

Video Tutorials to Provide Clear Expectations



Handout #1: Important Considerations in Developing your Instructional Videos

- Challenge yourself to **reduce video length** by 25% by outlining and scripting
- Empathize with your audience** by striving to know who they are and their needs
 - My audience consists of _____
 - My audience's biggest frustration or challenge is _____
- Define your **Key Takeaway**
 - "If my learners took one thing away from this recording, it would be _____."
- Keep it simple**, basic, and clear. Video is just a form of communication.
 - Ask yourself: "Is this information 'need to know' or 'nice to know?'"
- Define your objective** ensuring a more focused and aligned presentation.
 - Stick to one objective per video
 - An exercise to help: "If my screencast was a total success, _____ would happen."
- Don't make up your content/story when it's time to record. **Prepare and rehearse.** Make use of storyboards and scripts.
- Take the prior knowledge of your viewers into account
- Eye contact is important. **Look at the camera**, not above, aside, or below; your eyes are part of the communication process too.
 - In general: don't shoot unless you can see the white of your subject's eyes (from the book *'How to shoot video that doesn't suck'* by Steve Stockman).
 - Exception: don't look directly into the camera if you're recording an interview.
 - Tip: put your notes just below the camera AND position your camera far away from the subject AND zoom in.
- Deliver the "What's in it for me" directly at the beginning of the video.
- Avoid long introductions**
- Be Authentic.** Students like to see their professors be real people. Speak like your students are sitting in front of you. Try to use conversational language and use the word 'YOU' often.
- Repeat essential content in your video ('In short ...', 'Let me rephrase ...', 'What you have to remember is this ...', 'To summarize: ...' etc.) to **reinforce learning**. Or use questions about the content and then give the answer in the video.

- Check for Understanding.** Students learn less when they listen passively. Throughout the video:
 - Encourage students to reflect and take notes.
 - Check for understanding by incorporating questions and short quizzes.
 - Organize your video into chapters. That way, students can find a section quickly when reviewing materials.
 - Strategically interject questions into an instructional video at key points to check for understanding. Questions that prompt critical thinking or probe for comprehension (e.g., “Can you think of any exceptions to this rule?”) not only keep the lesson lively but promote deeper engagement with the material and allow you to assess learning
- Be fun and entertaining.** Choose and use a theme. Know who your learners are and learn what engagement techniques are most effective for them.
- Engage the brain:** pause, use stories, ask reflective questions.
 - Pauses are particularly important as they give the viewer time to digest the information
 - Use storytelling. Human brains are particularly wired for stories because they add emotion. Emotion is good for remembering and learning.
 - Ask reflective questions. A human brain can’t help it: if a question is asked it automatically starts thinking for an answer. Use this principle to reinforce learning and for maximum engagement.
- Utilize closed captioning.** Students can read along as they watch. For content-packed video clips, consider including the transcripts, as a handout or digital copy, especially if your students are going to be required to apply the information they learn from the video.
- Reuse your learning videos** for future courses—for learning or review!