Express Yourself
Tools and Tips for Creating One-Minute Videos

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Different kinds of video presentations

1. Video tutorial: a video that depicts a person in a real environment explaining something.

2. Screencast: a video that depicts a person’s computer screen while he or she explains something.

3. Animation: a video that depicts animated (cartoon) figures explaining something or doing something while a narrator explains something.

4. Something that combines the foregoing.
Brief, topic-specific videos have become an integral part of teaching and learning over the past decade:

- Khan Academy: 10,000 screencasts, 18 million monthly users.
- At the University of Waterloo, many instructors have very successfully made their own brief videos to “flip” their classroom – i.e. to deliver some course content outside of class so class time can be spent on active learning activities.
- My youngest son’s math teacher is creating her own video lessons.
- Some graduate students are creating short “video CVs” to help them in their job search.

Brief, topic-specific videos are an excellent and increasingly accepted way to teach and learn – or, for today’s purpose – to **showcase your research**.
Benefits of creating brief, topic specific videos for your courses

• For students
  • Can access the content whenever and wherever they want
  • Can pause the video at any point to think about the content
  • Can watch the content as many times as needed
  • Helpful for students whose first language isn’t English (captions)

• For instructors
  • Can deliver content that you don’t want to cover in class (e.g. remedial content)
  • Can introduce content which is taken up in greater depth during the next class
  • Can deliver content outside of class so that you can devote class time to application or interactive learning activities
  • Can reuse the content year after year
Tools You Can Use to Create Your One-Minute Video
Camtasia

Overview
- Can capture motion on the screen (e.g. cursor movements or sketching or writing)
- Can incorporate video (e.g. from a lab demonstration)
- Lots of editing features: cutting, splicing, adding titles, panning, zooming, multiple soundtracks
- Cost: ~$300 (education price). Can be accessed in Waterloo’s Media Production Services

Examples
- Making Video Tutorials (with “picture in the picture”)
- Smart(phone) Pedagogy (no “picture in the picture”)
- Gamification and Game-Based Learning (in conjunction with Prezi)

Resources
- CTE Teaching Tip Sheet: Camtasia
- Techsmith video tutorials on using Camtasia
Screencast-O-Matic

Overview
- It records whatever is on your computer screen
- Fewer editing features than Camtasia
- Best for short “one-take” screencasts
- Cost:
  - Free version: basic editing tools and 15-minute maximum length
  - $1.50/month: more editing tools, removes watermark, no limit to recording lengths

Example
- Cells of the Immune System

Resources
- Screencast-O-Matic video tutorial
Overview

- Wacom tablets are a special input device for writing and drawing on: it uses a stylus instead of a mouse on a special grid-like surface
- Used in conjunction with a screen-capturing software like Camtasia or Screencast-O-Matic
- Best for screencasts that only involve writing and drawing
- Cost: $75 to $1200 depending on the size and other features (e.g. pressure sensitivity)

Example

- Calculating Real GDP with a Deflator

Resources:

- Getting Started with the Wacom Intuos
Explain Everything

Overview
• Advertises itself as an “interactive online whiteboard”
• Intended for use with an iPad (or other tablet device) or a laptop with a responsive screen
• Can combine multiple media: video, images, sketching, text, etc.
• Multiple people can collaborate on the same project simultaneously
• Comes with some handy templates
• Cost
  • Free version: up to 3 projects
  • Individual version: ~$140/year

Examples
• Elements of Design
• End Behaviour of Polynomials

Resources:
• Using Explain Everything to Collaborate
Animations

Overview:
• Easy to use
• Cost
  • Vyond: $46/month
  • Powtoon: $20/month
  • Moovly: $30/month

Examples
• Unacknowledged work
• How our body clock works

Resources
• Learn How to Make an Animated Video in Under 10 minutes (YouTube)
Phone Apps
(iMovie for Apple, ActionDirector for Android)

Overview
• Use your phone to take and edit videos
• Apps like this usually come with templates (handy but limiting)

Examples (all made using an iPhone)
• Laughter the Best Medicine
• Yeepeng Festival
• Life Fragments

Resources
• Editing Using iMovie on Your Phone
Lightboard

Overview
- Good for explaining concepts or multi-step procedures that require writing or drawing
- Allows viewers to see the content on the board and the instructor’s face
- Waterloo recently acquired a Lightboard. Some training is required to use it. Contact Media Production Services for more information.

Example
- Environmental Impact Predictions

Resources
- CTE Teaching Tip Sheet: Lightboard: Helping Students See Key Concepts
Best Practices for creating a video (of any length)

• Choose the best (or most feasible) mode for your content: Video tutorial? Screencast? Animation? Something that combines the foregoing?
• Use a good microphone
• Aim to sound authentic rather than perfect
• Use images to illustrate or reinforce what you are saying
• Don’t use images for “decorative” purposes
• Millions of free images are available on Flickr under Creative Commons licenses
• Provide captions (required by AODA)
• Use the picture-in-the picture feature effectively (if at all)
• Work from a script if you need to (like this one)

(Also, if you ever create a video to deliver course content, keep it under 10 minutes)
I want to incorporate the following into my video:

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<th>Feature</th>
<th>Powtoon (web-based)</th>
<th>PowerPoint (PC)</th>
<th>Screencast-O-Matic (PC or Mac)</th>
<th>Camtasia (PC or Mac)</th>
<th>Explain Everything (iPhone, iPad)</th>
<th>iMovie (iPhone, iPad)</th>
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<th>ActionDirector (Android phone)</th>
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Resources

- Four CTE Teaching Tips Sheets
- Me: mmorton@uwaterloo.ca