

# Video Tutorials to Provide Clear Expectations



## Handout #2: Types of Instructional Videos to Use in the Classroom

- **Bumper Video.** A bumper video is a 2-3 minute, visually-oriented clip that includes background theme music and is designed to introduce a new module or clarify a sticky concept. Sprinkle bumper videos throughout your online course to differentiate your students' learning and empower them to revisit key concepts and ideas quickly and independently.
  - *Software:* [Adobe Spark](#), [Renderforest](#), [Filmora](#), [Canva](#)
- **Microlectures.** Create a series of short (5-10 minute) laser-focused videos to guide your students through the comprehension of complex concepts. Before you record, identify one or two things you want your students to take away from the video. At the start of the video, tell your students what they will learn. Think of microlectures as the Reader's Digest version of your content, short and condensed content material.
  - *Software:* [Adobe Spark](#), [Renderforest](#), [Filmora](#), [Canva](#)
- **Whiteboard videos.** Concise, visual metaphors facilitate real learning. Think back to high school, college, or a meeting where you experienced that "aha" moment while someone was drawing on a whiteboard. What about recording that physical whiteboard activity and using it in learning? Whiteboard videos are a great way to emphasize key points through video. By drawing on an actual whiteboard or tablet or sliding around images that relate to your topic (get inspired by Google Images to help with drawing ideas), you can enhance the learning experience by reinforcing your message visually. Whiteboard videos are engaging and enforce the message of any subject through the power of visual enhancement to the audio message. Whiteboard videos take minimal artistic skills to create. What tools do you need? All you need is a whiteboard, markers, a digital camera, a PC, Mac, or iPad with some inexpensive software, and a little creativity. And then, start recording! Some software you can use are iMovie, Explain Everything, or UI's new GEER purchase of the eGlass Transparent Light Boards, which are available for checkout through Cassidy Hall at IT. If you're simply trying to show your learners an important concept or process in five or 10 minutes, then leveraging the tried-and-true whiteboard is a good option.
  - *Software:* [Zoom](#), [iMovie](#), [Explain Everything](#), [Microsoft OneNote](#) (with screencasting software)
- **Ready. Set. Screencast!** A screencast is a digital video recording of a computer screen. Often accompanied by voice-over narration (and sometimes a talking-head inset video), screen casting is relatively intuitive. When it comes to designing learning experiences, a picture really can feel like it's worth a thousand words. Use text to tell a story or explain how to do something with a short screencast video. Just outline the actions you wish to record, then add a script of what you want to cover. Snagit and Screencast-o-matic are good tools for screen casting.
  - *Software:* [OBS](#), [ActivePresenter](#), [Screencast o' Matic](#), [Camtasia](#), [Zoom](#)
- **Animation Explainer Videos.** Explainers are typically short, animated videos that use simple graphics and straightforward language to explain or illustrate abstract or difficult concepts. Online software programs make it possible for anyone to create engaging multimedia videos that fuse content with animation, still images, text, narration, music, and/or sound effects.
  - *Software:* [Animoto](#), [Powtoon](#), [Moovly](#), [Biteable](#)

- **How-To Videos.** How-To videos are everywhere. From YouTube to the workplace, you can learn pretty much anything by watching a step-by-step video.
  - *Software:* [OpenShot](#), [Lightworks](#), [VideoPad](#), [DaVinci Resolve](#)
- **Live Demos.** Live demos are probably the easiest videos to create: If you can press a record button and prop up your phone at a good angle, you're ready to go. Having the ability to use any camera—laptop, tablet, phone, etc.—also makes it easy to shoot lessons in different locations or in sections that can be pieced together later using an app like WeVideo or iMovie. Students feel a personal connection when they see you seemingly talking directly to them. Embrace this and let them see who you really are—live demos provide a perfect opportunity for you to share the real you, so let students see your dog walk into the frame and sit by your side while you teach, which will up your authenticity factor.
  - *Software:* [WeVideo](#), *Smartphone Camera app (built-in)*
- **Interactive Videos.** Interactive videos (with tools like EdPuzzle and TedEd) give learners the ability to interact with the video content itself through a variety of tools. It's a gamified media where learners can click, drag, scroll, hover, gesture and complete other digital actions to interact with the video's content, similar to the way they'd interact with web content. Why use interactive video?
  - It's more engaging. When learners are watching a linear video, it can be easy to get distracted.
  - Interactive video makes viewing active instead of passive, creating a game-like experience that grabs and keeps learners' attention and results in higher engagement.
  - It's more memorable. The ability to engage with content in an interactive video makes learners' more likely to remember the content.
  - *Software:* [Edpuzzle](#), [Nearpod](#), [Pear Deck](#), [Kahoot!](#), [Quizlet](#)
- **PowerPoint Videos.** If you can create slides in PowerPoint, you can create learning videos, too. By animating text and characters so they appear, dance on the screen, and disappear on cue. You can break your 'video' (i.e., slides), into scenes by applying slide transitions. Then, you give it a professional touch with your own voice over narration and royalty-free background music. As a result, you will have a professional looking video that you can post on YouTube or host on the LMS.
- **TikTok Videos.** Create bite-sized videos that feel approachable and get to the point. Videos that learners can watch before walking into the classroom, so classroom time can be spent applying the knowledge, answering questions, and working as a group. TikTok makes for great educational videos due to its length and approachability. You can also involve your learners in creating their own content with TikTok videos. This challenges and encourages your learners to be creative and share their best practices through TikTok-style videos.
  - *Software:* [TikTok](#)
- **Voice Over.** A voice over video is any kind of narrative video where someone's voice guides us through the visuals presented on screen. Voice over videos can be used for pretty much anything in the college classroom. Use voice overs for your PowerPoint presentations, screen casts, how to/tutorials, photo slideshows, mini lectures, etc.
  - *Software:* [Audacity](#), [Filmora](#), *Windows/Mac Voice Recorder (built-in)*