

Thinking about making educational video content for your online course? This handout will give you some tips for designing your video and things to think about before you start, as well as some practical advice on using the Camtasia software which has been made available to all Federation University staff to develop your video.

## Tips for designing & things to think about before you start

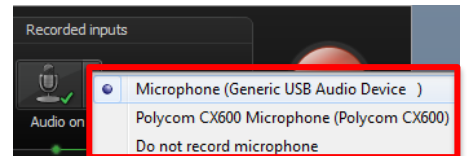
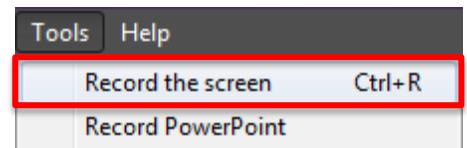
- Don't simply record your hour-long lectures as they are. Shorter, sharper, **single concept videos of 6 minutes or less** are much more effective learning tools than long lectures. [Find more information on this topic.](#)
- Break down the content in your course, re-examine the learning objectives and what you want your students to achieve. **Chunk your content down to smaller elements.** [Find more information on this topic.](#)
- Consider whether a video is in fact the best way for the students to learn the content. Students learn more effectively when they are actively involved in constructing their own meaning around information. **Is there a more active way for your students to engage with this content?**
- Before you start, first check to see if there is an **existing open educational resource** that you could use instead. Also be aware of the resources being produced by your colleagues. You might want to consider a collaborative approach, dividing up the workload and sharing resources. [Find more information on this topic.](#)
- Make your **explanations of concepts succinct.** Students learn better from a coherent summary (**Coherence Principle**). [Find more information on this topic.](#)
- Link **pictures & visual representations** such as charts and diagrams together **with audio narration** to illustrate your points. Students learn better when they have multiple inputs from which to create different mental models to enable them to understand and build connections (**Multimedia principle**). [Find more information on this topic.](#)
- When possible **try interspersing visual content** such as slides, graphics and screencasts **with video of the teacher talking.** Having a [teacher presence](#) is engaging for students. However for content-focused video it is important to include text and diagrammatic supports as well as video of the teacher talking, to help explain and illustrate concepts for students.
- Consider **developing a script before you start recording** to help you focus on the audio content you need to capture. Writing a script will also provide a transcript for students with **accessibility issues.** (For more complex projects consider developing a **storyboard** to help you plan the sequence and elements of your presentation). [Download a script/storyboard template \(docx, 877kb\).](#)
- **Tie your videos back to activities in your online course.** Ensure students actually watch the videos and provide them with **consolidation opportunities** by linking the viewing of the video with a follow-up activity such as a short quiz, choice activity or discussion post in your Moodle course.
- **What is the scale of the production?** How much time and effort do you have to invest in developing your video? It is important to ensure that the time invested in producing your video does not outweigh its significance. [Find more information on this topic.](#)
- **Understand the implications of Copyright to your project.** If you are using any third party content you must observe applicable copyright law and licencing restrictions. If in doubt contact the University's library and/or Copyright Office for advice. [Find more information on this topic.](#)
- **Don't be afraid!** Research shows that **teacher presence** is more of a motivating factor for student engagement than production values. **Be yourself and have a go!** [Find more information on this topic.](#)

Still not sure when you would want to include video elements in your online course? Have a look at these practical examples in [Why and how to use video in your teaching?](#)

## Option 1: Recording Screencast videos of your computer screen

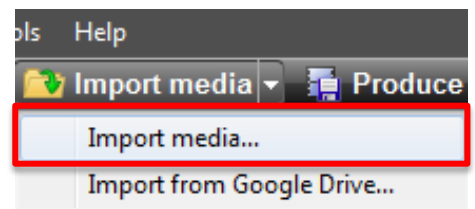
This method of capturing action on your computer screen can be used to demonstrate particular computer-based activities and how to use specific software.

1. Choose **Record the screen** via the **Tools** option
2. In size options choose **Custom** and the **dropdown arrow**
3. Choose Widescreen: **720p HD (1280x720)**
4. If you are adding audio, plug in your microphone and select it from the audio drop down menu
5. Press the red **record** button.



## Option 2: Importing video recorded through other devices

If you have recorded video footage from your smartphone, camera, or professional video camera, you can easily import this footage into Camtasia for simple editing, via the **Import media** option. You can also add audio by recording straight into the software program. If you have a webcam, you can also add webcam video directly into Camtasia. (See below for webcam instructions).



## Import FedUni branded graphics into your presentation

CLIPP staff have developed various blank slides which you can import into your presentation. These are set to **1280x720p**. Import these images into Camtasia via the **Import Media** button. When adding text (callout), please use Arial BOLD and a large font (**72**) for heading 1 and medium font (**48**) for heading 2.

[View and download these resources.](#)



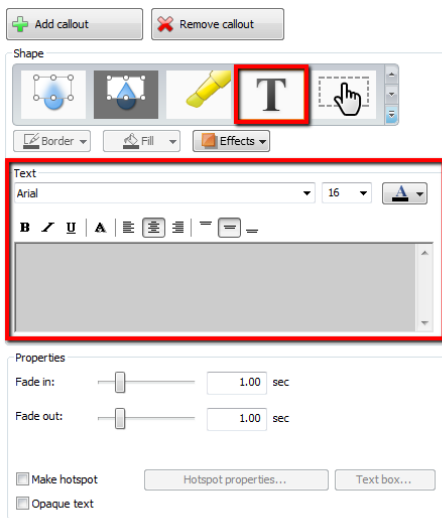
## Accessibility considerations

- 'Arial' font should be used for all internally produced communications.
- Don't use other fonts which are 'fancy' and hard to read.
- Use medium – large font where you can. Videos will be scaled down and need to be readable.
- Use appropriate headings where required to engage students and structure content.
- Colours: Use black or navy blue text on a white background, or white/light text on a dark background. Don't use bright colours and backgrounds as visually impaired students/staff may find it difficult to read the content.
- Offer alternative means of engagement: if your video is your main method of communication, add a transcript to support the content in your video.

## Using in-built 'callout' features

You can annotate your video with **callouts**: text and various shapes, zooming into specific areas on your video, or by adding your own graphic objects into the in-built library.

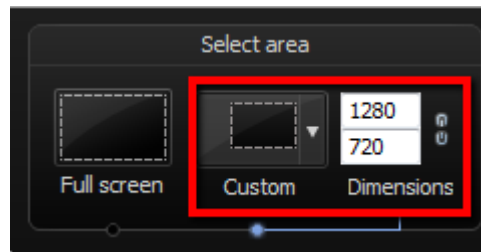
Please only use these items for instructional purposes; unnecessary graphic elements can have a negative impact on learning.



## Setting the right screen size and ratio

When creating a video, the best size and ratio option to use is **Widescreen (16:9)**, at a resolution of **720p**. The overall size of your final video should be **1280x720 (pixels)**, which will be great quality and will scale well on any video repository.

**Note:** If you are using **Powerpoint slides** in your presentation please use the Widescreen PowerPoint template. [View these resources.](#)

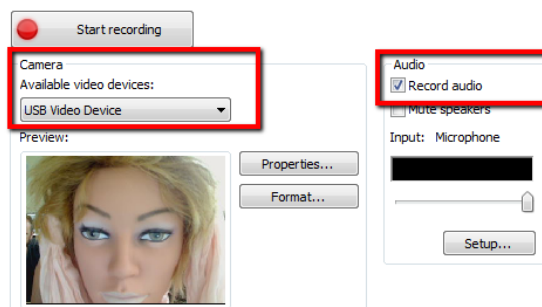


## Record video directly into Camtasia from your webcam



If you want to create a quick and simple video by using your webcam (e.g: to give students personalised feedback, explain a course assessment, etc), you can use your computer's inbuilt webcam, or plug in a portable webcam in via the USB port. You can simply start recording from Camtasia by clicking **Record Camera**.

Make sure you choose the correct webcam available, and can see yourself in the **Preview** box (see below). If you want audio, tick the **Record Audio** button.

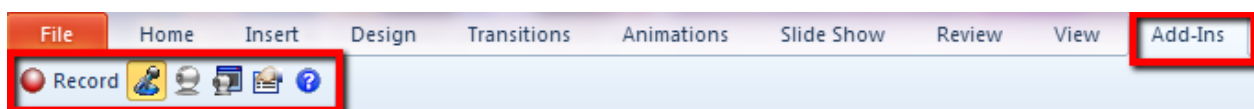



## Record and narrate your PowerPoint presentation using Camtasia

There are many ways in which you can incorporate your PowerPoint slides into Camtasia.

### Option 1: Camtasia Add-in via PowerPoint

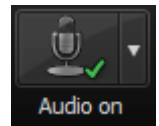
1. Create and populate a [1280x720 PowerPoint presentation](#) for the course/topic you are teaching.
2. In PowerPoint, click the **Add-ins** tab in the ribbon, for additional Camtasia recording options. These options should be available once Camtasia is installed.



3. If you would like to add audio to your recording, click the  icon and tick the **Record Audio** tickbox, and choose your audio input method.
4. Click **Record**.

### Option 2: Recording a screencast of your PowerPoint – (Audio optional)

1. Create and populate a [1280x720 PowerPoint presentation](#) for the course/topic you are teaching.
2. Run your PowerPoint slideshow and click **Record the screen** in the Camtasia toolbar (remember to set the **custom size** to 1280x720).
3. If you would like to add audio, confirm it is turned on and the correct input option has been chosen, as shown on right.
4. Once complete, press **stop** and preview your captured video.



#### Editing video(s) using Camtasia

5. Click **Save and Edit** – this will allow you to save the screen recording as a **Techsmith Recording File (\*.trec)** (This is a temporary working file).
6. This will save and open your video into the Camtasia timeline for you to edit.
7. You can now import other content (jpg etc) into the timeline to create your project.
8. For more information on editing, please view the [Camtasia tutorials](#).

### Saving and exporting your video ready to upload/publish

9. Remember to add a title screen as the first slide of your video so your students know the topic you are covering. You can find downloadable FedUni video title slides [here](#).
10. To export your video, click **Produce** (if you are still in Preview mode) or **Produce and share** in the Camtasia toolbar if you have edited your video.
11. Export Settings: **MP4 only (up to 720p)**.
12. Publish your video: [Find more information on this topic](#).

## Website Support:

### Getting started with your video/screencast:

#### What type of video are you creating and why?

- [Why and how to use video in your teaching:](#) View video types and examples

#### Pedagogy - Tips & Research

- [Best practice \(research\) in making educational video](#)
- [Tips for designing effective educational video](#)

#### Planning

- [Planning your video](#)
- [Timeframes, Scale and Production value](#)
- [Downloadable video resources and templates](#)

#### How to make...

- [How to make a basic video/screencast](#)
- [How to make an intermediate video/screencast](#)

#### Camtasia (Screen recording)

- [Camtasia at FedUni](#)

#### Editing and Publishing

- [How to edit video/screencast](#)
- [Publishing video/screencast](#)