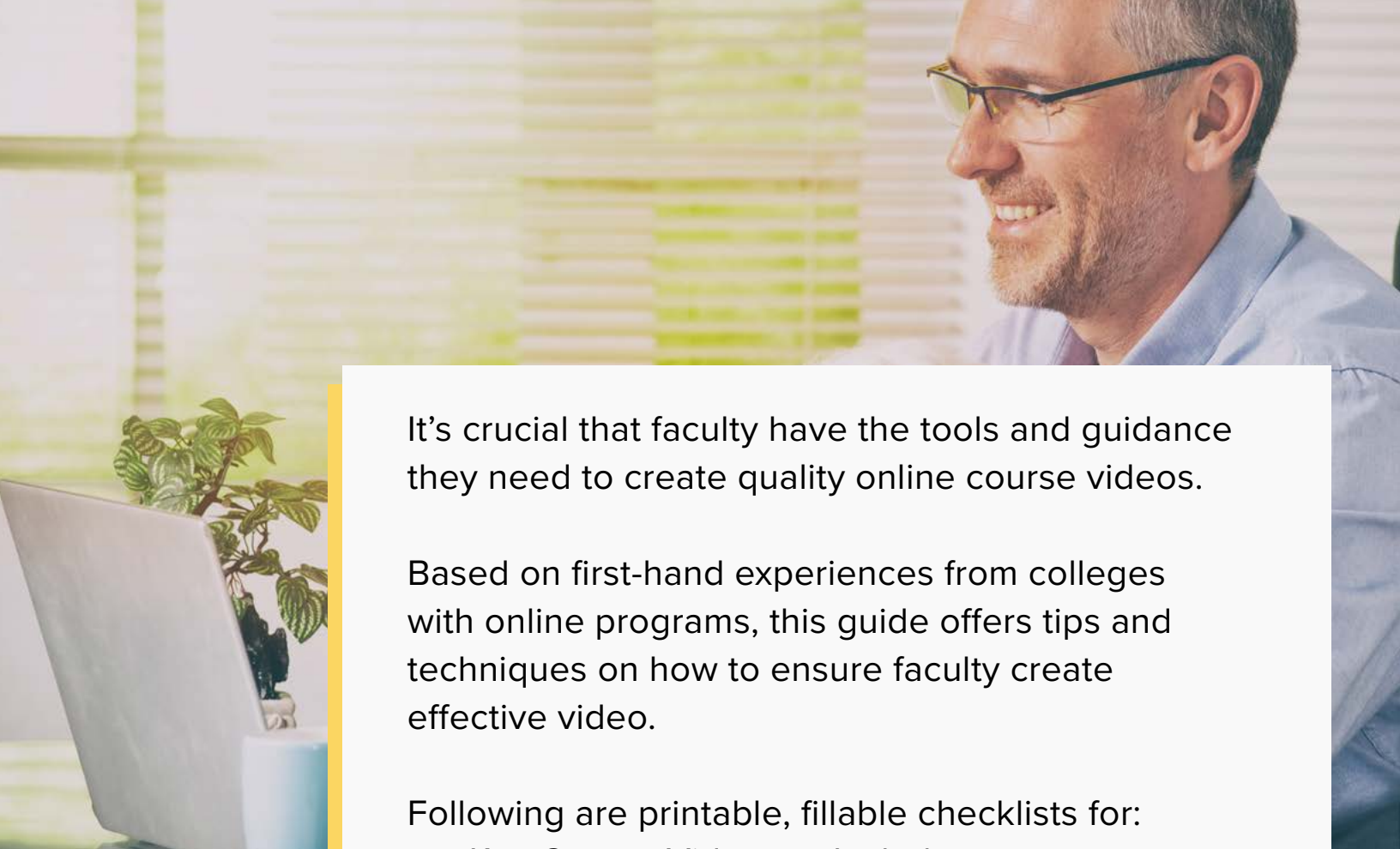


# Checklist—Create Effective Course Videos

- Key Course Videos to Include
- Video High-Engagement Strategies
- Accessibility—Video Captioning Guidelines





It's crucial that faculty have the tools and guidance they need to create quality online course videos.

Based on first-hand experiences from colleges with online programs, this guide offers tips and techniques on how to ensure faculty create effective video.

Following are printable, fillable checklists for:

- Key Course Videos to Include
- Video High-Engagement Strategies
- Accessibility–Video Captioning Guidelines



## Key Course Videos to Include

---

For a quality online presence, go beyond basic lecture recordings. Include these videos in each online course to ensure quality connections with students and an engaging instructional experience.

### Intro Video

- Introduce yourself to students; explain goals for the course.

### Course Navigation Video

- Let students know where to find important course documents, how to login to the LMS, and other key systems.

### Walk Through Course Documents

- Quick, informal 'explainer' videos keep personable interactions frequent.
  - Syllabus
  - Course Schedule
  - Project/assignment details (as applicable)
  - Lab procedures (as applicable)
  - \_\_\_\_\_

### Core Course Video Lessons

- Aim for shorter, focused videos on each topic or concept, around 7-14 minutes long each.

### New Topic or Unit Videos

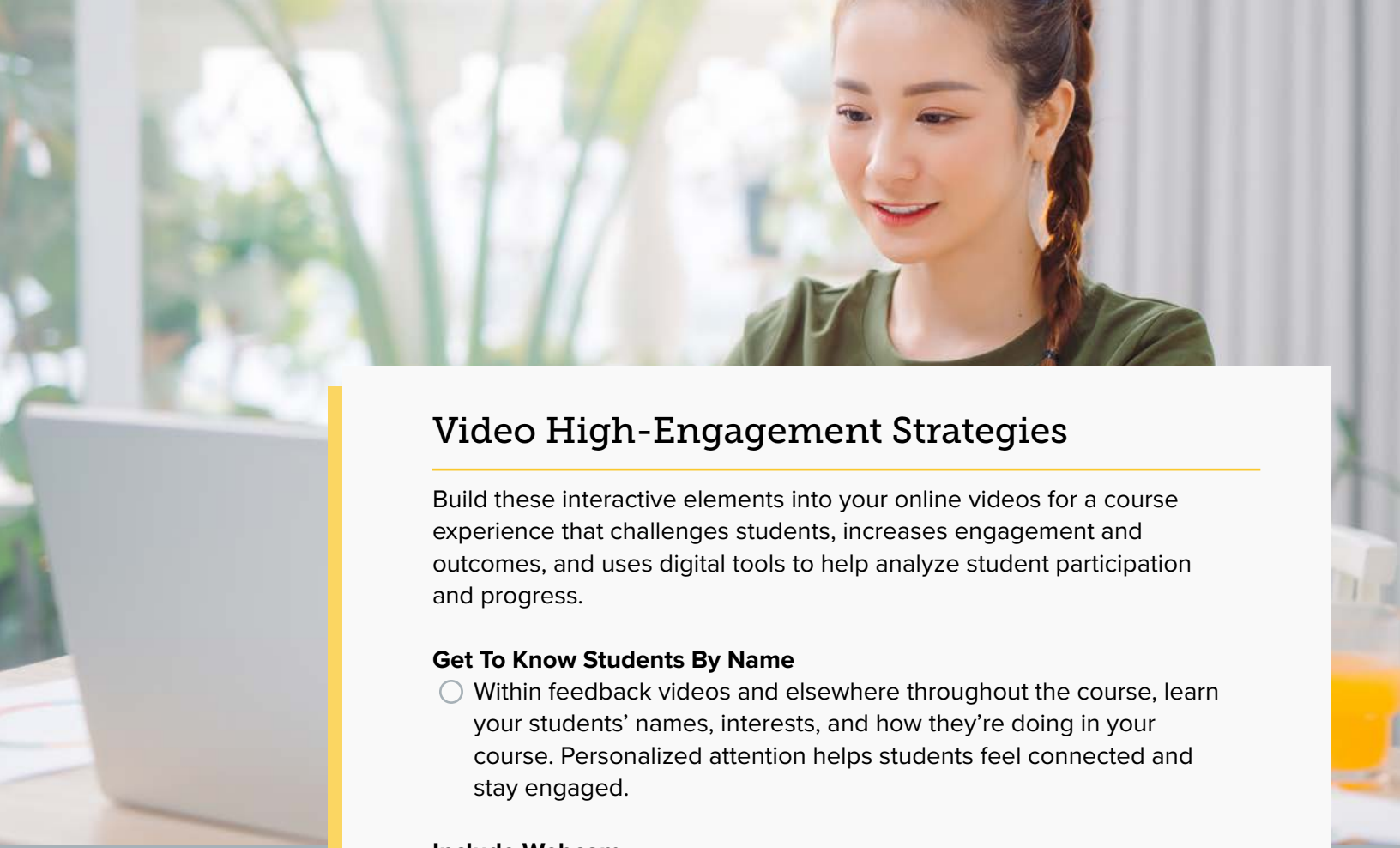
- Record weekly class announcements that give context to what's coming up next, and share excitement about course topics.

### Feedback Videos

- Record feedback as video; narrate comments on assignments, projects, hands-on skills, etc.

### Student-Created Videos

- Challenge students to create videos for reports, theorem proofs, group projects, or have them create their own welcome videos to promote peer connectedness.



## Video High-Engagement Strategies

---

Build these interactive elements into your online videos for a course experience that challenges students, increases engagement and outcomes, and uses digital tools to help analyze student participation and progress.

### **Get To Know Students By Name**

- Within feedback videos and elsewhere throughout the course, learn your students' names, interests, and how they're doing in your course. Personalized attention helps students feel connected and stay engaged.

### **Include Webcam**

- Video lessons feel more personal when students can see your facial expressions. Try picture-in-picture (PIP), or toggle between full-screen webcam and screen video.

### **Insert Colorful Images And Graphs**

- Keep students' interest in video lessons with engaging visuals that demonstrate tough concepts.

### **Use Mobile Video**

- Use your smartphone or other mobile device to capture real-life instructional footage anywhere. Illustrate practical skills and knowledge within your video lessons. Or, record quick videos to check in with students.

### **Embed Graded Quiz Questions**

- Assign grade points to in-video quiz questions. This encourages participation and will help you gauge how students are learning.



## Video High-Engagement Strategies *cont.*

---

### **Hand-Write Key Points**

- As opposed to showing only type-written text in your presentation slides, write or draw concepts during your video, for an 'in-person' instructional experience. An inexpensive graphics tablet and stylus work well to illustrate concepts on top of your slides or other documents.

### **Add Closed Captions**

- Not only does this comply with ADA guidelines, you'll reach students who learn more effectively with both audio and visual cues, who otherwise struggle to understand the speaking style of the instructor, and those who prefer to watch lessons on a crowded bus or other noisy place.

### **Measure Participation Online**

- View engagement for each student, and the class as a whole, based on video views and quizzes. Report quiz results directly to the LMS gradebook, to make the process easier for students and faculty.

### **Review Analytics**

- Make sure your video platform has the latest analytics to let faculty see which students are watching videos, which are struggling, and when they need help.



## Accessibility - Video Captioning Guidelines

Get the most accurate captions by capturing quality audio in the first place, enunciating throughout your videos, and keeping videos short.

### Set up to record quality audio.

- Better audio enables more accurate captions. When possible:
  - Record in a quiet room
  - Shut windows and doors
  - Turn off background music
  - Avoid nearby HVAC units
  - Use an inexpensive lapel or USB mic

### Speak slowly and clearly.

- This lets a caption engine recognize your words and phrase patterns, or likewise makes it easier for a human captioner to understand what you're saying.

### Create shorter, focused videos.

- Shorter videos not only make captioning easier, they also are better at keeping students' attention.

“That’s one of the big things on my course evals at the end of the semester is just how much students appreciated the videos and how helpful the videos were,” said Deb. “They wish every instructor was doing that.”

– **Deb Steiner**, Full-time Faculty, Northwood University



**K** TechSmith Knowmia®  
FORMERLY TECHSMITH RELAY®

# 10x

Adoption rate of TechSmith Knowmia, compared to Odessa College's previous video platform

# 1/3

How much Techsmith Knowmia costs, compared to Odessa College's previous video platform



## Fact Sheet

From the makers of Snagit and Camtasia

TechSmith Knowmia is a media creation and sharing platform that helps maximize student engagement in online and blended courses.

### Key Benefits:

- Easily create and share media. A web-based screen and webcam recorder is built in.
- Turn classes into active communities with in-video Conversations.
- Make content accessible with the most accurate speech to text available, audio description support, screen reader compatibility and keyboard supported navigation.
- ADA checker ensures captions meet guidelines.
- Enhance videos with integrated quizzes that measure student learning.
- Review analytics to understand who is watching and how much.
- Seamless LMS integration including Canvas, Blackboard, D2L Brightspace, Moodle and more.

“I integrated Knowmia into my summer GEOG 117 class and students LOVE IT!!! I LOVE IT!! I can’t speak highly enough of Knowmia and the ease of using it!! THANK YOU!!”

– **Barbara Graham**, Professor, Physical Science Department - Geography, College Southern Nevada



---

Show What You Know



 TechSmith Snagit™

 TechSmith Camtasia™

 TechSmith Knowmia®  
FORMERLY TECHSMITH RELAY®

---

**Contact TechSmith Sales:**

 +1.517.381.5901 | +1.888.750.0685  [www.techsmith.com/education](http://www.techsmith.com/education)