BFE #5: Introduction Video

Post a video introduction to the class prior to the first week of the quarter.

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▾ Purpose

How does this affect my students and my course?

All instructors, whether teaching online or on campus, should create a brief 3-8-minute video introduction for their course container.

This video will introduce students to you, their instructor, as well as the purpose and objectives of the course. It will also also help orient students to the way in which the Canvas course container is set up and will be used during the course.

For online students, this video is an important way for them to get to know their instructor. Providing this personal touch at the beginning of the quarter makes a significant impact on the students' experience and level of investment during the rest of the course. Click here 🖹 for more information on the impact of developing a "social presence" in an online course.

Have fun developing your videos and do not hesitate to contact your Instructional Support Specialist member for help.

▾ In Practice

What might this look like in practice?

Sample Course Introduction Videos:

Two sample course introductions with webcam-only:

Fall 2019 Welcome to HC 4902

0:00 / 2:04   CC ⚑ 1x

Sample 2:
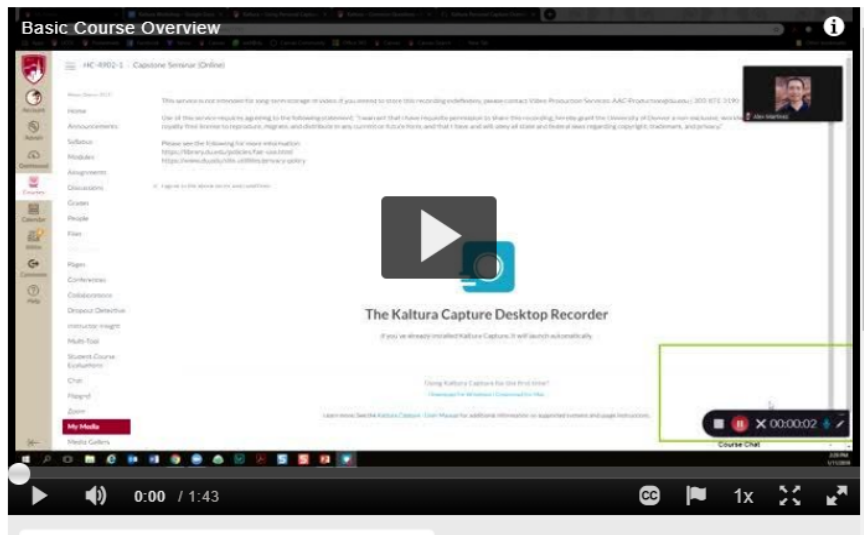

Welcome to EPM-4910 Winter Quarter   Watch later   Share

A sample course introduction with a walk-through of the course container, using screen capture.

A sample course introduction with visual presentation. (Using Explain Everything ↗ , an iPad screencasting app):

Recommended Tools

- **Kaltura** is a great tool to introduce yourself and also share your screen if you want to provide a short course tour or overview. You can embed your video right into Canvas through the Kaltura tool.
- **Zoom** is also a great tool to record your screen and/or your webcam. You will copy the video link right into the Canvas page or announcement.
- If you are an iPad user, Explain Everything ↗ is a great screencasting animated whiteboard app.
- Create a video using a tool of your choice, and embed the video file from your computer into a Canvas Page ↗ or upload it as a module item. ↗

What to Include in an Intro Video

Short and Engaging: Remember, you want to motivate your students and not overload them with too much information. Short and concise is best. Try to make your videos no longer than *ten* minutes.

Relax: Show your personality and speak naturally. You should talk about why you enjoy the subject matter and include a little about your professional experience.

What to Cover:

- **Follow the rules.** Include your expectations for behavior and participation.
- **Add notables.** Include special instructions or requirements, such as if the class meets virtually twice in the quarter, or if there is group work/teamwork.

- **Availability.** List your availability and communication expectations. Let students know you are available for virtual office hours, if applicable. Reinforce to them that questions and concerns about the course are welcomed.
- **Response time:** Let students know your expected response time for emails and postings, and when grades are available after a deadline.
- **Help is available.** Let students know the course container has links to resources on the Home Page of the course.
- **Start here.** Consider showing students exactly how to get started in your course. Steer them toward the syllabus, then discuss where to go in the course container after that.
- **Self Introduction Component:** According to the Quality Matters ⤤ standards for online courses, an instructor self-introduction should include the following characteristics and information:
  - The introduction creates a a sense of connection between the instructor and learners. It presents the instructor as professional, as well as approachable, and includes essentials such as the instructor's name, title, field of expertise, contact information, and how to get in touch with him/her.

Tips for Success

Before you begin recording, create a script with the information you would like to cover in the video. With a full script, you can easily add captions to your video. To make multimedia in your course accessible to people who have disabilities, you must add captions. To learn more, see Making Video Content Accessible.

- Create a script or detailed outline to help keep your video brief.
- Make sure to use a quality webcam and microphone. If using Zoom or Kaltura, be sure to activate both your display and your webcam.
- Sit relatively close to the camera—this helps students read your nonverbal cues and facial expressions.
- Make eye contact with your audience by looking into the camera or webcam. Don't concentrate on the script or watch yourself in the computer.
- Check microphone settings.
- Use a plain, light background and wear dark, contrasting clothing with little pattern.
- Add a light in front of you instead of behind you. Your face and background will be crisp and clear. However, if you can use lighting from multiple points in the room, you will look even better.
- Find a quiet place to record where you and your audience won't be distracted.
- Schedule time to practice and film multiple times.
- Speak as you do in class—engaged, with enthusiasm for the subject.
- Add visual aids whenever possible.
- Conduct a practice video first. Critique yourself, make adjustments, and record again until you are comfortable with the final product.

Source: Best Practices: Create a Course Introduction Video ⤤

Where should I put this in my Canvas Container?

We recommend that you include your course introduction video in the first course module (often labeled "Course Home").

Ideally, you will embed your video into a content page. For instructions on how to embed your video, click here ⤤ .

You may also want to link to it in an announcement to your class prior to the first day of class, from the homepage and/or syllabus.

Resources

What are resources I can use to help me meet this expectation?

- Video Production and Accessibility Tips
- Getting Started with Zoom (hosted and supported by DU)
- Kaltura 101 video (hosted and supported by DU)
- Create a video using a tool of your choice, and embed the video file from your computer into a Canvas Page ⤤ or upload it as a module item. ⤤
- Further Reading: Aragon, Steven R. 2010. "Creating Social Presence in an Online Environment." *Facilitating Learning in Online Environments: New Directions for Adult and Continuing Education, Apr 22.* 🗎
- Your Instructional Support Specialist is happy to help you with the technology or deciding what to include in the video.

Checklist

How will I know I have met this expectation?

- I have created an engaging and high-quality video less than ten minutes long, which includes a self-introduction, and an introduction to the course, and describes how to get started in the course.
- I have linked to or embedded the video introduction in the first course module

- I have linked to or embedded the video introduction in the first course module.
- I have directed students to the video through an announcement, email, or link on the homepage.