

TIPS FOR INSTRUCTIONAL VIDEO

PART ONE - GETTING STARTED

- Identify pedagogy reasons for video (feedback, lecture, class update)
- Write a script
- Complete a storyboard
- Prioritize audio quality - test your microphone.
- Practice speaking off of the script with conversational (non-formal) tone for higher engagement.

PART TWO - CREATE

- Standing while recording boosts energy level
- Avoid extremely bright or extremely dark lighting
- The light source ideally comes from behind the camera
- Place camera at eye level
- Plan to keep audio and visual distractions away
- If you mess up, keep recording and try the section again
- Use pauses between sections
- Record in chunks

PART THREE - USE

- Save video in “mp4” format
- Option 1 - Upload video to your YouTube channel, then copy/paste the embed code into a Canvas page.
- Option 2 - Upload video directly to a Canvas page.
- Option 3 - Upload video to a Box folder, and share the folder link in your course.