



A screencast is a narrated video recording of your computer screen. Unlike a video recording of a classroom lecture, in a screencast the person giving the lecture is not the primary visual focus — rather, their presentation material is the primary visual focus. A screencast can comprise anything from still images (for example, slides containing text or photographs) to full motion (for example, the movement of your mouse cursor, drawing or writing on slide, video clips from lab demonstrations, and so on). Screencasts can be enhanced with the inclusion of “call outs” (such as arrows or circles that emphasize certain parts of the screen image) or title cards (which are slides with text that introduce a new section of the screencast).

From University of Waterloo, Centre for Teaching Excellence

Tip # 1: Do Not Aim for Perfection – Keep it Simple!



Photo by [Alexander Dummer](#) on [Unsplash](#)

The goal of creating a screencast video is to enhance the teaching and learning process – not do something that is perfect, Hollywood-worthy or filled with bells and whistles! You do not need sophisticated equipment or the latest gear to do great screencast videos – just a healthy dose of willingness to try and experiment. Keep it simple.

Tip # 2: Write a Script



Photo by [Markus Winkler](#) on [Unsplash](#)

Having a script....

1. Helps you plan what you want to say rather than winging it.
2. Ensures you have something to edit, practice and check language and wording.
3. Gives you a transcript to add to your video for those with hearing impairments.
4. Allows you print off something to hang on monitor to follow when recording.
5. Makes for shorter videos when you stick with the script!

Tip # 3: Know Your Purpose



Photo by [Tianyi Ma](#) on [Unsplash](#)

When teaching digitally, screencasts can help in many ways. The effort to make a short 2-3 minute screencast can produce a resource that can be helpful for years to come.

Screencasts increase access. Students of all abilities can access the video to pause, review, replay and view the captions to help with comprehension. Screencasts are golden nuggets for assisting with instruction, explanations, review, support, and overall good communication with students.

Here are some ways to use screencasts as instructional videos:

A. Student Learning Videos

for helping students with orientation, feedback on learning and building community in a class

- Welcome Video:** Webcam video of you welcoming students to course, you, expectations
- Introduction Video:** Introduce the week's activities and highlight key activities and due dates
- Weekly Update Video:** Share how the week has gone, summarize activities etc.
- Tour Video:** Give a tour of your Blackboard Learn course
- Hook for Learning:** Use a 30-second video to grab students' attention when starting a class or topic.
- Feedback Video:** Create a 30-second to 1-minute video of feedback for a student.

B. Content Sharing Videos

for sharing content, transferring knowledge, explaining concepts

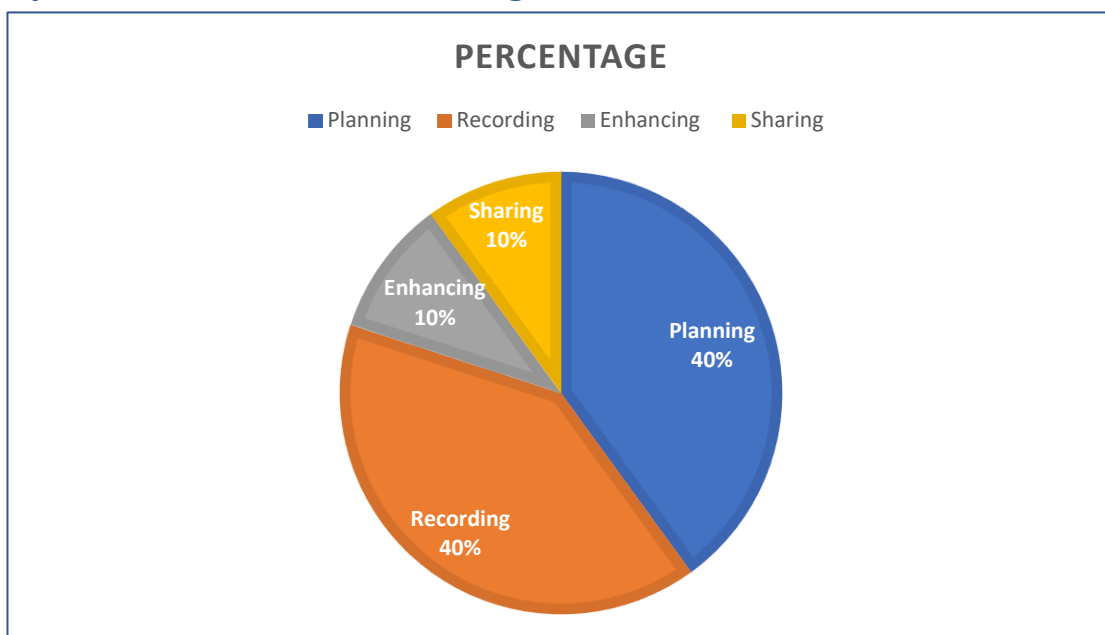
- Mini-Lecture Videos:** Short videos sharing content, knowledge, slides of content etc. often narrated
- Explainer Videos:** Address a misconception, explain a concept in more detail, clarify where students need more understanding of a content piece
- Just-in-Time-Teaching Videos:** This is a quick and short screen cast to clear up a problematic issue, to answer a question or just address a burning issue. Often these are discarded after made but could be used in future if able to have more time to produce.
- Presentation Videos:** These are narrations of longer presentations (slide decks) of content or just audio, that an instructor narrates and records for students to watch at later.
- Tell a Story:** Use a video to share a story or relate an experience to students.

C. How-To Videos

for explaining steps, processes, how to do something

- Assignment How-To:** Explain how to do an assignment
- Software How-To:** Explain how to use a piece of software
- Blackboard Learn How-To:** Explain how to upload assignments in your course, use discussion board

Tip # 4: Take Note of Planning Process



Planning: Idea, Script, Images, Content, Writing

Recording: In PowerPoint or Kaltura Capture

Enhancing: Adding captions, chapters, editing video etc.

Sharing: Publishing from Kaltura My Media, locating embed code, URL, sharing with students

<https://www.cultofpedagogy.com/screencast-videos/>

Tip # 5: Keep Videos Short



Photo by [Lukas Blazek](#) on [Unsplash](#)

Higher engagement/continuing to watch means keeping videos short and to the point (2-5 minutes).

If you need to explain something or how to do a process (and need more time), keep under 9 minutes.

Tip # 6: Speak Clearly and with Good Pacing



Photo by [Max van den Oetelaar](#) on [Unsplash](#)

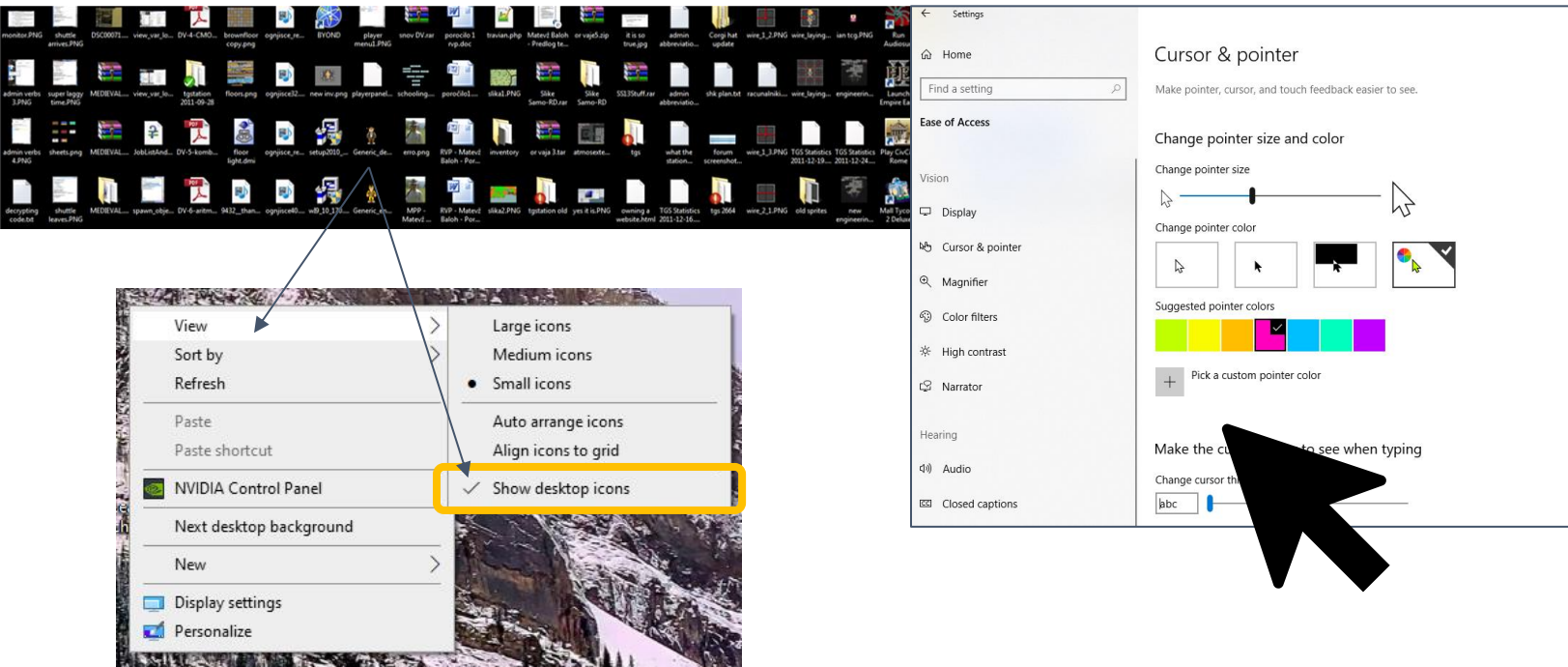
Automatic (machine) captions on videos will be more accurate if you speak clearly and enunciate your words.

Give enough space at the end of sentences. Speak at a consistent pace.

Breathe between slides/points so there is a natural breaking point and gives your viewers time to process.

Pause recording at any time to catch breath, sneeze, drink water or answer phone etc.

Tip # 7: Clear Desktop Icons and Upsize Cursor



Tip # 8: Talking Head Videos Are Good For a Few Minutes



<https://www.youtube.com/watch?v=rCNImsWUxZArQS654>

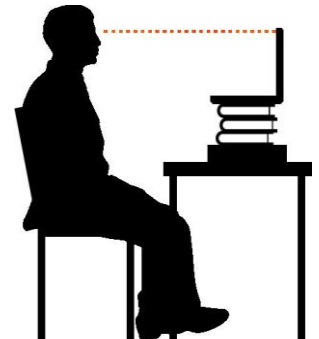
<https://www.youtube.com/watch?v=O1dxurQS65>

If you wish to create a talking head video keep timing to a minimum. Ensure good lighting and audio.

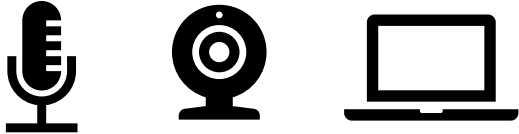
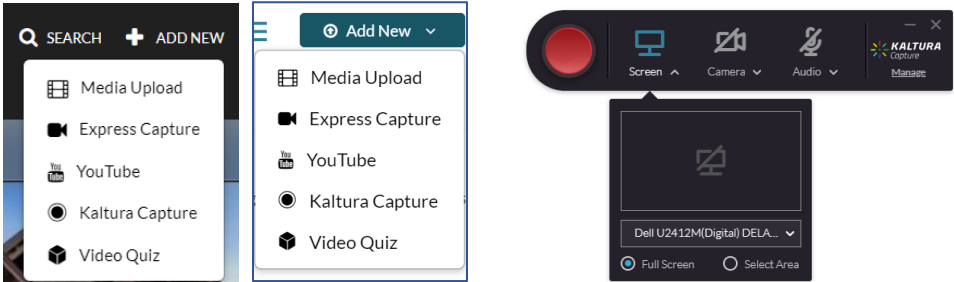
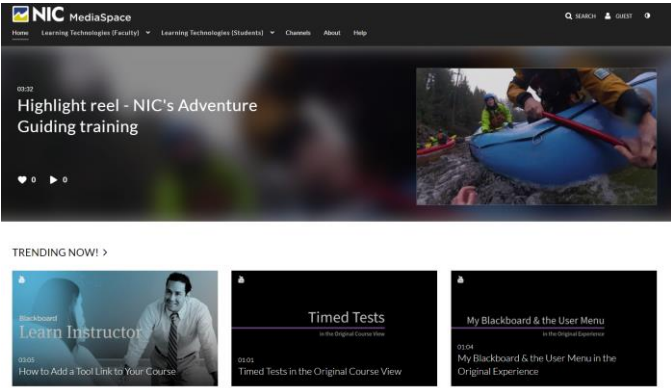
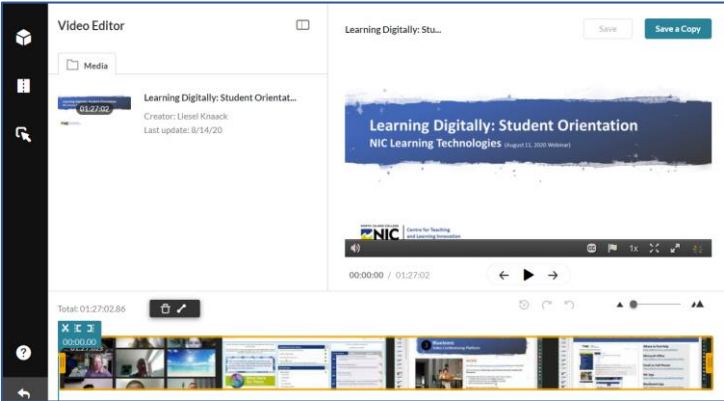
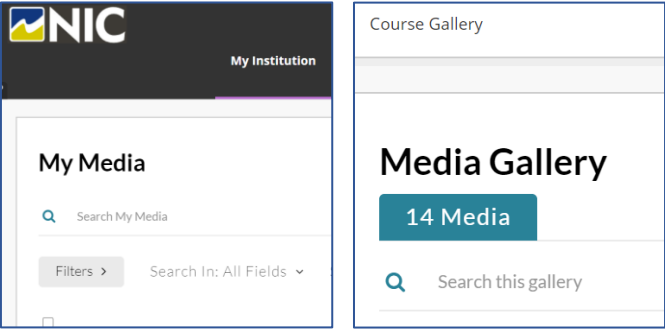
Use desk lamps at 45 degrees to side or in front of a window with natural light.

Align camera to be directly across from your eyes.

Paste script on monitor to follow.



Tip # 9: Get the Tools and Technologies

<p>Computer, Camera and Microphone</p>	
<p>Kaltura Capture Tool</p> <p>Free download as NIC Employee or Student from either location below under + ADD NEW</p>	
<p>NIC MediaSpace https://video.nic.bc.ca/</p> <p>Front end “YouTube” like environment for accessing My Media, Public Videos etc.</p>	
<p>MediaSpace Editor</p> <p>The editing tools can do most of what you want except separate audio and video tracks. You can add thumbnails, splice/cut out unwanted video, add hotspots, chapters and a quiz!</p>	
<p>Blackboard Learn My Media and Media Gallery</p> <p>LMS integration to access My Media and add videos to courses via Media Gallery</p>	

Tip # 10: Get Your Students Creating Screencasts and Videos!



All NIC students have access to Kaltura Capture Tool to download and use on their own computers if they log in through Blackboard Learn or NIC MediaSpace.

Ideas: <https://ditchthattextbook.com/20-video-project-ideas-to-engage-students/>

20 video project ideas to engage students

20
video project
Ideas to
engage students



UPDATED!
December 2019



Karen Costa YouTube Channel + Book: 99 Tips for Creating Simple and Sustainable Educational Videos

The videos in this playlist support the book 99 Tips for Simple and Sustainable Videos by Karen Costa, available for purchase at through Stylus Publishing.

https://www.youtube.com/playlist?list=PLp1oNaMloJNcLBT440n-R-4B_meQG4lc

