
Develop Instructional Videos

Introduction

Instructor-created videos are a useful way to help students understand difficult concepts using a visual and auditory medium.

Instructors can also establish instructor presence through a course introduction videos, weekly update videos, or by creating video responses to course activities.

Identify the Purpose of the Video

There is not much value added in creating an instructional video that is a mere restatement of textbook content or reading materials that students can read themselves. Rather, in a good instructional video, faculty may provide context for a unit of instruction, show how a unit of content fits into course goals, help students to synthesize content, provide instructor insights, demonstrate skills, or explain complex learning content.

Plan Video Content

When determining how to structure videos:

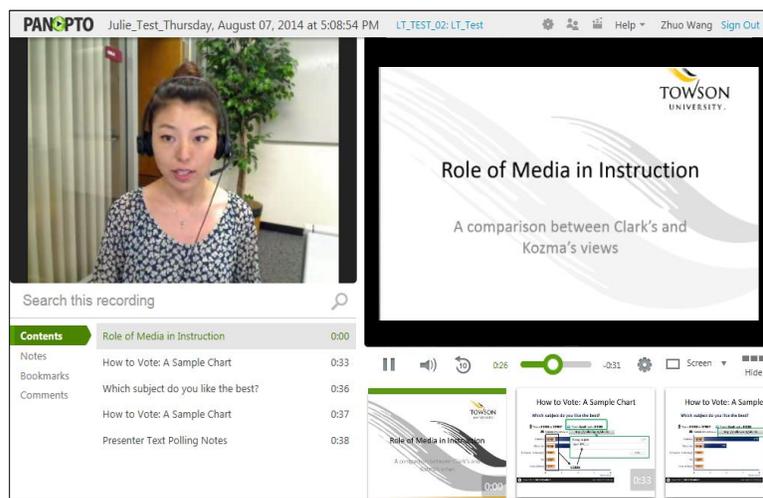
- Group the content into meaningful and brief units. For example, you can group content into topics, preferably no longer than fifteen minutes in length. With content formatted in this way, students can quickly hone in on specific topics for review.
- For each video, provide context and goals, present content, summarize content.
- Choose media (e.g., images, animation, and graphic organizers) that will help illustrate video concepts.
- It is a best practice to create a script outline for your video to ensure you cover all critical content efficiently.

Produce the Video

After the lecture content is finalized, instructors are ready to record.

Take the time to test your audio, video, and any visual content to ensure it is clear. Complete several sample recordings. **Do not proceed until you have clear, high quality sound.** Contact [OAI](#) if you need assistance.

At Towson University, faculty have access to Panopto software for video capture on- and off-campus. This tool can capture instructor video and audio (or audio only) and one or more computer screens or other input devices. Panopto recordings are integrated into Blackboard and students can access Panopto through both desktop computers and mobile devices. Learn how to get started with [Panopto, Towson](#). The following figure shows a student view of Panopto video.



Here, students are able to view the video of instructor, a PowerPoint presentation, thumbnails of the slides, and a list of topics. Students can directly navigate to the slide they want to view by locating content title or from slide thumbnail. Students can also use a search to find specific words displayed in the slides. It can be very helpful to include video of yourself. Simply, it may be easier for students to understand what you're saying by seeing your expressions, gestures, and lip movement while listening. This multi-modal approach can benefit a variety of students including English-language learners. In addition, instructor video may help to extend student attention; consider looking at the camera as if looking at a student. Panopto includes controls that allow students to arrange and hide various visual which will assist any students who find video distracting.

Review the video

Watch the video both to ensure its accurate and to determine how to improve future recording.

Caption Video or Provide a Transcript

Captions can benefit many class members, but are required for students who require this accommodation after registering with Towson's [Disability Support Services](#) (DSS). DSS will create captions for you, in this case. Encourage your students to contact DSS if they need any accommodations.

Explain How Students Can Best Use This Content

Once the video is created, you will need to add it to an area in your Blackboard course site.

As with any resource in your online course, explain to students:

- **Context:** How does this video contribute to unit topics and objectives? How will this content be used to further future assignments or assessments?
- **Direction:** On what should students focus when they watch the video?
- **Role:** Is this video required or supplemental?
- **Additional activities:** What activities students are expected to complete after watching the video?