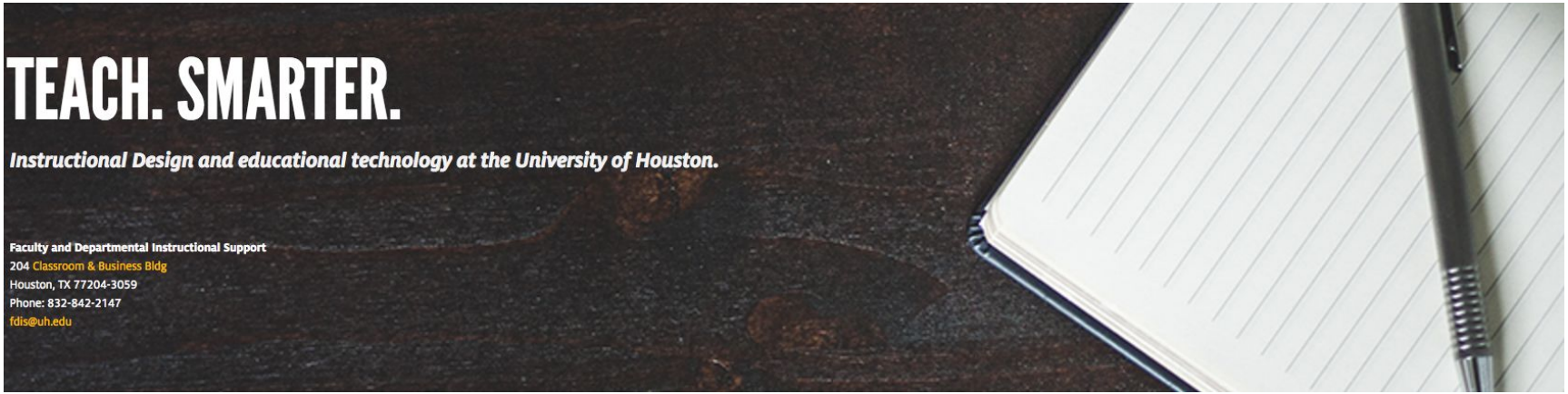
COURSE MEDIA RUBRIC	
Criteria	**Outstanding**
Production 	❑ Voice **volume** is consistent ❑ Free of background noise ❑ Video **resolution** is high definition ❑ Accurate **closed captions** are included

3. Apply Best practices: Meet with an Instructional Designer!

To to determine the best use for media in your course,

we encourage you to meet with an Instructional Designer!

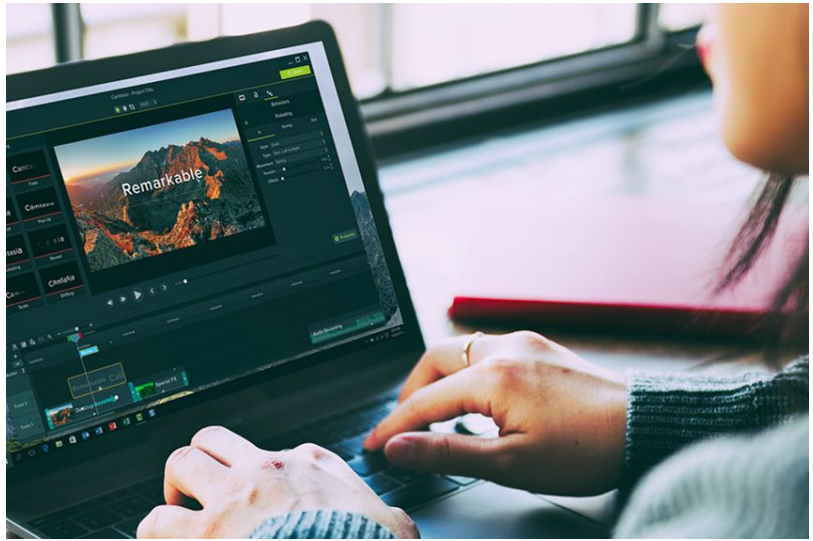


Summary

- Videos can be an efficient learning tool!
- To get started using video-based content in your online course:

    1. Identify what your learners need to know
    2. Select the best video-based content format for your lectures
    3. Apply best practices when preparing media content.

- Follow the three practices above and you will be on your way to enhance your course content & keep learners engaged!



Source: http://bestinshow.wisconsin.edu/content/

Questions?

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Thank you

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