Creating Instructional Videos

What is it?

Instructional videos are pre-recorded videos that students can access and replay on their own time. Below are some best practices and resources for creating instructional videos.

Why create instructional videos?

o Improves accessibility; videos can have closed captions.
o Improves content retention; students can replay complex materials over again.
o Allows for more discussion time during class time.
o Students with learning or language challenges can control the pace of the video.

Try		Avoid
Creating your slides to include relevant images to help students visualize your talking points	*not*	Text heavy slides that are too hard to see and focus on
Create a script, notes and storyboard to help you stay focused and on-time	*not*	Not being prepared and going off topic
Make it interesting, keep your audience engaged with interesting facts, stories and humor	*not*	Monotone voice, poor audio quality and no supportive visuals
Learn the basics of video editing and software options (ZOOM, Kaltura, Adobe Spark, Adobe Rush, iMovie etc)	*not*	Static videos
Shorter videos (7-15)	*not*	Videos longer than 20 minutes
Front facing light when using your webcam. Webcam should be eye level	*not*	Distracting backgrounds and sitting in front of a bright window when using webcam.

Additional Resources:

• OTL Website: Instructional Video Presentation
• OTL Website: Ed-tech Knowledge Base
• OTL Website: Using ZOOM to Record an Interview Video
• OTL Website: Webcam Recording Tips
• OTL Website: Kaltura – Screen and webcam recordings
• OTL Website: Kaltura – Adding a Single Video to Your Canvas Course
• IT Digital Media Center & Video Creation Studio

UNIVERSITY of DENVER

OFFICE OF
TEACHING & LEARNING