



Lights, Camera, Learning: Creating Effective Educational Videos

CONTACT

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01

Introduction

Assumptions about your videos

02

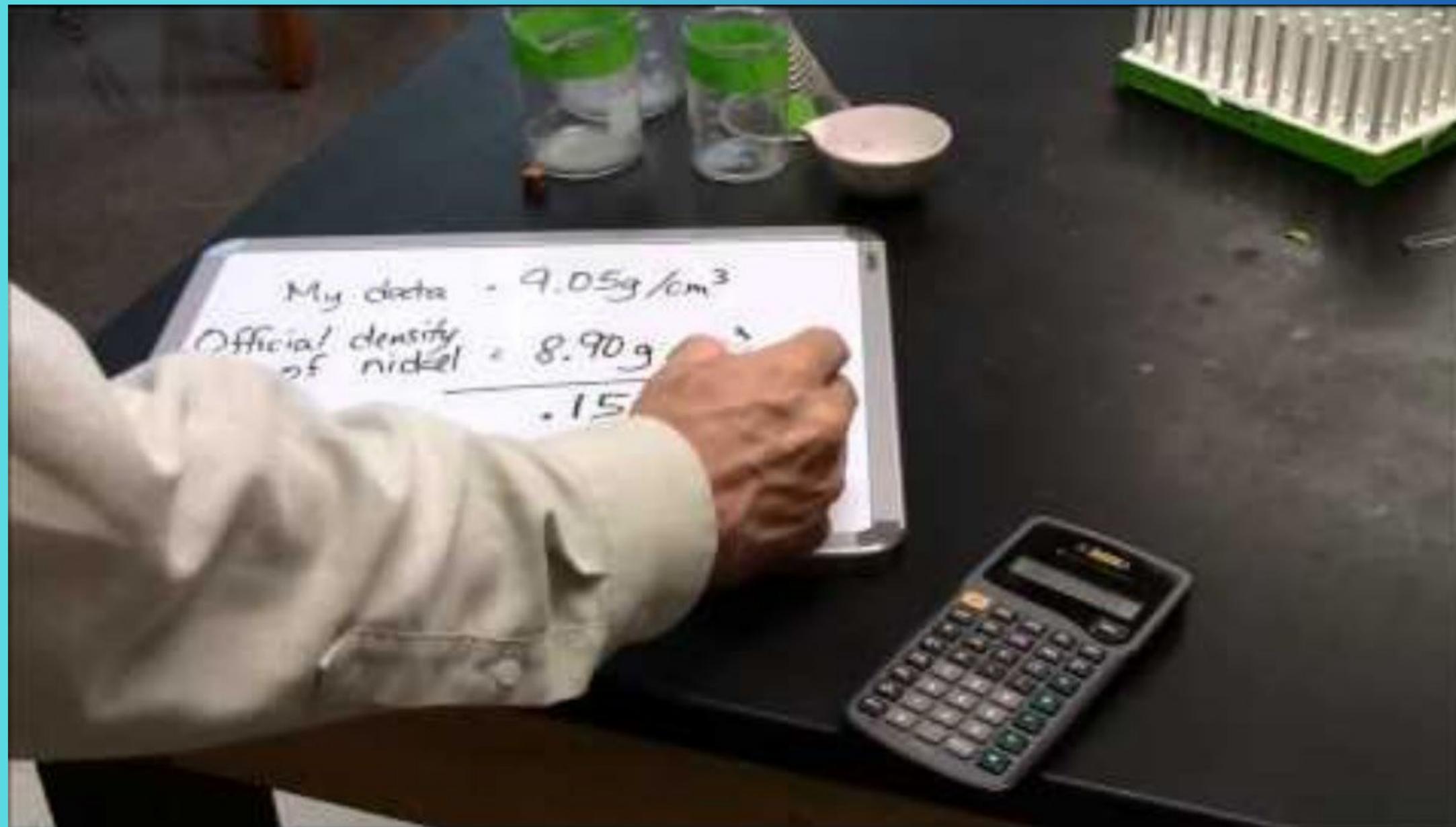
What makes highly effective educational videos?



Designed for the Web



LowTech – Delivers Message



Communicate, Don't Regurgitate!

— John Orlando, PhD



Grabs and Sustains

Attention

Today's Topic

- How sensation is integrated in the brain
- The role of experience in developing visual perceptions
- How sensory integration is processed within various regions of the brain
- The role of evolution in sensory process development
- Whole language linguistic cues to word meaning

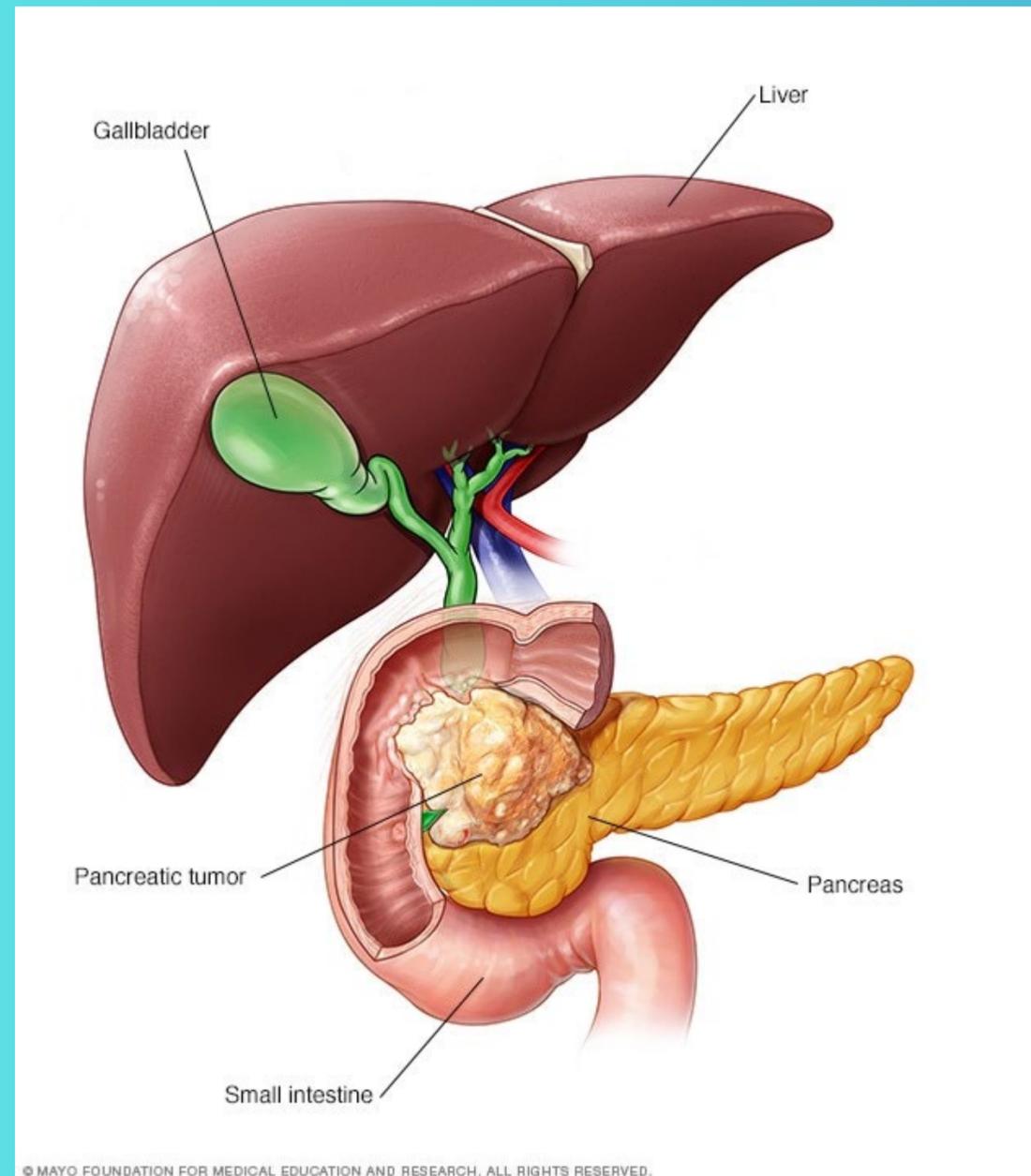
classhook.com

Use Imagery to Amplify Your Message

Picture superiority effect



Pancreatic Cancer



Symptoms

- Belly pain that spreads to the sides or back.
- Loss of appetite.
- Weight loss.
- Yellowing of the skin and the whites of the eyes, called jaundice.
- Light-colored or floating stools.
- Dark-colored urine.
- Itching.
- New diagnosis of diabetes or diabetes that's getting harder to control.
- Pain and swelling in an arm or leg, which might be caused by a blood clot.
- Tiredness or weakness.

Tell a Story



Be
yourself

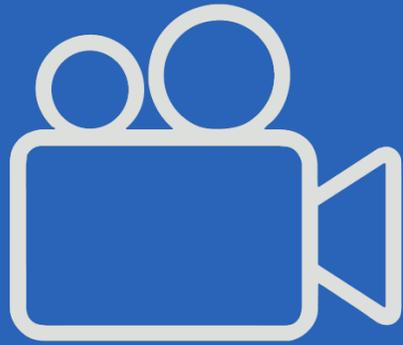


03

Tools and Other Considerations

For creating videos

Hardware



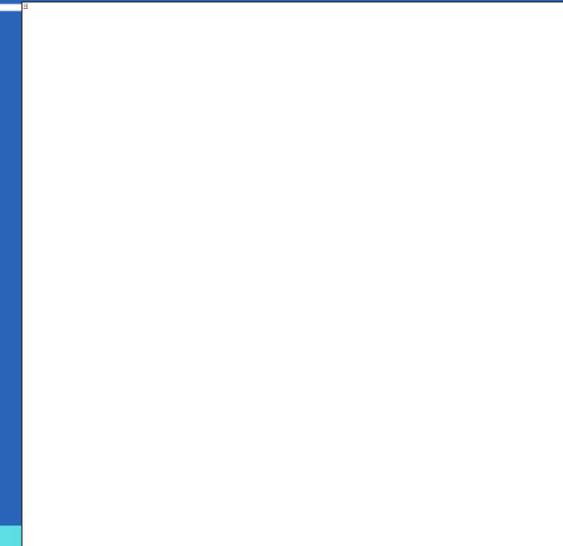
Cameras

webcams, tablets,
smartphones, document
cameras, lightboard



Microphones

Headset over webcam



Lighting

Don't turn your back on
lighting

Location!

- Quiet
- Lighting
- Background
- Clothing

Software



04

Testing and Quick Tips



Do a test run every time!

— Jennifer Albat

Educational Video Checklist





05

Editing

06

Review

Resources

ClassHook - <https://www.classhook.com/>

<https://www.vanderbilt.edu/brightspace/2016/04/04/considerations-for-effectively-creating-educational-videos/>

Orlando, John (2018). The secrets to making great educational videos. Presented on August 9, 2018, at the Distance Teaching & Learning Conference.

Presentation Link

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