Video tips to think about before we begin

Do what works for you.
Set-up a (semi)-permanent recording area.
Make folders for projects, graphics, and audio files.
If you make a mistake, don’t stop. Pause, do the last bit over and keep going.
Prefer to use a wired audio input or a hi-quality mic.
Write down the first two sentences of your narration.
Make lots of videos.
Do what works for you.
Teaching with Videos
Tips to Create, Use, and Manage Videos in your Course

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Choices

- Quick reference information
- Required; external rewards
- Extrinsicly motivated
- As short as possible
- Segmented

Where are your videos on the continuum?

Choices

- Narrative journey
- Internal rewards
- Intrinsically motivated
- As long as needed
- Don’t stop!

Join us now at pollev.com/mattounc
Maximize your time

• **Stage 1: Planning, 30% of your time**
  • Content; format; equipment; environment

• **Stage 2: Production, 20% of your time**
  • Filming; graphics; media; sound

• **Stage 3: Post-production, 50% of your time**
  • Editing; processing; storage; distribution

• **Stage next: Analytics and assessment**
Which video formats interest you?

• Physical demonstrations
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- Physical demonstrations
- Voice over PowerPoint or other presentations
Which video formats interest you?

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• Lecture
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• Interactive whiteboard w/audio
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- Other screencapture: software demos (like SPSS, Excel)
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- Interactive whiteboard w/audio
- Other screen capture: software demos (like SPSS, Excel)
- Ready for the Oscars
Assessment

*How will you know if students watch and understand the content?*

- Keep videos short (<7 minutes)
- Interspersed interaction, reflections, quick assessments
- Watch your analytics
Featured Software and Procedures
Zoom

What does it record?
Screen capture (thus camera and audio too)
Mouse movements/annotations

Editing:
Limited to trimming the start/end of cloud recordings;
* Does not trim the downloaded recordings

Features:
Annotation and pointer tools
Saves to the cloud or your local machine

Captions:
- Live captions are OK
- Good audio transcript
- Automatic to Warpwire if zoom cloud connector is enabled (and not HIPPA restricted)
Record >> Edit >> Deliver

- Zoom
- MS Stream (O365)

MS Stream: Office 365 App

*What does it record?*
Screen capture
Camera and audio capture
Mouse movements
*Requires Google Chrome browser*

*Editing:*
Limited to trimming the start/end

*Features:*
Up to 15 minutes for each recording
Saves to the cloud

*Captions:*
Free, editable, exportable captioning!
### Camtasia

**What does it record?**
- Computer Screen capture with audio
- Camera and microphone
- Embeds itself in PPT for voiceover (PC)
- Mouse movements

**Editing:**
- Multi-track timeline editing
- Add additional text/titles, images, callouts, audio, screen focus, transitions
- Video overlay with another video

**Features:**
- Easier to learn; -Easy exports

**Captions:**
- May add captions manually or with file upload (convert zoom vtt to srt file)
Record >> Edit >> Deliver

- Zoom
- MS Stream (O365)
- Camtasia ($)
- Others
  - PowerPoint
  - Warpwire
  - Quicktime (Mac)
  - Windows 10 Xbox app
  - OBS
Speaking of whiteboards...

• Zoom
• iPad extensions
  • Zoom
  • Camtasia
• Explain Everything
Record >> Edit >> Deliver

• Zoom
• MS Stream (O365)
• Camtasia ($)
Record >> Edit >> Deliver
Adobe Rush

What is it?
- Scaled down version of Premiere Pro
- Multitrack editor

Editing:
- Edit existing videos
- Add additional text/titles, images, audio

Points of interest
- Much easier to learn and manage than Premiere Pro
- Part of Adobe Creative Cloud (software.unc.edu)
Record >> Edit >> Deliver

• Adobe Rush
• Adobe Premiere Pro

Adobe Premiere Pro

What is it?
- Fully functional, multi-track professional level video editing program

Editing:
- Edit existing videos
- Capture video from an external camera
- Connects well to other Adobe apps: Photoshop, Audition, After Effects, ...

Points of interest
- Harder to learn
- Requires understanding of digital video pre-sets, filetypes, export options
Record >> Edit >> Deliver

- Adobe Rush
- Adobe Premiere Pro
- Camtasia

Camtasia

**What does it record?**
- Computer Screen capture with audio
- Camera and microphone
- Embeds itself in PPT for voiceover

**Editing:**
- Multi-track timeline editing
- Add additional text/titles, images, callouts, audio, screen focus/blurring, transitions
- Video within a video

**Features:**
- Easier to learn
- Easy exports

**Captions:**
- May add captions manually or with file upload (convert zoom vtt to srt file)
Record >> Edit >> Deliver

- Zoom
- MS Stream
- Camtasia ($)

- Adobe Rush
- Adobe Premiere
- Camtasia ($)
Video Storage and Delivery Options

• Zoom

Storage
- Record to the cloud directly from Zoom
- Set your access options (on/off)
  - UNC authenticated
  - Password
  - Downloadable
  - Expiry date

Delivery
- Provide students with a recording link
  (includes link to audio transcript)

Reporting / analytics:
• Who (if authenticated)
• How many views
• How many downloads
• Date stamp
Video Storage and Delivery Options

• Zoom

• Warpwire in Sakai

**Sakai Warpwire**

**Storage**
- Create media libraries from any of your Sakai courses
- Upload videos to appropriate libraries
- Set your access options
  - Private
  - Course
  - UNC
  - Public

**Delivery**
- Provide students with a link
- Embed within Sakai lessons tools
- Share videos or media libraries across courses

**Reporting / analytics:**
- Who (if authenticated)
- How many views
- Percent of completion
- Timestamp
Video Storage and Delivery Options

• Zoom
• Warpwire in Sakai
  • unc.warpwire.com
• MS365 Stream

Warpwire.com

- Same feature set as is within Sakai
- Not automatically within the shell of a course
- Good analytics
Video Storage and Delivery Options

• **BONUS: Zoom & Warpwire**

**Zoom**
- Record to the cloud directly from Zoom and automatically transfer to Warpwire
- Automatically adds audio transcript as captions

**Delivery**
- Follow standard Warpwire procedures

**Of note:**
- After transfer, the Warpwire videos do not follow Zoom access restrictions
- Due to HIPPA restrictions, process will not work with all UNC accounts
Video Storage and Delivery Options

• MS365 Stream
  (formerly Office 365)

Microsoft 365: Stream app

**Storage**
- Upload and organize videos into Channels
- Share with
  - MS Groups and Teams
  - UNC Individuals
  - All of UNC
  - Not public!

**Delivery**
- Provide viewers with a link
- Embed within Sakai lessons tools

**Best practice:**
- Trim beginning and end of videos

**Analytics:** # of views

**BONUS:** Free captioning!
Record >> Edit >> Deliver

- Zoom
- MS Stream
- Camtasia ($)
- Adobe Rush
- Adobe Premiere
- Camtasia ($)
- Zoom
- Warpwire
- MS Stream

Captioning
Zoom
MS Stream
Sample Scenarios
Sample: Sharing Zoom Class Lectures

1. Adjust your zoom settings and meeting options to record to the cloud with an audio transcript
2. From your Warpwire account, set-up the zoom connector
3. Once a recordings is available, it will automatically be added to the selected Warpwire Media library. Captions are added automatically.
4. Adjust captions
5. Adjust the start/end times to fit your content needs

* You may duplicate a video in Warpwire and choose different start/end times to focus on a different section/topic
Example: Screen or camera capture

1. Record with Zoom
   a. Capture screen or camera using ZOOM
   b. Voice through system microphone
   c. Settings
      a. record to your Local Machine
      b. Optimize for 3rrd Party Editor

2. Edit with Adobe Rush
   a. Remove mistakes
   b. Add additional:
      1. Title page
      2. Images
      3. Text
      4. Combine with other videos
   c. Export as MP4

3. Upload to MS365 Stream for captioning

4. Deliver through Warpwire
   a. Upload video to a Warpwire media library
   b. Add your caption file

5. View analytics in Sakai Warpwire
Sample: Student Video Assignment

1. MRC helps instructor design the assignment
2. Instructor creates an assignment in Sakai; students will deliver a video link of their finished product
3. Schedule student class training with MRC
4. Students use Smartphone or camera to capture video
5. Students upload to Warpwire in Sakai
6. Students submit URL to their videos
7. Student submission is graded: MRC can help with assessment rubrics!
Get help (and stuff)!

• Media Resource Center  https://library.unc.edu/house/mrc/
  • Full instruction sessions recorded and hosted on our website for podcasting and video editing
  • Instruction and support via workshops, Q&A, etc. through Zoom. Email: mrc@unc.edu

• Linkedin Learning: https://software.sites.unc.edu/linkedin/
  • Formerly Lynda.com
  • Lots of great video tutorials

• College and Professional School IT Support

• Keepteaching Initiative, Schedule consultations and more: https://keepteaching.unc.edu/

• University logos, colors, templates: https://identity.unc.edu/resources/downloads/
Thank you!

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