



# How to Make Quality Videos

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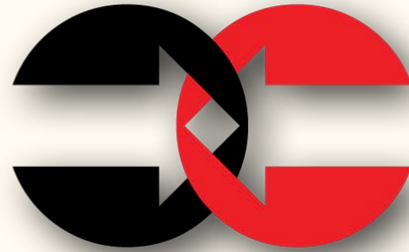
Or: How Not to Look Like a Dork!

Mara Driscoll, Instructional Designer

The Curriculum Center for Family and Consumer Sciences

Texas Tech University, Lubbock, TX

## Webinar Sponsors



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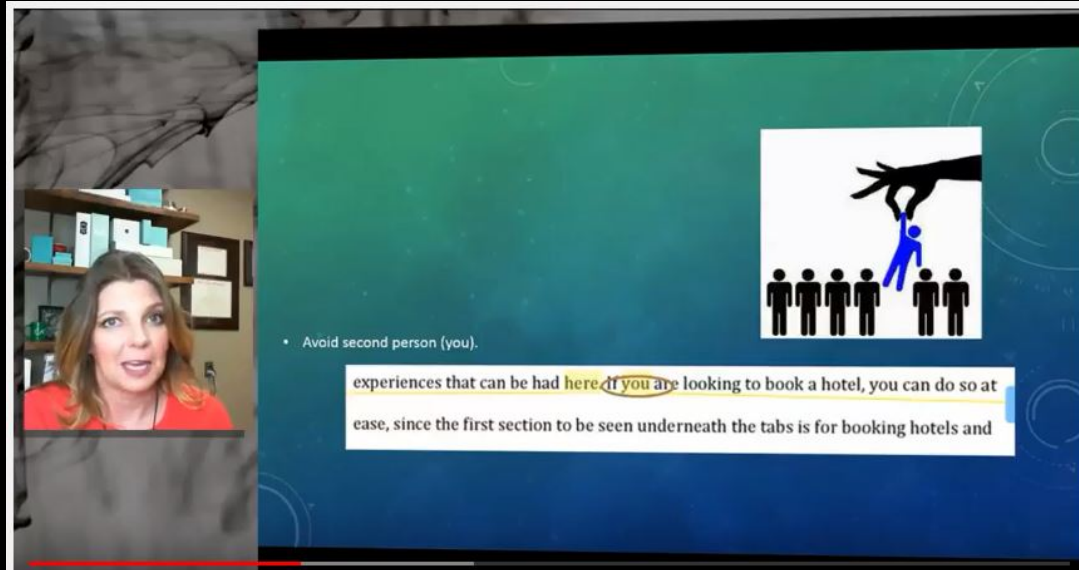
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# Domo arigato, Mr. Roboto – Humanizing the message

## Emotional Expressions

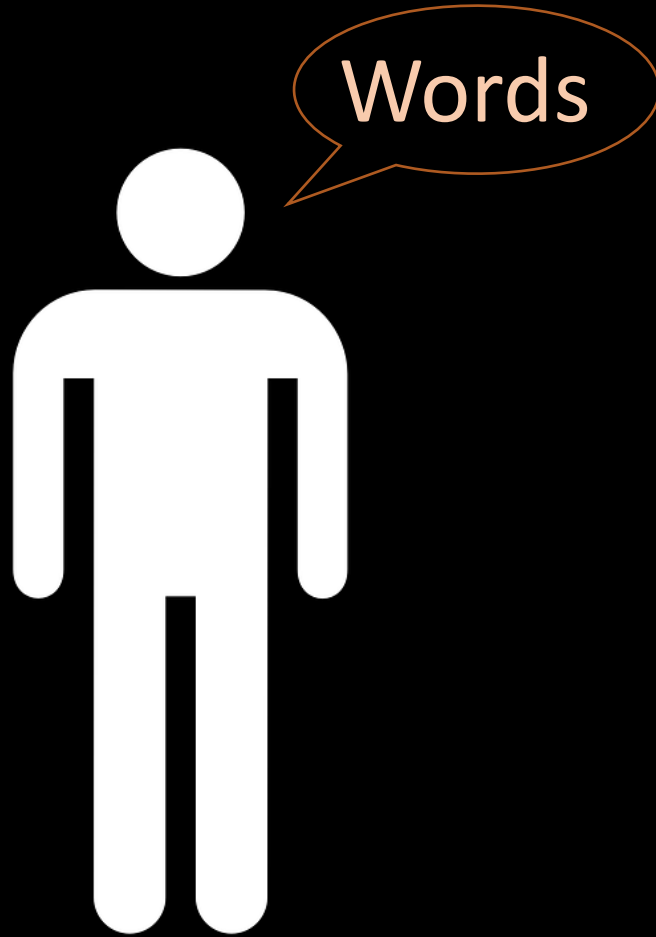
## Text



You need to be very selective and determine who your audience is – whether or not you need to be using *you*.

In academic writing you will not be using you. Okay?

# Picture Superiority Effect



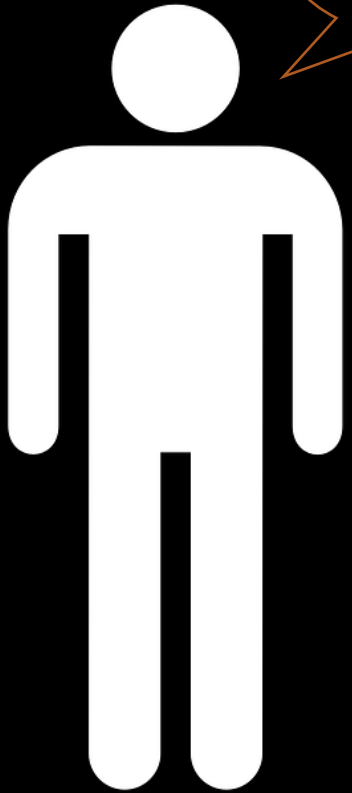
3 days later...

10%



# Add pictures (videos!)

Words



1. CHOOSE THE 'MY GRADES' OPTION ON THE MENU.

The screenshot shows a video call interface. On the left, a woman with brown hair tied back is smiling. On the right, a presentation slide is displayed. The slide has a blue background with white text and a yellow header. The text reads: '1. CHOOSE THE 'MY GRADES' OPTION ON THE MENU.' Below this is a screenshot of the Texas Tech University 'Course Homepage'. The 'My Grades' option in the left-hand menu is highlighted with a red box and a green arrow. The main content area of the screenshot shows an 'INTRODUCTION' section with a welcome message and a 'COMMUNICATION' section with contact information.

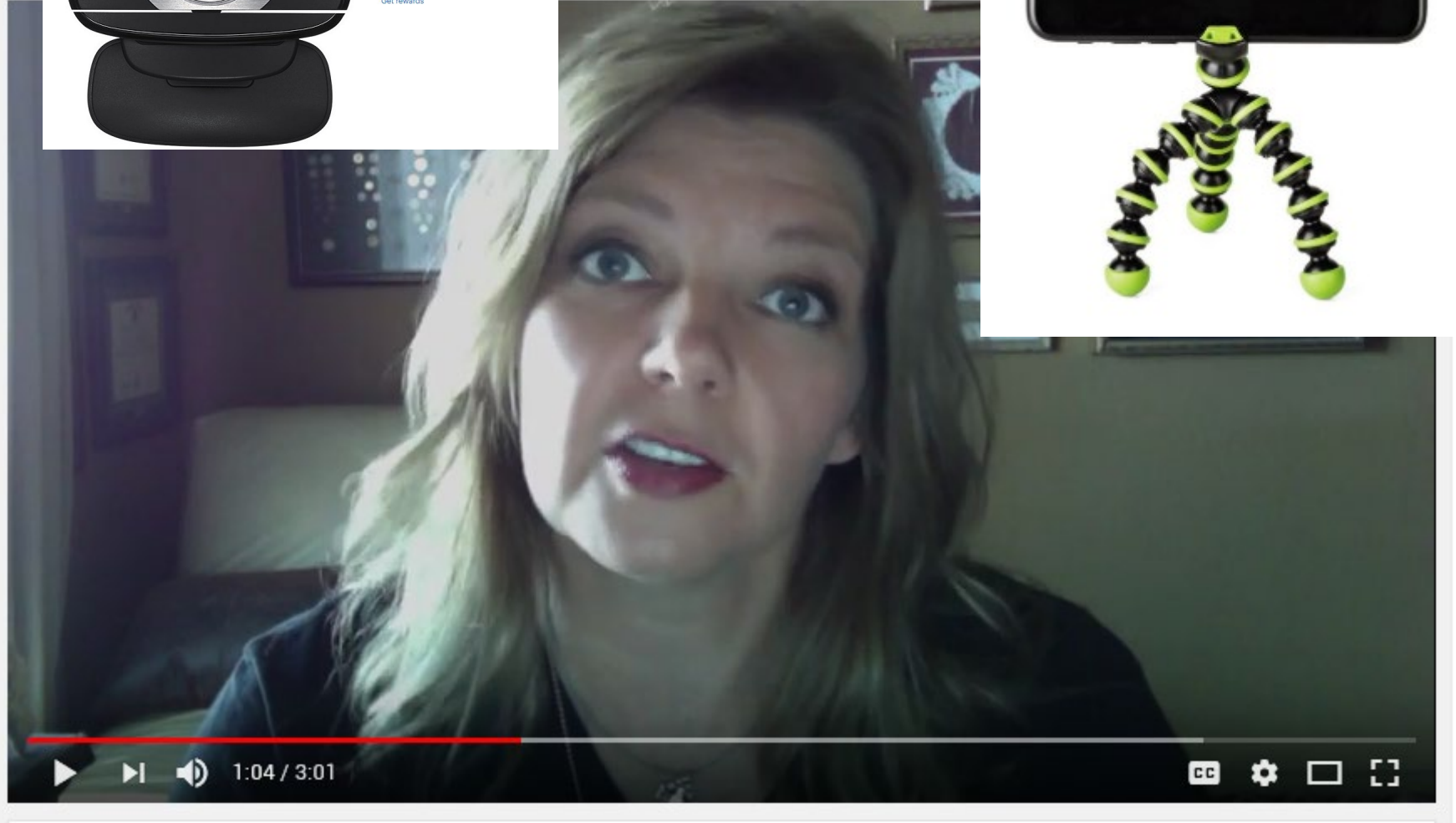
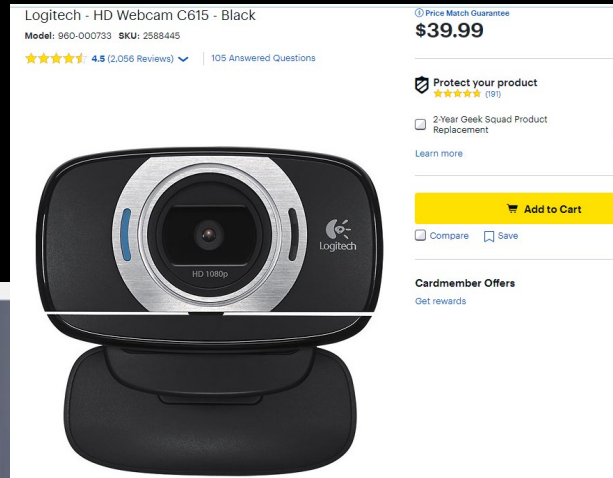
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# Equipment:

- Light
- Camera
- Tripod
- Microphone
- Teleprompter

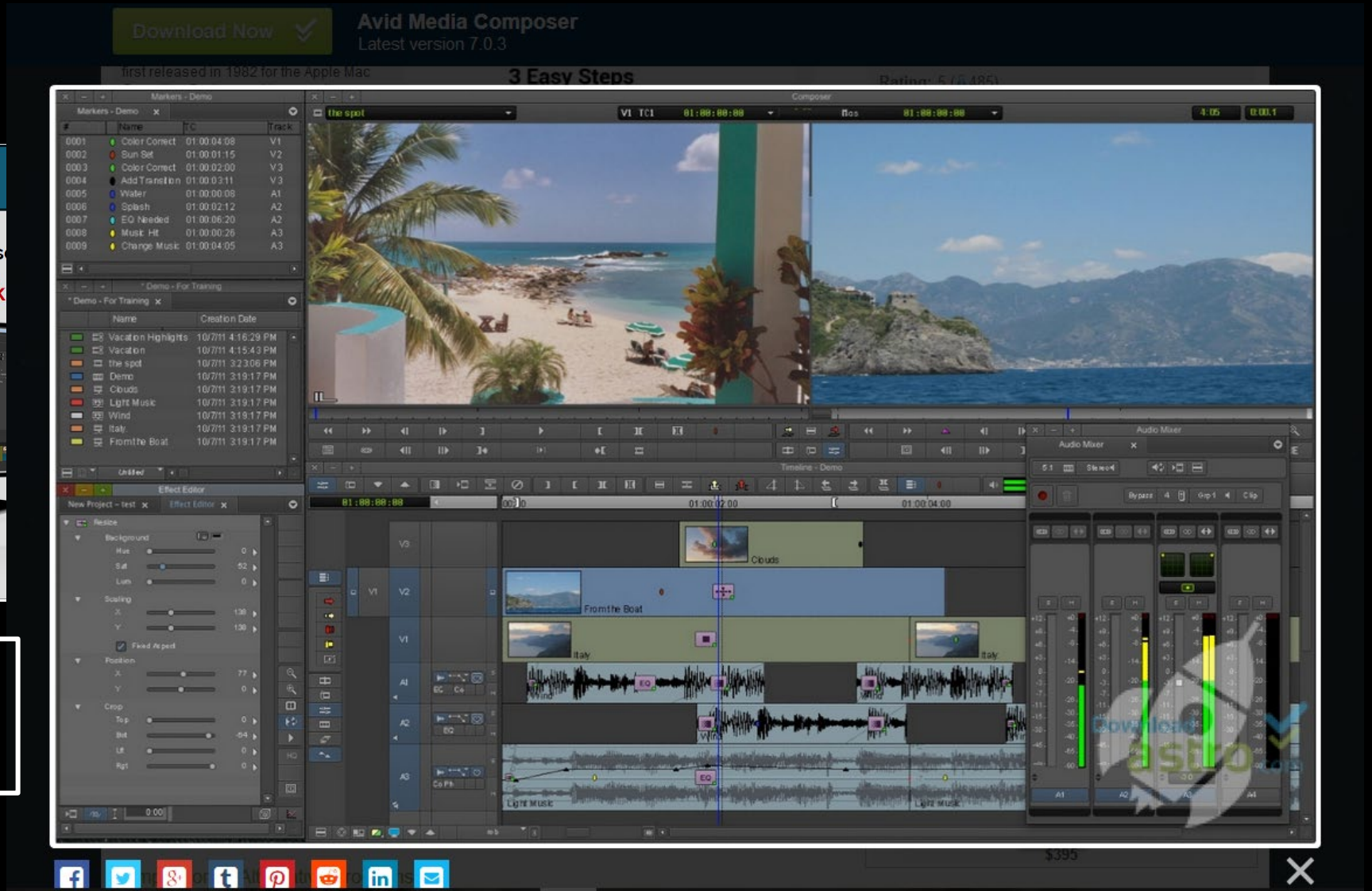




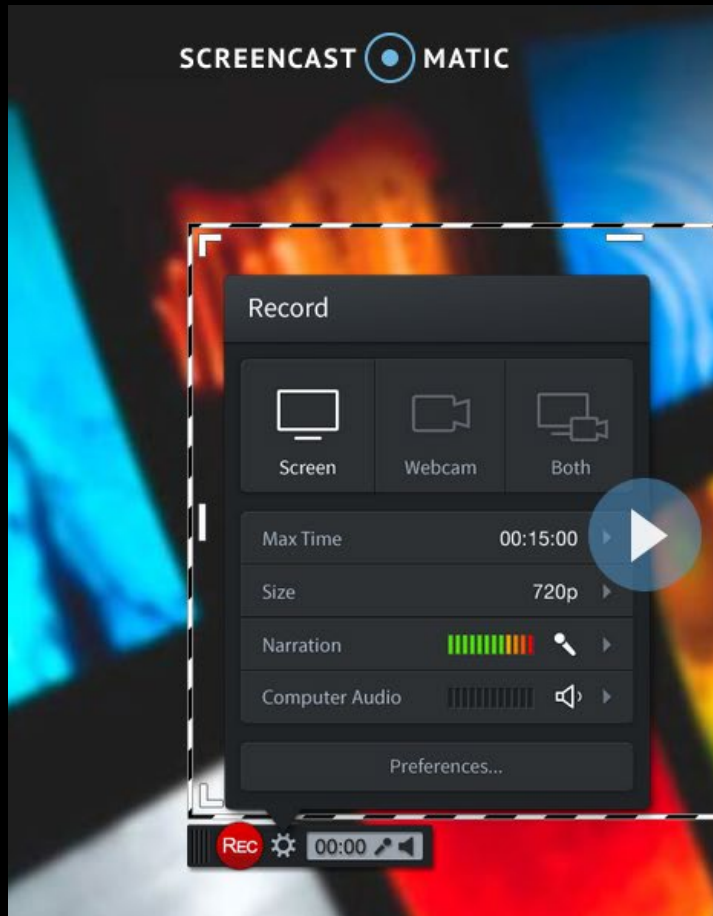
# Software:



Check out: Top 5 Best FREE  
SCREEN RECORDING Software  
(2020) YouTube video

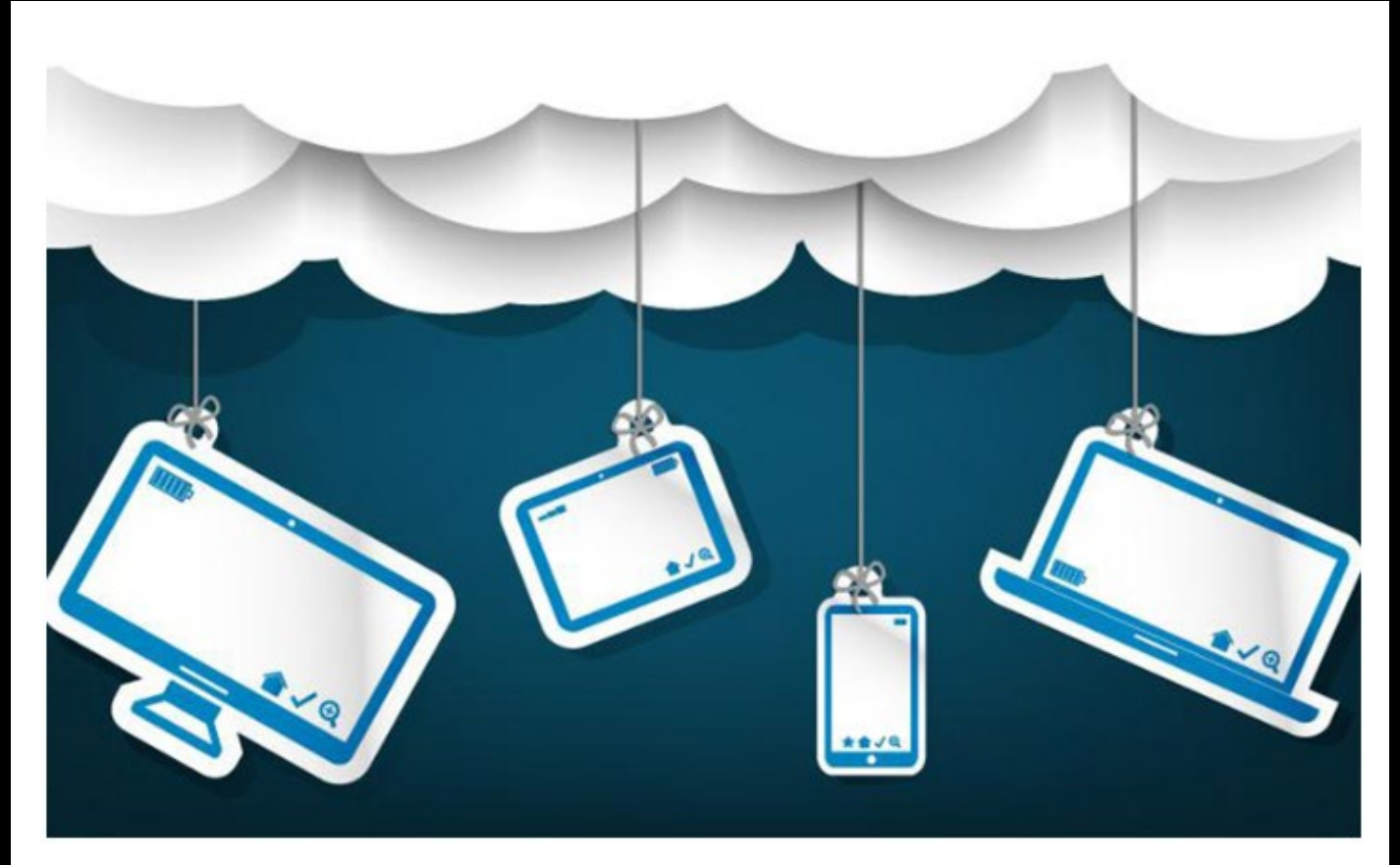


# Software:



# Where will your videos live?


- LMS/School Server
- YouTube
- App
- Desktop



# Time:

- Storyboard & Scripts: Yes!
- Practice: Of course!
- Learning curve: Indubitably!

# Storyboard/Script:

1. Who is the audience?
2. What is the topic? Just pick ONE
3.  Show *and* Tell
4. Practice

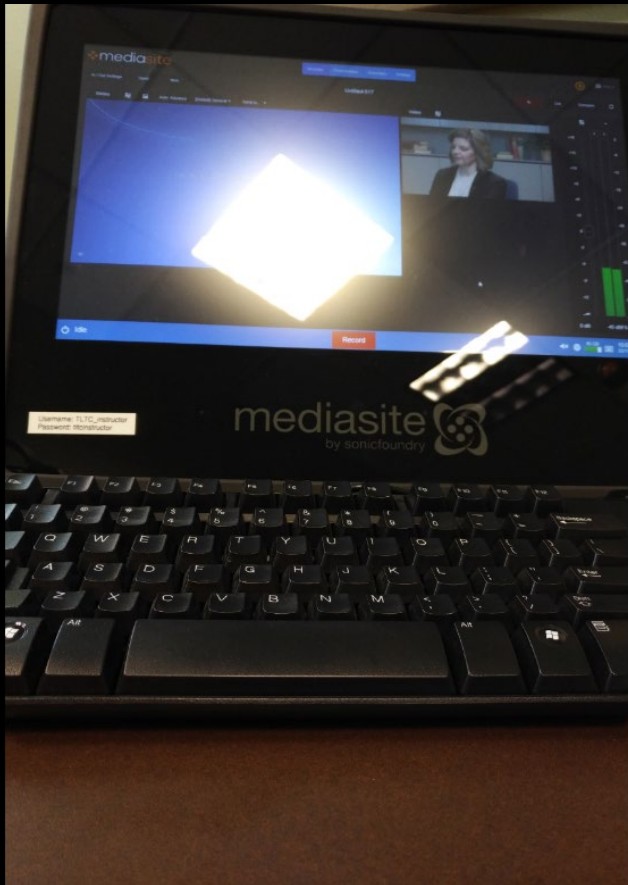
## Script: APA Citations Feedback

	Say	Action
1	Hello 4341, let's talk about APA internal citations.	Just the face
2	I have some examples for us to discuss and some compliments!	Intro slide
3	In this example, see that there is a period here, inside the parenthesis, and then again on the outside	Click slide to show inserted arrows to point to both periods.
4	Let's look at this example of what it should look like using this same information.	Click slide to show improved example
5	Now let's talk about the bravos!	Click to advance slides to student examples of correctly done citations.
ETC.....		



# Practice:

- TLPDC Studio





Lighting can be  
tricky...





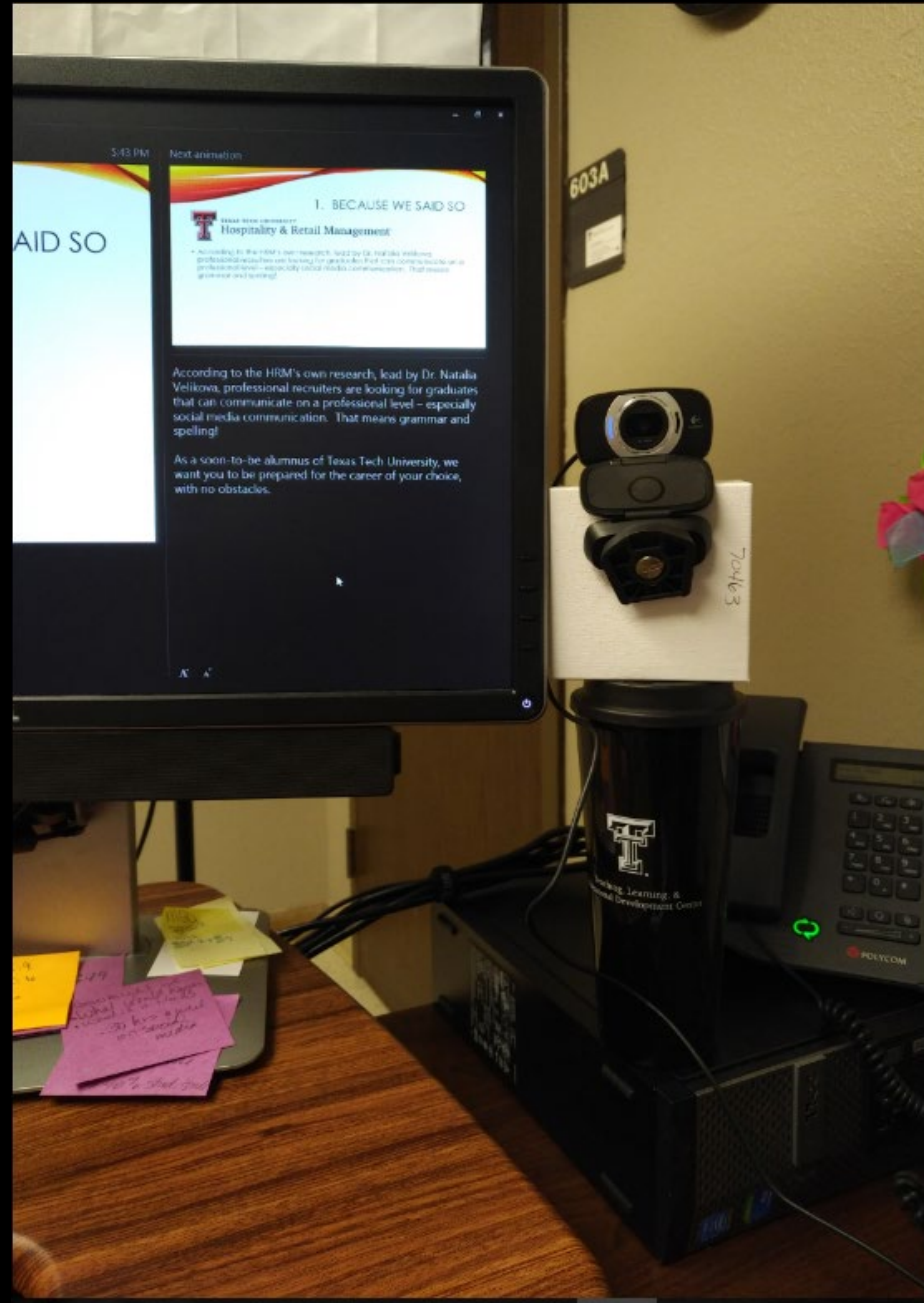
An instructional video  
does not mean reading  
the PowerPoint or the  
assignment

It does mean *showing  
and telling*





# Practice:



# Section 508 of the Rehabilitation Act of 1973

## Section G: Sites containing Audio/Video

ID	Requirements	Traceability to 508	Result
G1	Do all audio only or video only (video without any sound) files have an accurate transcript?	<a href="#">WCAG 2.0</a> <a href="#">Success</a> <a href="#">Criterion 1.2.1</a>	
G2	Do all videos have accurate and synchronized captions?	<a href="#">WCAG 2.0</a> <a href="#">Success</a> <a href="#">Criterion 1.2.2</a>	
G3	Are there any informational parts of the video that require audio description to be understood by users with limited sight and if so, is a second version with <a href="#">audio description</a> available	<a href="#">WCAG 2.0</a> <a href="#">Success</a> <a href="#">Criterion 1.2.5</a>	
G4	Is there a way to turn off sound that automatically plays for more than 3 seconds?	<a href="#">WCAG 2.0</a> <a href="#">Success</a> <a href="#">Criterion 1.4.2</a>	

95%

# Closed Captioning:

YouTube

MovieCaptioner by Synchrmedia (free 14 day trial, then \$50 for life)

3<sup>rd</sup> party providers: 3Play Media, Rev.com

# Let's Sum Up:

The Three: equipment, software, time

Use a Storyboard and Script

Practice

SMILE

Video Storage and Sustainability

Accessibility

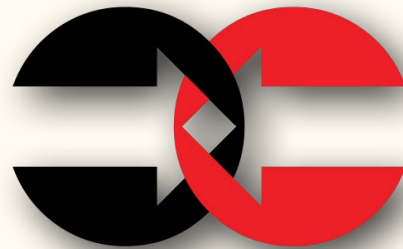
**Remember:** This is your first time! Give yourself a break.



# Additional Resources for Online Learning

The Curriculum Center for Family and Consumer Sciences Resources, <https://www.depts.ttu.edu/hs/ccfcs/online-resources.php>

Digital Promise, <https://digitalpromise.org/online-learning/online-learning-resources/>



# Upcoming Webinars

Date and Time	Topic	Presenter
Tuesday, 3/31, 7:00 pm CT	Pear Deck for Google Slides	Kristie Storms
Wednesday, 4/1, 7:00 pm CT	Collaboration Tools and Resources in Learning Management Systems	Cindy Miller
Tuesday, 4/7, 7:00 pm CT	Tips for Making Quality Videos	Mara Driscoll
Wednesday, 4/8, 7:00 pm CT	LiveBinders for Active Learning	Gencie Houy



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What webinars topics do you need?

Please answer our two questions

<https://tinyurl.com/vvb xmm9>

