INSTRUCTIONAL VIDEOS

Creating instructional videos, or video lectures, is a great way to engage students with course content. They support a flipped classroom environment where students view important concepts guided by their instructor on their own time. There are several best practices that you can keep in mind as you create instructional videos for your students.

Use Videos for
- Emphasizing key ideas
- Explaining difficult or challenging concepts
- Responding to class confusion

Prepare for Filming
- Clear the video “set” of distractions
- Record a test video to check technology
- Create a script or outline

Consider Your Audience
- Create short, digestible videos (between 3 and 7 minutes)
- Use a friendly, personal tone of voice
- Provide visual stimulation (i.e. PowerPoint, images, etc.)

Make Videos ADA Inclusive
- Use easy to read font and text colors with clear contrast
- Include audio descriptions of important images
- Provide captions and transcripts (see YuJa BbTool)

Integrate into Curriculum
- Make videos available in Blackboard to minimize distractions
- Connect video to other learning activities
- Use a YuJa quiz for your videos to keep students engaged

Resources
- Checklist for Creating Accessible Videos
- A 5-Step Guide to Making Your Own Instructional Videos
- Effective Educational Videos

CLICK THIS LINK TO VIEW THE GRAB-N-GO VIDEO