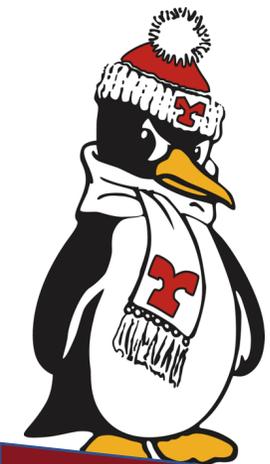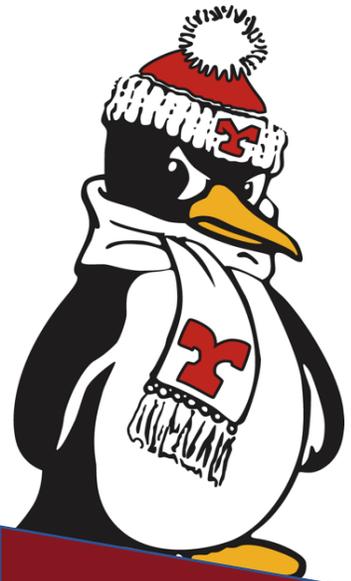# Instructional Video Media Workshop

Objectives

- Understand why use video
- Learn the ways to use video in a course
- Learn how to set up and capture video
- Learn simple editing techniques and programs
- Share and link to your Blackboard Courses
- Practice

Why Video

- Student Engagement
    - YouTube Generation

    - Creates personalization within your course.
        - https://www.coursera.org/lecture/spanish-in-healthcare-settings/meet-the-professor-tfxkm

    - Assist with content understanding.
        - Relevancy
        - Flipped Classroom

    - What learning does your video support?
        - learning outcomes or to the objectives of a particular module
        - Difficult concepts
        - Demonstrations
        - Skillsets
        - Note: Make sure your students understand the purpose of the video.

Best practice ways to use video
- Videos should be short
- Video introductions
    - Expectations and Behaviors
    - Office Hours and Help
    - Where Students Should Start
    - Do not try to cover everything in your introduction
    - Include office hours and where to find help.

- **Module Introductions**

- **Content Videos**
    - Short
    - Should reinforce a difficult concept
    - Demonstration
    - Feedback

- **Cement the Concept**
    - Quizzes and Assignments

Software & Best Practices

- Capture Software:
  - Screencast-o-matic,
  - Webex,
  - Collaborate

- **Editing**
  - MS Photos
  - iMovie
  - Screencast-o-matic

- **Hardware and Environment**
  - Devices-Laptops, Webcams, Headsets, Yeti Mics, Padcaster
  - Lighting and Background
  - Storyboard and

Embed or Link Video to Blackboard
- MS Stream
- YouTube

Resources
- Distance Ed
- Technology Training