

# Best Practices for Planning and Recording Instructional Videos

## Planning an Instructional Video:

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How does your instructional video connect to the learning outcomes (objectives) for your course?

**Note:** Since instructional videos are designed to support learning; they should align with, or support, one or more learning outcomes for the course. This is a key distinction between a marketing video and instructional video.

What learning activities, or interactions, are planned that could generate evidence of student learning as a result of watching the instructional video?

- Are students required to summarize or reflect on the video content?
- Do students work in groups to generate a “key points” list?
- Do students have the opportunity to share “burning questions” or request assistance of peers/instructor?

How will you know students have learned what is depicted in the video?

- Have you planned a pre- and post-assessment to measure changes in student learning?
- If you have pre- and post-assessments, do they include at least one question focused on the content covered in the instructional video?
- Do you have a survey or other low-stakes assessment planned to gather qualitative data regarding the instructional video?

How are you planning to make the video available and accessible?

- Are you preparing a script, or transcript?
- Are you hiring a transcription service to caption, or transcribe, the speaker(s) in the instructional video?
- Are you using Cielo24, (via Kaltura Mediaspace), YouTube or other captioning service? If so, have you allocated final editing time to remove erroneous words?
- Do you have a video reviewer (evaluator, troubleshooter) available to confirm that your instructional video is working, playing, downloading, etc. as it should for students?

Do you plan to conduct action research to evaluate the effectiveness of the instructional video?

- Did students participate more in class with respect to this video?
- Did students provide more, or different, feedback regarding the video?
- Did student grades improve after viewing the video?
- Other areas?

### **Instructional Video Integration Checklist:**

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Where will this video be used? (online, on computer or mobile device, etc.)

How often will this video be used? (one class, multi-classes, one term, multi-term, etc.)

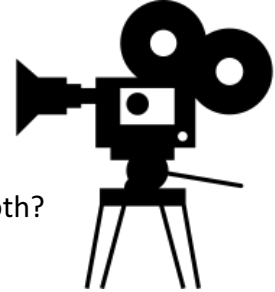
Where will video be stored?

How long will video be retained or archived?

What are the learning objectives (goals, outcomes)?

How will learning objectives be assessed?

Are you planning to interact/participate in the video, shoot the video or both?



### **Video Camera Checklist:**

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Which camera will you use? Do you have sufficient batteries, memory cards, flash drives?

Does the camera include the functions/features you need?

What format does the camera natively generate? (.mov, .mp4, .avi, etc.)

Will a tripod be needed?

Do you have a mount specifically for your device (camera) to attach to the tripod?

Do you need an external microphone?

### **Room/Environment Checklist:**

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Where is the center of attention?

What obstacles (consider visual, audio) are in the room? (fans, poor lighting, vents, etc.)

What accessibility, safety and deployment considerations are needed?