



CREATING ONLINE CONTENT FOR A KEY CONCEPT, A CLASS, A SPOC UNIT, OR EVENTUALLY A MOOC



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教與學優化中心
Centre for Teaching and Learning Enhancement



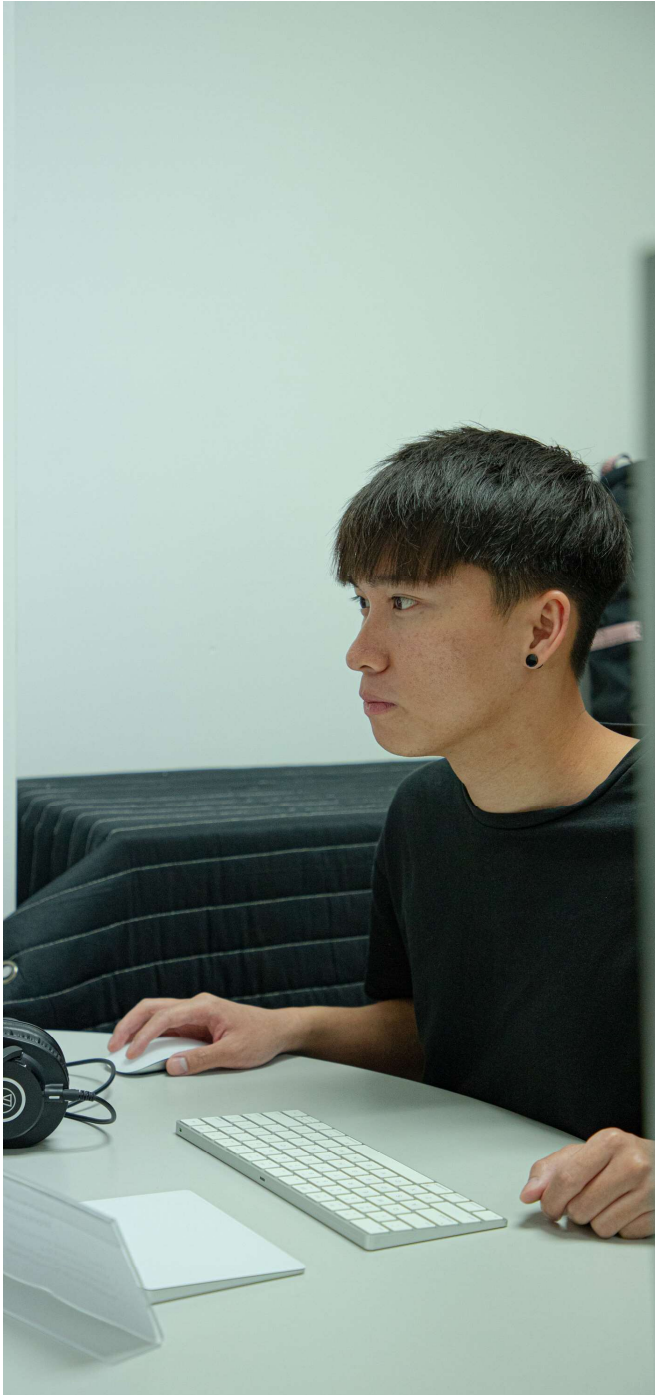
- **Would you like to create videos for your class?**
- **Do you want to present content or reference materials?**
- **What do you want students to take away from the video?**
- **Keep reading.**
Here's a guide to get you started!

GETTING STARTED...

PREPARE LEARNING OBJECTIVES

A. Start by listing the main learning objectives for the class or the course you have in mind, in other words, the intended learning outcomes (ILOs);

B. Describe how students' skills/learning will be assessed, e.g. short quizzes on Moodle, Moodle forum posts, mini-presentations...

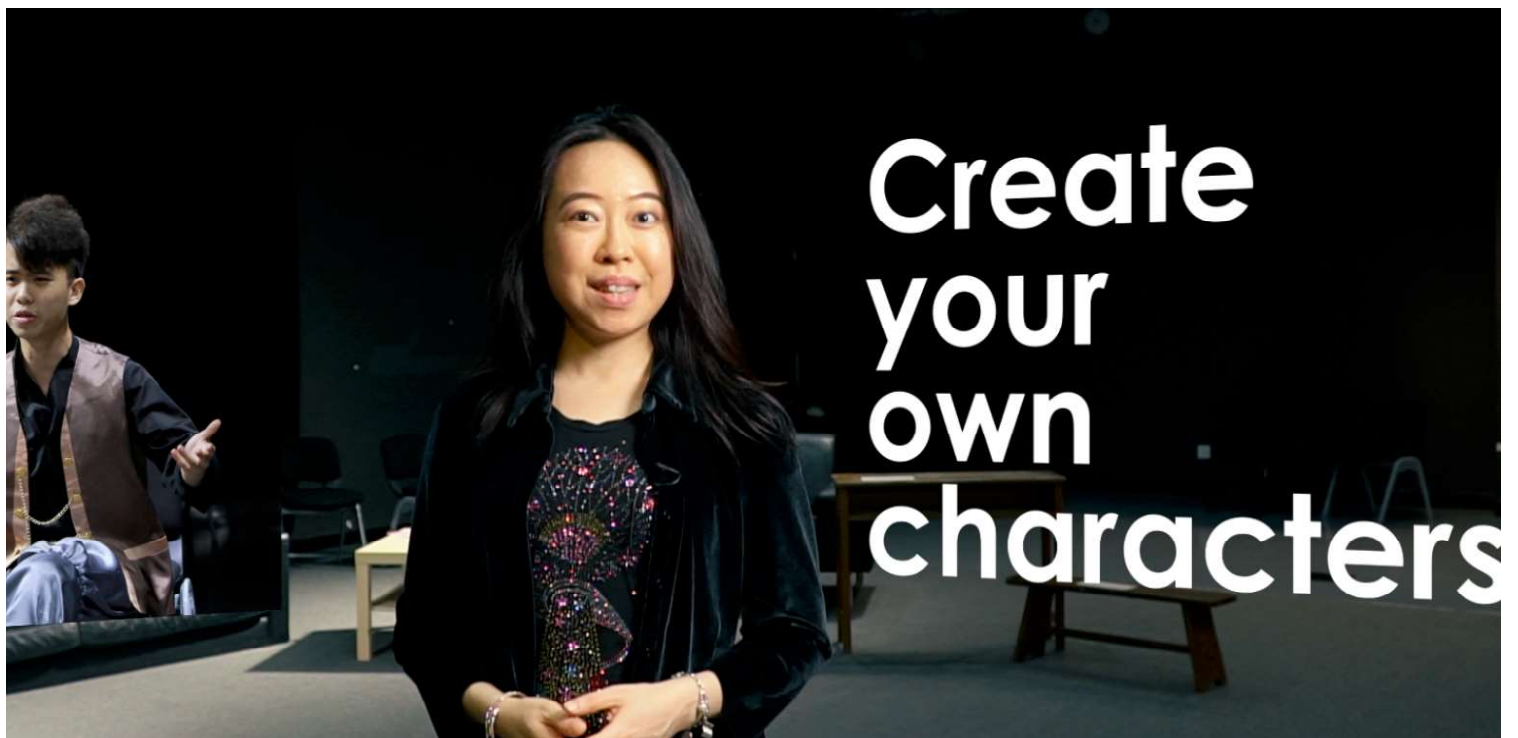


A. Course introduction video

- Suggested length:
2 minutes maximum
- Combine a presenter (a teacher talking) with narration, images, slides or video clips
- Include info about teacher's faculty profile, course syllabus, activities, workload and assessment
- More Information:
<https://digitalmediacookbook.com/course-trailers/>
- Sample: ENGL3031 Creative Writing: <https://bit.ly/2qBRzIF>



WHAT DO YOU WANT TO CREATE?



B. Short Video Lecture

- Suggested length:
4-5 minutes
- Prepare by writing your script
- Consider TED-style:
<https://bit.ly/36RRVVE>
- Presentation of key concept
- Followed by quizzes



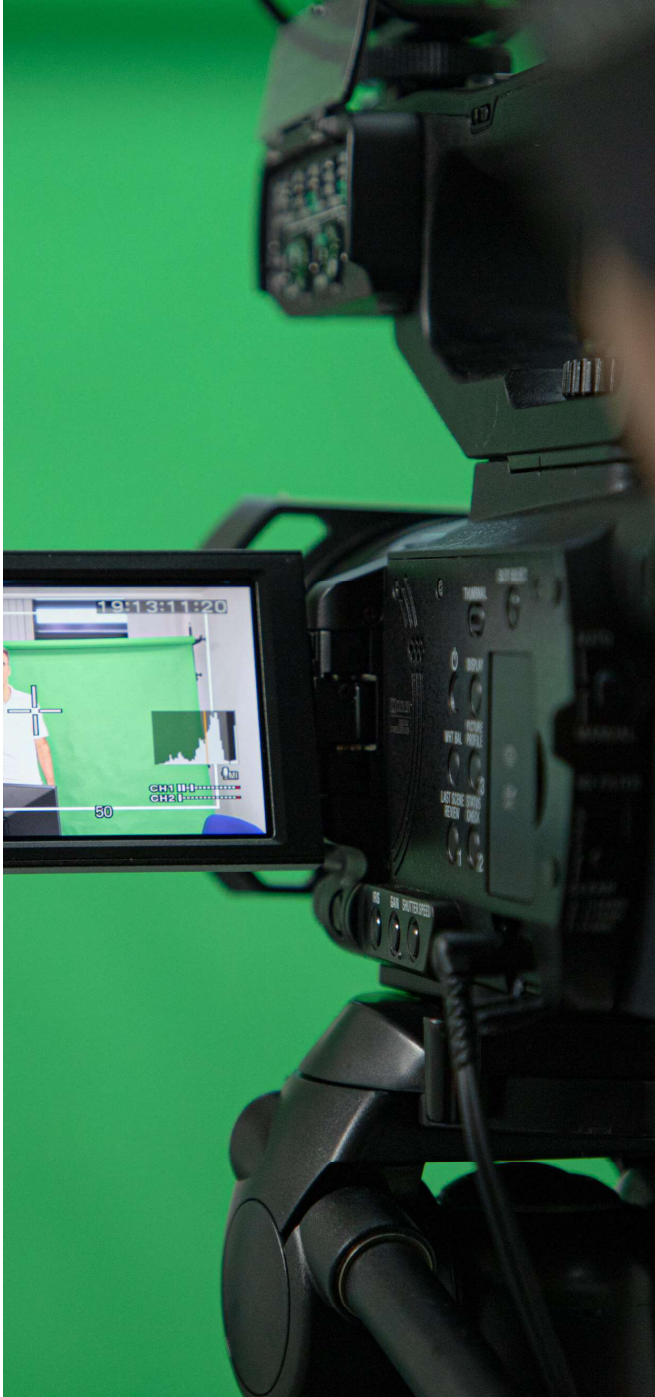
C. Interview

- Suggested length:
4-5 minutes
- Like a TV talk-show: host and guest/expert. This could be fun with TA or student as the host and instructor as the expert
- Prepare by writing questions/prompts
- Good for FAQs, key concepts, theories etc.

D. Prepare students for an activity/assignment

- Suggested length: 4-5 minutes (It may vary, depending on the complexity of the task)
- Prepare by writing your script





READY FOR MORE?

PREPARING FOR A SPOC OR MOOC

E. Video Module for a class, a SPOC unit or eventually a MOOC

- Up to 7 minutes each videos per module
- About 200-250 minutes for a SPOC, a MOOC (plus complementary material such as quizzes and/or discussion forums on Moodle, Zoom conference; as well as supplementary material such as further reading, audio-visual material)

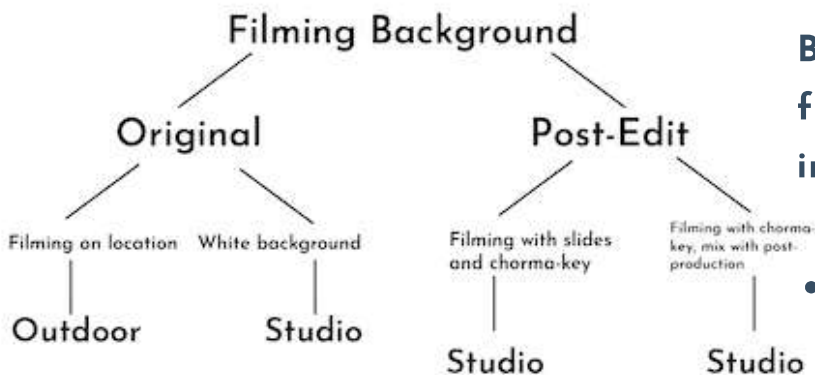
VIDEO FORMAT, EQUIPMENT

A. Outdoor Filming

- Record with DSLR (and audio interface) or camcorder and clip-on mic; edit video on Mac/PC

B. Recording one or two persons in front of a green screen with slides in studio

- Record on PC, XLR mic, USB audio interface and USB camera in CTLE Studio
- Record with camcorder in CTLE Studio and XLR mic; edit video on Mac/PC





C. Recording one person in front of a white screen in Studio

- Record on PC, USB mic and USB camera in CTLE Studio

D. Screen recording/PPT with narration in studio

- Record on PC/Mac with USB mic

CTLE Resource: CTLE Studios

CREATE ACTIVITIES & ASSESSMENTS

- A.** Quizzes after videos to check knowledge (a quiz after each video is recommended)
- B.** Discussion forums to exchange views, give/get feedback
- C.** Peer assessment of written work using Turnitin PeerMark or UMMoodle Workshop activities
- D.** Video conference with students using Zoom in UMMoodle
- E.** Quizzes, papers, projects, peer feedback, which align with the intended learning outcomes of your course/class



TIPS FOR RECORDING

1. Neat and tidy clothing
2. Draft a clear script for your recording
3. Avoid wearing green clothing as you may disappear into the background
4. Avoid wearing checkered or stripey clothing as you may look strange
5. Always look at the camera when filming
6. Keep the speaker's eye level with the camera
7. Speaker always stands at the middle of composition when filming
8. Use teleprompter, notes or powerpoint for reminder when reading your script
9. Look natural: Use proper body language

BASIC STEPS FOR EDITING

1. Select the right software for editing, Adobe Rush/ Adobe Premiere/ Apple iMovie/ Apple Final Cut Pro X
2. Leave some space in the powerpoint slides for the speaker video
3. Organize your material: raw video files, script document, voiceover
4. Create Project in the software and then import raw material
5. Place video and audio files into the editing timeline and remove redundant parts
6. Apply title/subtitle/effects to the footage
7. Adjust color if necessary
8. Adjust audio level for consistency
9. Export and share your production

A. Reserve a CTLE Studio in E6 with equipment set up and ready to use:

- Record with PC/notebook software:
PowerPoint 365 or OBS Studio
- Edit with Adobe
Rush/iMovie/GarageBand/FinalCutPro

B. Request an individual consultation or training for a small group of colleagues from CTLE (chrisfulton@um.edu.mo)

C. Organize content

(videos/quizzes/etc.) on UMMoodle

- A good practice is to ask for early feedback from students on videos, activities and assessments

USE UM RESOURCES



CENTRE FOR TEACHING AND LEARNING ENHANCEMENT

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Please visit CTLE website
for more information about
teaching and learning.



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