

# Making online videos for library instruction

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## Purpose

By the end of this presentation, you will be able to create instructional videos using free, low cost, and readily available software.

Here are some sample videos:

<http://www.lib.berkeley.edu/CHEM/instruction/pubchem/>

The tools you need are:

- Word processing and presentation software. A free software option is OpenOffice.org. <http://www.openoffice.org/>
- Free software and free online services for developing audiovisual materials
- \$9 for a screen recorder service
- Microphone

If you're interested in specialized software for instructional video production, please examine:

- Adobe Captivate
- Camtasia Studio

## Overview

### Plan your class

1. Plan your approach
  - 1a. Reflect upon instructional best practices and your instructional style.
  - 1b. Translate them to the online video environment.
2. Identify a topic suited for video instruction by reflecting upon the benefits and disadvantages of this medium.
3. Write a detailed script of your lesson plan. Decide which components will be lectures and which components will be demonstrations.

### Make audio and visual materials

- 4a. For lecture components, make presentation slides and audio recordings. (In the video, you will show a slide and play an audio recording of your lecture.)
- 4b. For demonstration components, uses a screen recorder to (1) video record your computer screen during a demonstration and (2) to audio record your explanation.

### Assemble the video

5. Join the audio and visual components together, edit, and publish your video.
6. Post videos online.

### Encourage use

7. Publicize

## 1a. Consider best practices for library instruction

What is your best tip for instruction?

Alternatively, think about a really good class experience. What made it great?

## 1b. Translate instructional events to the online video environment

Asynchronous, online video environments may lack the interpersonal engagement, choreography, and feedback of classroom instruction. Try to address these deficiencies in your video.

For example, here are some instructional events and some potential adaptations for online video environments.

<b>Instructional event **</b>	<b>Adapting it to the online video environment</b>
Gaining the learner's attention	Creating short videos with a problem-based focus
Informing the learner of the objective	Defining the learning objectives clearly
Stimulating recall of prerequisite learning	Discussing background issues and relating the lesson to prior instruction or knowledge
Presenting the stimulus material	Playing audiovisual recordings of lectures and demonstrations
Providing learning guidance	Developing videos from a lesson plan that addresses these instructional events
Eliciting the performance	Giving step-by-step directions Explaining applications of the instructional content
Providing feedback about the performance	Anticipating learning difficulties and providing responses Recommending related instructional resources
Assessing the performance	Providing contact details and communication channels for learner questions
Enhancing retention and transfer	Summarizing content Providing a table of contents to help learners find and review sections of the video

\*\* Instructional events identified by Gagne and Briggs (1979) as outlined in <http://www.tcc.edu/faculty/webpages/yyong/lldesign/events.htm>

## 2. Identify a topic for online video instruction

To determine whether your topic is suited for online video instruction, reflect upon the nature of your class.

- Do the advantages of online videos respond to your needs?
- Are the disadvantages too restrictive?

<b>Advantages of video instruction</b>	<b>Associated benefits for instruction</b>
Permits extensive demonstrations in an online environment	Helps teach topics that are difficult to explain in words Facilitates demonstration-based instruction
Facilitates self-directed learning	Permits anytime, anywhere instruction Provides instruction at the point and moment of need for learners
Reduces effort for ongoing instruction	Videos can be used over and over again, so they reduce the effort for teaching recurring classes and the effort for responding to frequently-asked questions Increases classroom discussion time since the instruction of practical library skills is delivered via video
<b>Disadvantages of video instruction</b>	<b>Restrictions imposed</b>
Compared to classroom instruction, there is less interactivity	Discussion-based learning is difficult to conduct
May require extensive preparation	Revisions may need extensive effort Preparing instructional videos for immediate use (such as “next week”) is difficult

### 3. Write a script

Plan ahead by writing a script of what you'll say and do in your lesson.

#### Procedures

- Decide which components of your lesson will be lectures and which components will be demonstrations.
  - Lectures facilitate the quick communication of a lot of content.
  - Demonstrations are good for showing detailed procedures and techniques.
- When writing your script, think about the slides you will create and the types of demonstrations you will do. Make notes about their placement and design.

#### Tips

- Try writing a script that you will read verbatim during audio recording. This script can be reused for the closed captioning of your video.
- Write in short sentences. When read aloud, short sentences may be easier for learners to listen and process.
- How you write for speaking can be different from how you write for reading. Therefore, when you edit your script, read it aloud to assess the vocal style and tempo.

## 4a. For lecture components, make slides and audio recordings

For the lecture components of your video, you will show a presentation slide and then play an audio recording of your lecture.

### Procedures

1. Make your slides with presentation software like PowerPoint.
2. Save each slide separately as an image. To do this in PowerPoint, select File and then Save As. Beneath "Save as type," select PNG, and then click Save.
3. Audio record your lecture. Each audio recording should cover the content of one slide only.
  - Try Audacity, the free audio editor.  
<http://audacity.sourceforge.net/>
  - Click the record button, speak, and then click the stop button. Afterwards, export the recording as a WAV file.
  - Advanced tip: You can remove background noise.
    - Select a portion of the audio track that is background noise only.
    - Afterwards, select Effect, then Noise Removal, and follow the directions.

### Tips for making presentation slides

- Minimize the text. Try writing with bullet points and in note form.
- Create title slides for the subsections of your lecture. This will serve as pauses for the video.
- Add images and figures for both explanation and decoration. Here are sources of images:
  - Copy images you see on your computer screen with Jing, a free software. <http://www.techsmith.com/jing/>
  - In PowerPoint, there is a searchable collection of clip art.
  - Draw a picture and then scan or digitally photograph it. Insert this into your slide.
  - Search Google or Yahoo Images. There are filters to find images that permit reuse and adaptation.
  - Advanced tip: Use the free GIMP graphics editor to modify images. <http://www.gimp.org/>

## 4b. Record demonstrations with a screen recorder

### Overview

- Screen recorders let you make audio and video recordings of your computer demonstrations.
- Screencast-o-Matic is one option. It is free, web-based software. However, if you wish to remove the corporate watermark and record up to 1 hour of video, subscribe to the Pro version for \$9/year.  
<http://www.screencast-o-matic.com/>

### Procedures

- Visit <http://www.screencast-o-matic.com/>
- To begin recording:
  - Click the Create button
  - Adjust the screen size
  - Click the record button
- When you're done recording:
  - Select Export Movie
  - Select the Type as Windows Media Player (AVI)

### Tips

- Say less. Instead of saying, "From the main menu, select options, and then select launch" - try saying, "main menu ... options ... launch." This reduces the audio clutter.
- Try speaking slowly with pauses to facilitate listener comprehension.
- Try the optional web camera in your recordings.
- After hitting the record button, pause for a few seconds before speaking. Pause again before you stop recording. These audio gaps give learners a moment to collect their thoughts and to examine the screen image.
- Advanced tip: You can extract the audio and the video from a screen recording. This lets you edit the audio portion of a video, such as removing any background noise. For details, please contact Jeff.

## 5. Join the audio and visual components together, edit, and then publish your video

Use the Windows Movie Maker software to join together your presentation slides, audio recordings, and screen recordings.

- This software is a free download. For UCB Library staff computers, here is the Windows XP-compatible version:  
<http://www.microsoft.com/windowsxp/downloads/updates/moviemaker2.msp>

### Procedures

- For instructions on using Windows Movie Maker, visit:
  - <http://www.microsoft.com/windowsxp/using/moviemaker/getstarted/default.msp>
  - <http://www.microsoft.com/windowsxp/using/moviemaker/create/default.msp>
- In short, you will:
  - Import your audiovisual components.
  - Arrange these components along the timeline.
  - Publish the movie. Under “Finish Movie,” select Save to my computer.

### Tips

- Insert short gaps in your video (i.e., sections with no audio track, no new content, and no new video). This leaves time for viewers to process their learning.
- Under “Edit Movie,” try video effects or video transitions.
- If your computer runs on the Windows Vista or Windows 7 operating systems, try using Windows Live Movie Maker. This provides greater options for video quality including high definition.  
<http://explore.live.com/windows-live-movie-maker?os=winxp>

## 6. Post videos online

Upload to a video-sharing website. Below are some options:

Service	Restrictions
YouTube <a href="http://www.youtube.com/">http://www.youtube.com/</a>	maximum file size = 2 GB maximum time length = 15 minutes
Vimeo <a href="http://vimeo.com/">http://vimeo.com/</a>	Weekly upload limits: 500.00MB and 1 high-definition video only

### Tips for YouTube

- Create a hyperlinked table of contents in the video's "Description" section.
  - Follow this template: [start time as mm:ss] section title
  - For example: [7:55] Boolean operators
- Advanced tip: Add closed captioning by uploading your transcript. Details at <http://tinyurl.com/26r6exe>

## 7. Publicize

- Inform patrons of your videos through listservs, announcements, and other messages.
- Embed videos into web pages. To do this in YouTube, go to your video, click the Embed button, copy the HTML code, and then add to your web page.