

Webinar Series on Remote Learning

TITLE

Getting Started with Video: Creating Videos Your Students Will Watch

BRIEF SYNOPSIS

In today's world, there is a proliferation of videos that students watch on a daily basis, from YouTube to SnapChat, Instagram and more. Students do not expect our videos to be professionally produced. They do expect them to be short & on point. This webinar provides tips and best practices for recording videos using your laptop or home computer. These tips focus on recording you, and how to set up, record, and post your video lessons.

SPEAKER

Donna DeMarco

SPEAKER BIO:

Donna is a professor at the Computer Science and Information Technology Department of Kutztown University teaching undergraduate and graduate computer science courses. Her expertise includes software engineering, project management and systems integration. As a software engineering instructor and consultant, she taught and mentored over 2,500 engineers, developers and managers. Donna is also co-founder of Viddler, an interactive video-based platform that helps healthcare organizations build strong relationships with their employees and the communities they serve. Donna's expertise in understanding clients' requirements and exceeding their expectations has helped build Viddler to service 2,000+ clients.

DURATION

31 min 25 sec

TIMESTAMPS

[0:00](#) – Speaker Introduction

[3:12](#) – Section 1: Videos are everywhere online

[3:27](#) – Setup – Tips on what to do before you start recording

[3:42](#) – Studio Setup

[4:15](#) – Sound Matters

[7:21](#) – Camera Matters

[10:08](#) – Arrange the Room

[12:20](#) – Check the Lighting

[14:49](#) – Section 1: Takeaways

[15:28](#) – Section 2: Make Eye Contact

[16:37](#) – Practice! Practice! Practice!

[20:36](#) – Keep it Short

[21:57](#) – Section 2: Takeaways

[22:33](#) – Section 3: Delivery

[22:42](#) – Add a “Call to action”

[23:48](#) – Publish Video

[28:35](#) – Just Do It!

[29:17](#) – Section 3: Takeaways

To access a downloadable version of this content, click [here](#).

If you enjoyed this content, be sure to check out our live and on-demand webinars [here](#).

Q&A with Donna DeMarco:

Q: What about best practices/advisement on recording from a standing or sitting position?

A: I have a sit/stand desk. Both work well. As a teacher, we're use to standing and presenting. Just make sure you stay "in frame"

Q: What is Camtasia?

A: Camtasia - it is a media editing tool created by TechSmith.

Q: What is Fiverr?

A: <https://www.fiverr.com/>

Q: What about Closed Captioning for the videos?

A: If you post them to YouTube, there is automatic closed captioning and machine translation. There are also services that you can pay for. Or, of course use AWS Transcribe and AWS Translate.

Q: What platforms allow one to edit a video easily?

A: In general - don't worry about editing! It doesn't need to be professional :) Quicktime, Windows camera, or Handbrake

Q: My school does not have an LMS and won't allow Zoom. What is best way to send links to students? A: Email is an option. Create a simple website that students can access or create a QR code and print.

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Q: Does AWS Educate have access to Amazon Chime in any way?

A: Right now, there is free access to Chime Pro. <https://aws.amazon.com/chime/>

Q: Any recommendations for white boarding software?

A: Rocketbook, Learning management systems..

Q: Can you recommend any video screen capture software?

A: Screencastify is popular with teachers. Also Loom. On your PC there is Windows Camera and on Mac Quicktime

Q: Can you recommend tools to create videos with camera and screensharing?

A: Screencastify, Zoom, Camtasia

Q: What about different security concerns like with Zoom?

A: Security is something best addressed by your institution's IT department, as security is a partnership between the software provider and the users.

Q: Can you suggest free video recording software for Windows?

A: Windows has camera software built in

Q: When recording video, do the color of your clothes matter?

A: Yes and No. Use the same guidelines as when your photograph is taken; no stripes and watch patterns.

Q: Can programs like Adobe Captivate integrate quizzes and more interactive content with video content?

A: Yes! Adobe Captivate is an option, there is a learning curve to use it.

to mention that if they watch it later, they don't have a chance to ask questions.

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RESOURCES

The resources and websites listed below are recommended by webinar speakers and may be provided by third parties. AWS does not control or guarantee the accuracy, relevance, or completeness of information contained on the linked websites or resources provided by webinar speakers. AWS is not affiliated with and does not endorse any third party products, services, organizations, or companies described in the websites and resources. AWS does not endorse the views of the webinar speakers or the third party products and services that are referenced.

[Adobe Captivate](#) - Adobe Captivate is an authoring tool that is used for creating eLearning content such as software demonstrations, software simulations, branched scenarios, and randomized quizzes

[Amazon S3](#) - Amazon Simple Storage Service (Amazon S3) is an object storage service that offers industry-leading scalability, data availability, security, and performance.

[Amazon Chime](#) – Amazon Chime is a communications service that lets you meet, chat, and place business calls inside and outside your organization, all using a single application.

[AWS Educate](#) - Through AWS Educate, students and educators have access to content and programs developed to skill up for cloud careers in growing fields.

[AWS Educate Office Hours for Educators and Students](#) – Webinars, office hours, and training sessions for educators and students

[AWS Transcribe](#) - Amazon Transcribe makes it easy for developers to add speech-to-text capability to their applications.

[AWS Translate](#) - Amazon Translate is a neural machine translation service that delivers fast, high-quality, and affordable language translation

[Camtasia](#) - Camtasia is a software suite, created and published by TechSmith, for creating video tutorials and presentations directly via screencast, or via a direct recording plug-in to Microsoft PowerPoint.

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[Fiverr](#) - Fiverr connects businesses with freelancers offering digital services in 250+ categories.

[Handbrake](#) -HandBrake is an open-source, GPL-licensed, multiplatform, multithreaded video transcoder.

[Loom](#) – Loom is a free screen recorder for Mac, Windows, and Chromebooks.

[QuickTime](#) -QuickTime is a multimedia framework capable of handling various formats of digital video, picture, sound, panoramic images, and interactivity.

[Rocketbook](#) -Rocketbook Smart Notebook instantly connects and stores your notes, doodles and lists in the cloud with the free smart notebook app.

[Screencastify](#) – Screencastify is a free screen recorder for Chrome that allows you to quickly record, edit, and share videos.

[Viddler](#) – Viddler is an interactive video-based platform that helps healthcare organizations build strong relationships with their employees and the communities they serve.

[Vimeo](#) – Vimeo provides free video viewing services.

[Windows Camera](#) - Windows Camera is an image and video capture utility included with the most recent versions of Windows