

Creating Videos for Your Class

Creating videos for your classes is a great way to make both the learning environment more welcoming and engaging. When students can see and hear their faculty member, there is an enhancement to the faculty-student connection – and may even make it more likely that students persist in pursuing their learning goals.

You can create short videos on a variety of topics. You could record a welcome video to greet students in the classroom, for example, or create a brief screen-cast video to explain a course concept that students sometimes find confusing.

Below are tips on creating a Welcome Video for your class. You can follow the same steps to create a video on any topic you think would be worthwhile for students.

Creating a Welcome Video for Your Class

A faculty welcome video can provide students with a sense of community and instructor support, and create a more relatable presence for students.

Creating a video for your class does not need to be an elaborate process. Most faculty report they are able to create welcome video in one or two hours the first time they do it – and the process gets easier after that. The resources below show how you can create a short, informal video that is easy to use in the classroom. (NOTE: Google Chrome works best for these steps.)

Accessibility: Your video must be ADA accessible for all students.

- [PPT. Quick Tips for Digital Accessibility](#)
- [Web Accessibility.pdf](#)
- [Useful Links to Accessibility Resources](#)

Step 1: Record Your Video Using Screencast-o-matic

Although you can use any recording tool you like, Screencast-o-matic is a free and easy to use tool that can be integrated with the Canvas LMS.

1. Install the free screen recorder at screencast-o-matic.com
2. Launch the free recorder > Record your video making sure that your face is onscreen.
3. Name and Save the video to your computer Fill in the Video Name & Video Description.
 - Video Name & Description should include the word Welcome

Step 2: Upload the Video to your Canvas classroom

Step 4: Drive Engagement and Relationship Building.

- Drive students to the video using an Announcement. Make sure they know where to find it!

Welcome Video Elements

Background/Aesthetics: Record in a well-lit area with no distracting background noise. Business Casual Dress.

Expression: It is important that students “see” your face and your demeanor is open and welcoming. Smile!

Authenticity: Please don’t strive for a “perfect” video! Students may be intimidated by you, so something “less than perfect” is just fine! Adopt a conversational and welcoming tone

Course Success Tips: What are the 3-5 things that students typically struggle with in the course? Provide students with information on those items and how to overcome the hurdles.

Answer FAQs: Address the common questions that you normally receive when teaching the course.

Concise: Keep your video under 5 minutes

Career Connection: Emphasize how the skills or knowledge the students acquire in the course connect to their career.

Personal Information: What personal information do you want to share to begin developing an authentic connection? It could be as simple as “all your favorites!”

Descriptive Speaking: A technique where you tell someone what they are seeing. When presenting a video, you describe what is happening in the video and tell viewers what they are going to learn. Pre-loading information in this way helps the viewer pay attention.

Additional Resources

- [Show Your Humanity](#) – a video in the *99 Tips for Creating Simple and Sustainable Videos* series by Karen Costa.
- [How Long Should Your Next Video Be?](#) – brief article on video length and engagement.
- [Designing Multimedia Presentations for Your Course](#) – brief article on multimedia course recommendations by Dr. Steven Crawford.