TIPS FOR VIDEO CREATION

From "99 Tips for Creating Simple and Sustainable Educational Videos" by Karen Costa

TIP 1 — STAY ON TOPIC BY USING TALKING POINTS

If you are worried about making mistakes, remember this: You're going to create educational videos meant to engage both you and your students; you're not on trial. Mistakes are ok, In fact, it's preferable! Remember, one of the reasons you're creating videos is to humanize the online learning experience. Instead of using a script, consider jotting down some general ideas or talking points for the content that you'd like to cover in your video. Then, speak from the heart.

TIP 2 — KEEP IT REAL, YOU'RE NOT A ROBOT

We don't listen well when we are reading (Horvath, 2014). If there is a copious amount of text presented to us while someone is also speaking, our visual processing pathways will override our auditory ones, meaning that we'll focus on what we're reading and filter out what we are hearing. If you use slides, limit the amount of text on your slides to no more than 10 words. Use images when possible.

TIP 3 — BREVITY IS THE ORDER OF THE DAY

Brain Rules by John Medina (2008), considers the ideal amount of time for a lecture: 10 minutes. If you go past 10 minutes you are likely to lose your students' attention. If you have 30 minutes of content that you want to cover in a video lecture, here's a suggestion: First, if you believe that lecture is indeed the best way to convey that information, break that content into three lectures of 10 minutes each. Provide a summary of each video so students know what content will be covered in each. Second, ask yourself if lecture is the best way to teach that information. Recognize when other tools may be appropriate for teaching and learning.

TIP 4 — KEEP IT GENERAL

Consider whether your videos will be used once or if you would like to reuse them for future instruction. If the latter, refrain from referring to specific due dates, holidays, students' names, and other details. By avoiding specific details and dates in your video you will create a much more sustainable video creation process.

TIP 5 — MAKE EYE CONTACT

It's tough for many people to do, and it takes practice, but imagine your students are on the other side of the camera. Put a Post-It arrow or other reminder close to your camera to help you remember to look up.

TIP 6 — MAKE IT ACCESSIBLE

When you are ready to share your video, make sure that it is accessible, meaning that closed captions are provided. Upload your videos to YouTube which provides automatic captions. Zoom cloud recordings also provide automatic transcripts.