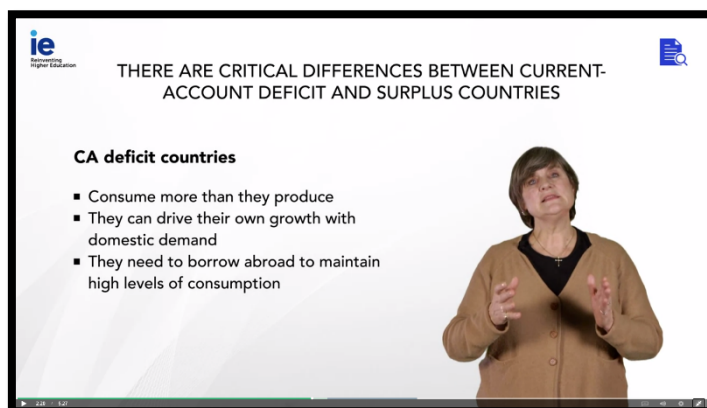# Your Guide for
# Creating Educational Videos Yourself

## Introduction
Why add videos to your learning paths? Videos are a great and easy way to standardize your teaching methodology and they are some of the resources that allow you to use your time in class more effectively, because you can include active learning techniques. This guide will walk you through the best way to create your own educational videos that you can add in different parts of your course to both help your student get ready for class or to be used after it. This short guide includes best practices, useful software and helpful tips from decades of online educational content creation at IE. Happy Recording!

## Pedagogical benefits in using videos for teaching and learning

Videos help foster mastery learning, since students can watch the video or fragments of it, as many times as need to fully understand the concept. They also create a threshold so all students come prepared, making in-class time more effective for practical and collaborative learning. The idea of the flipped classroom can be introduced assigning video lectures as homework and what traditionally used to be homework is today done in-class time.

## Types of Do It Yourself videos- All you need is a computer, a webcam and software.

### We can categorize the types of videos in the following three groups:
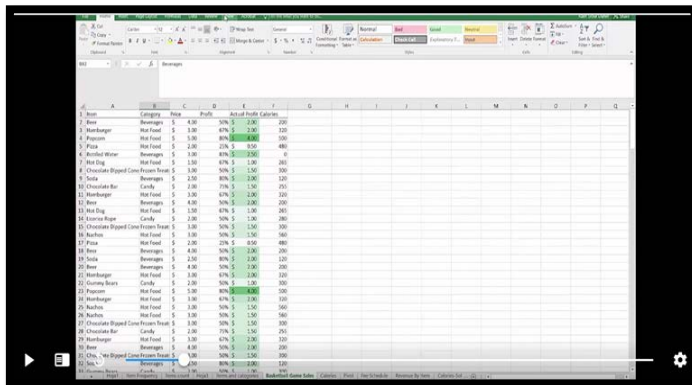


### Video concept-

These videos help your students understand a specific concept. Specifically, when a concept is complex, this video format allows students to revisit it until they fully comprehend it. You will be explaining that concept, theory or framework in the video.

### Video examples and application of concepts-

These videos help your students understand a specific concept in a practical way by using a real-life examples.
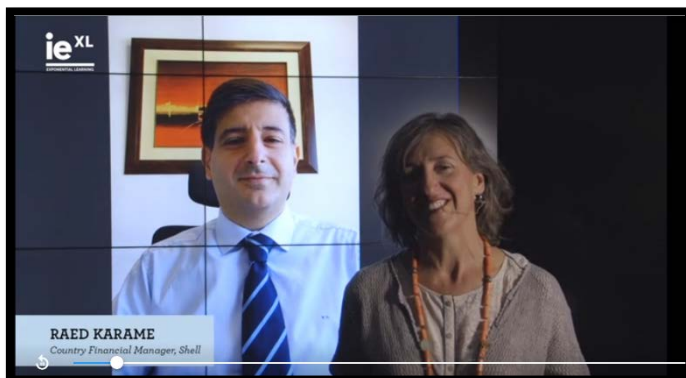
These two previous types of videos are not mutually exclusive. An ideal video explains a concept and uses at least one example of such.

## Video screencasts-



Screencasts are a practical way of showing your students how to work on something specifically. You just have to record your screen and walk them through step by step. These types of videos are commonly used to explain how to use a software or to solve an exercise using the software in question.

## Video interviews-



RAED KARAME
Country Financial Manager, Shell

Video interviews are a great way of showing your students theory put in practice. Think of someone who works in the industry and can explain how they apply a concept to their work. The key element in these types pf videos has to do with the questions you will ask and the answers you will get from the interviewee. It is important that you prepare the recording with your guest so that this person reinforces the concepts you want your students to master.

# Best practices for DIY Videos

## Preparation

Preparation is crucial as every word counts. Prepare a script or bullet points to follow, remember your time on camera is limited thus your videos have to be precise and to the point.

Practice before you record, so that you have your speech well-structured and thought out.

Feel comfortable in front the camera; you can select the best take of your video. You may use visual elements to reinforce your messages, as there are different options of software that allow you to include your slides in the recording.

## Keeping Your Audience Engaged

Use Storytelling Methods; do not forget that you are speaking to your students. Try to sound familiar and approachable to them. Include anecdotes and humor as well as metaphors for them to understand the concepts better.

Include Images, graphs and keywords

## Length

For video concepts/examples/screencasts, keep your videos from 3-15 minutes. If your message and script is well prepared, your students will watch the video until the end. While working on your scripts, please take into account that 1-minute of video is around 150 words.

For video interviews, keep your videos from 3-20 minutes.

## Clothing

Make sure that what you wear reflects the industry and topic you are representing

Dress comfortably, dress the way you would feel most comfortable dressing for a class.

Do **NOT** wear loud/large patterns, chunky jewelry, small dots or stripes that can be distracting or shine.

## Posture

Stay in a positive position- The more engaged you are with the camera the more your audience will be as well. The more you look directly into the camera, the better.

Use your hands- body language is important when explaining something to your students since they will remember the way you transmit it. Just like in face- to- face teaching.

# Recommended Self-Recording Software

**ZOOM** **(great for interviews)**

# How to set up for your recording for best quality

## Lights:

Avoid having natural light behind you while recording.

## Camera:

Install your camera or webcam at shoulder height and try to record from your waist up.

## Background:

Keep it Simple, avoid a background with too many colors or contrasts that attracts attention, try to have a clean background with none or few objects

## How to Share

You can create your very own YouTube channel and upload all your videos by just signing in to YouTube with your faculty@ie.edu or any Gmail account.

**Step 1:** Sign in

**Step2:** Click on the create icon on your upper right corner

**Step 3:** Click on Upload Video

**Step 4:** Click on Select File and upload the video you wish from your computer

**Step5:** Fill out details and video elements, and obtain YouTube video link from the visibility section.

**Step 6:** You can share this link with your students.