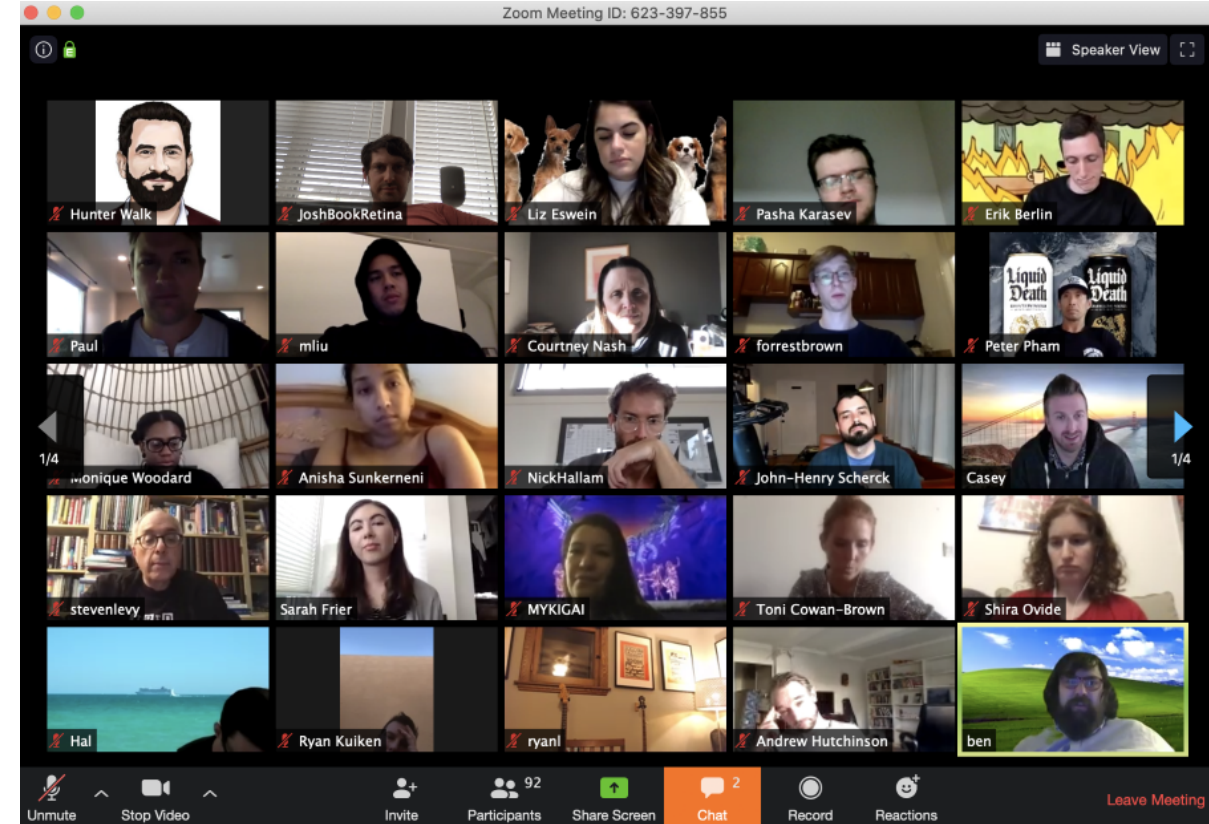


# Online teaching and video production

**David Pannell**

# Online teaching and training

- Everybody's doing it!
- Online learning platforms
  - Learning Management Systems
- Real-time (Zoom, etc.)
- Pre-recorded videos
  - For university teaching
  - For training courses
  - For research communication





# Early adopter!



## Environmental Economics 1

# Before that, a MOOC ...

## AGRICULTURE, ECONOMICS AND NATURE



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Knowledge grows



# Background

- I've made around 350 videos for teaching, training, user support, and research dissemination
- Apart from my MOOC, I did all the video recording, audio, design, editing, etc.
- Wide range of complexity and sophistication
  - Quick and simple
  - Going for a professional look
- What have I learned that might be helpful to others?

# Pro's and cons of videos for lectures

## ● Pro's

- Flexibility for students
- Avoids death by Zoom
- Better quality than lecture capture
- Can be made to look polished and professional
- Can be re-used
- Sabbaticals are easier for your colleagues
- You're prepared when a pandemic hits

## ● Cons

- Takes time to skill up
- Takes more time to prepare than a normal lecture
- May need to purchase software and/or equipment

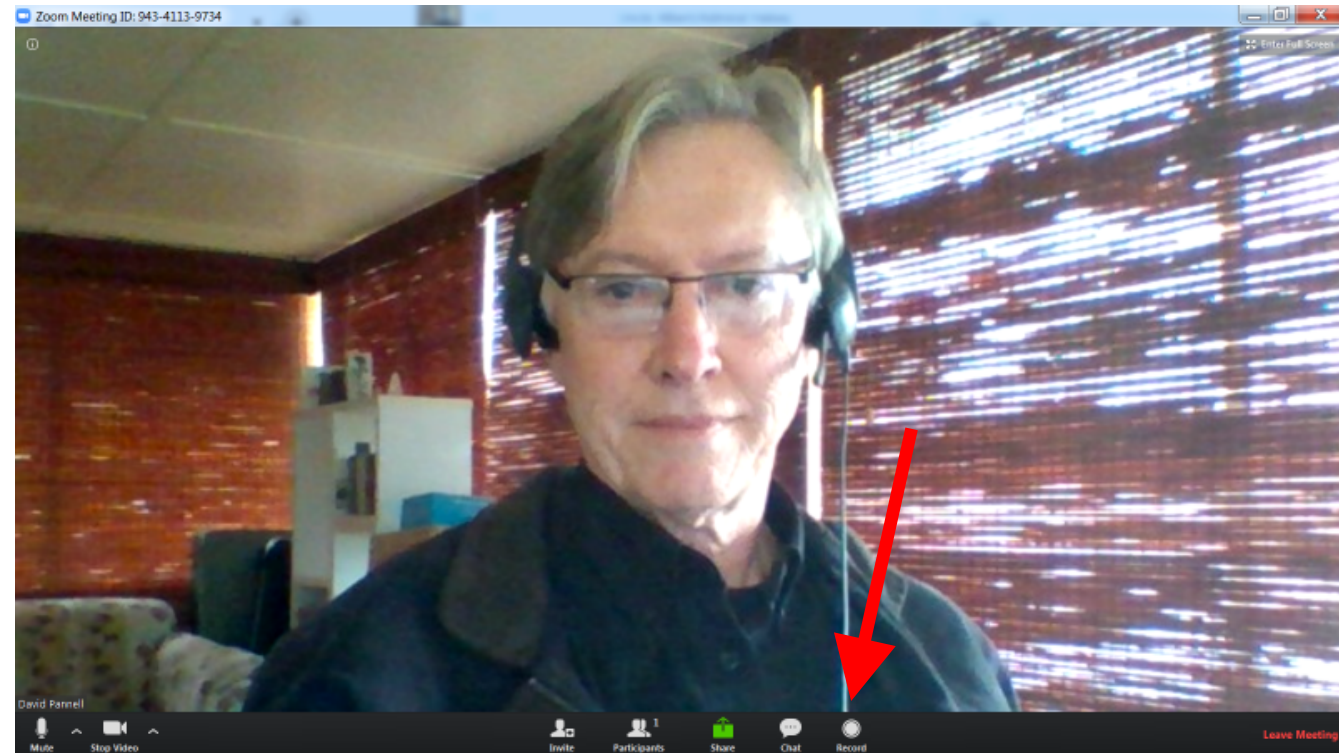


# Personal contact still helps

- Discussion boards
- Email announcements
- Tutorials
- Workshops
- Field trips

# Range of quality/sophistication levels

- Get something basic together quickly and easily
  - Just record yourself in Zoom or similar
  - Minimal learning
  - Not much more time than just giving the lecture normally



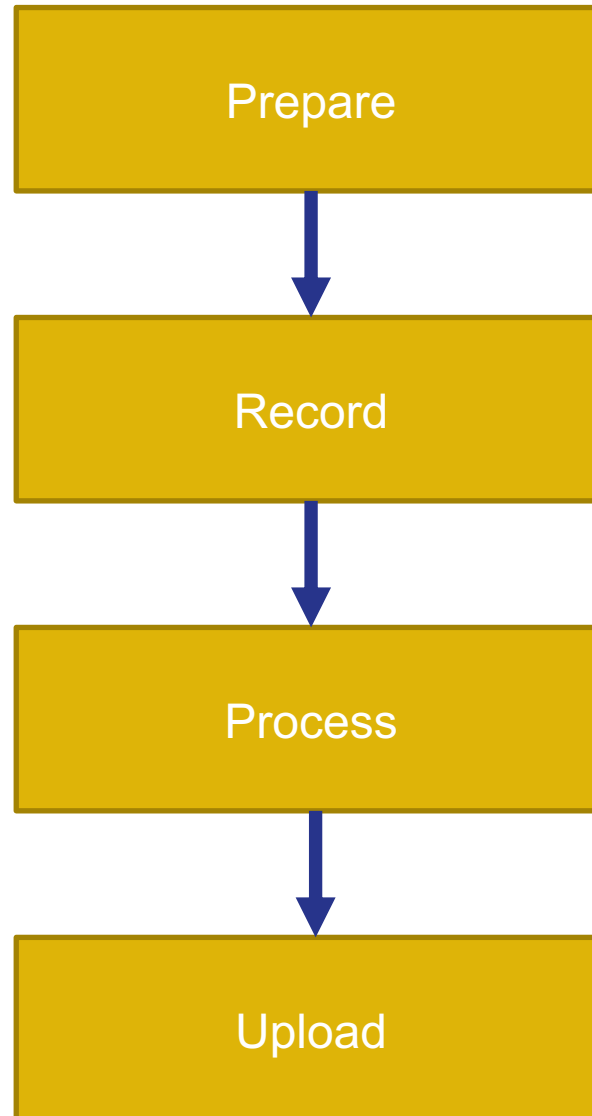


# Using a video editor platform

- Higher-end option
  - Record a video of you giving the lecture and combine it with the slides, animations and music
  - More professional look
  - More time consuming



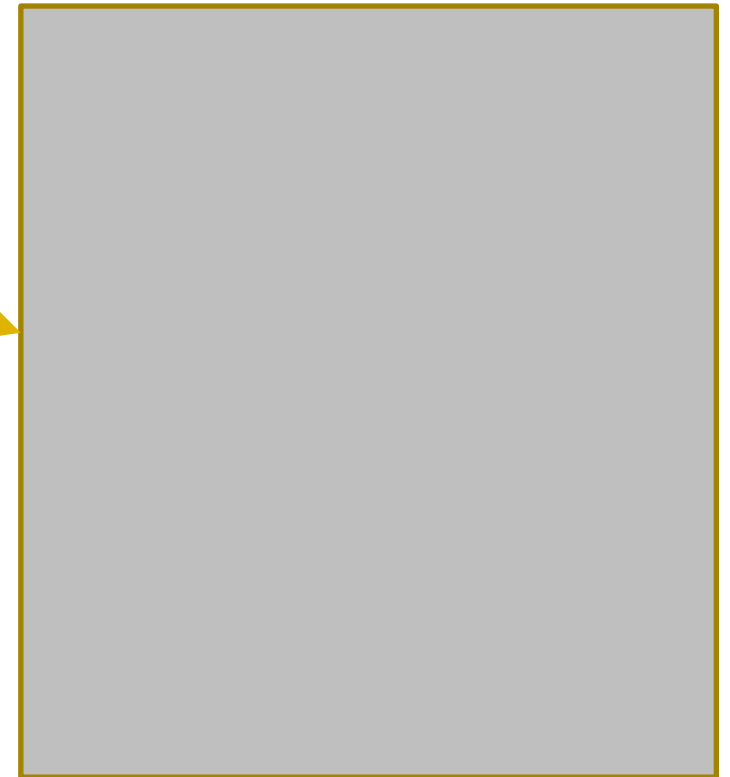
# Steps





# Prepare – make it engaging

- Key issue is engaging students
  - even more important on video than in person
- Follow usual good practice for PPTs
- Allow space on slides for your video
- Break it up
  - 6-8 minutes per part
  - Finish with key points and revision questions in each segment
  - Creates multiple starts – renews attention

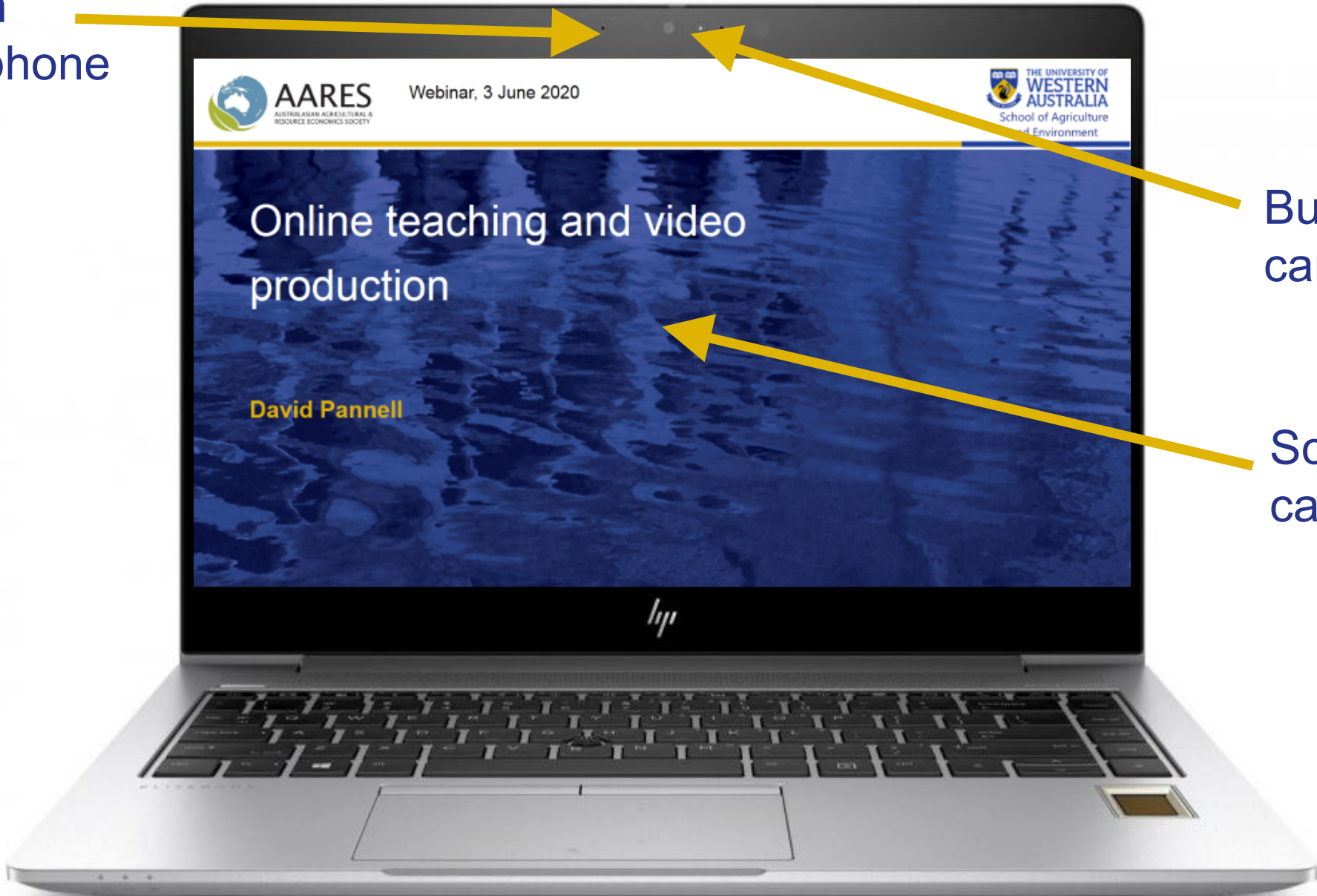


# Making it engaging

- Mix it up
  - Lectures
  - Demonstrations
  - Interviews
- Make it a bit personal
  - Give your background
  - Tell stories
  - Give real examples you have been involved in.



Built-in  
microphone



Built-in  
camera

Screen  
capture

# Camera



# Buy a microphone



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**SENNHEISER**

## ClipMic digital

Clip-on microphone for iPhone, iPad and iPod touch

**Digitally Record for**

- Audio for Video and Film
- Broadcast
- Podcasts
- Dictation
- Periscope
- Meerkat



Powered by

 APOGEE

Made for  
 iPod  iPhone  iPad

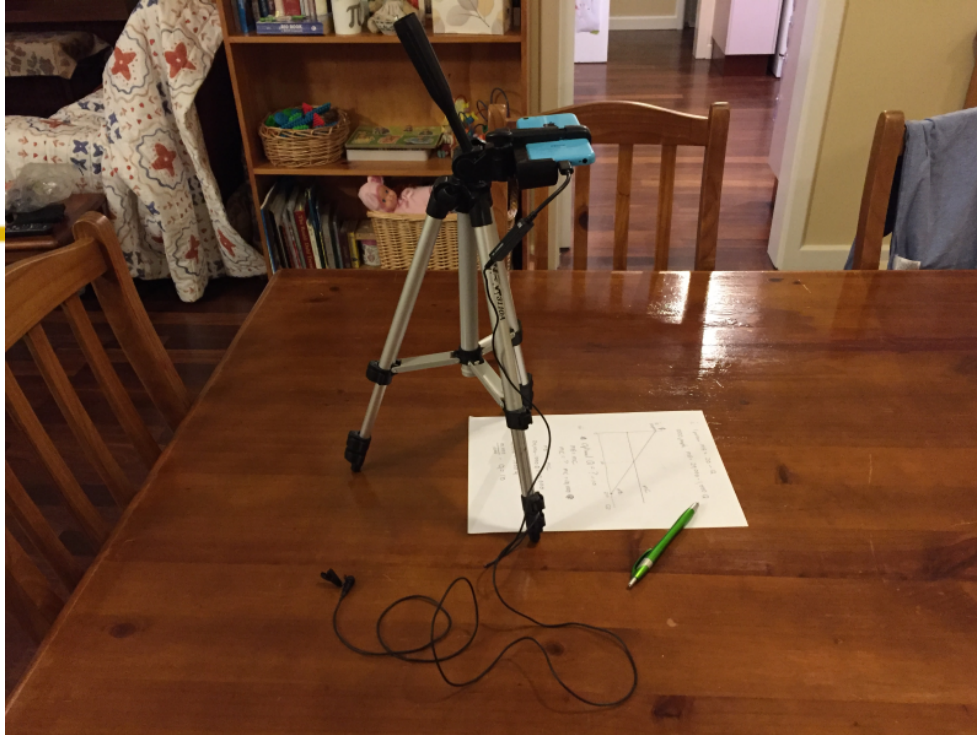


# My setups

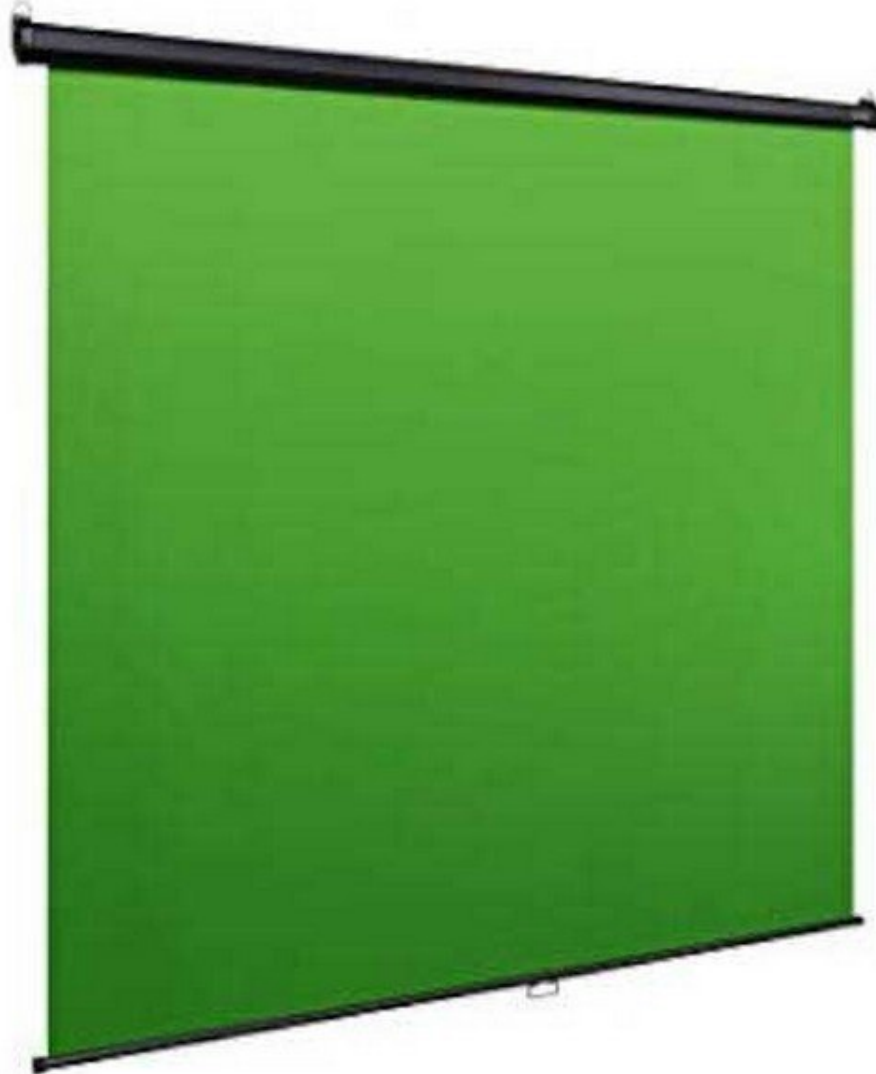




# My setups



# Green screen





# Software – a bewildering range

## Video editing software: The 17 best tools for 2020

By [Creative Bloq Staff](#) 6 days ago

The best video editing software available today, both paid and free.



### Screencast Software / software



Camtasia  
Proprietary ...



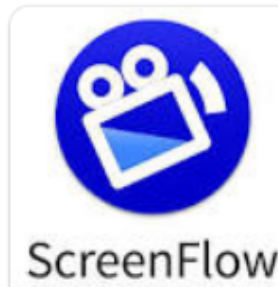
Screencast...  
Matic  
Freeware



CamStudio  
GNU Gener...



SimpleScre...  
GNU Gener...



ScreenFlow

ScreenFlow  
Proprietary ...



Jing  
Freeware



Adobe  
Captivate  
Proprietary ...



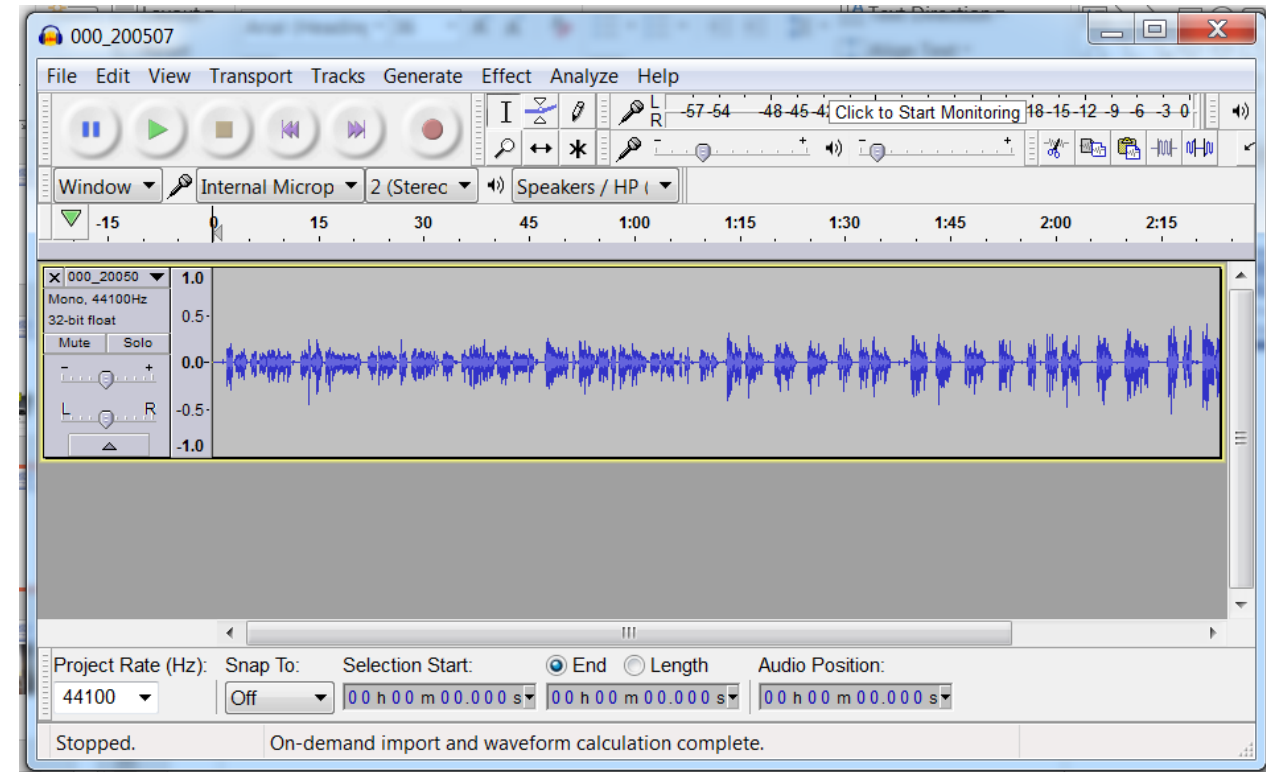
Fraps  
Proprietary ...

# Other useful free software

## Paint.net



## Audacity





# Location

- Light is critical
  - Avoid bright sunlight
  - Needs to come from front
  - Or from multiple lights above
  - Not from one side
  - NOT FROM BEHIND
- Think about the background
- Carpets, curtains, soft furnishings help avoid hollow/empty sound



# Delivery

- Camera at eye height
- Look at the camera
  - Or look at the slides, near the camera
  - Standing a bit further from camera helps
- If you make a mistake, stop, wait about 10 seconds and have another go
- Exude energy and be positive
- Humour helps if you can manage it
- Don't just read – elaborate and clarify



# Process

- Upload video and/or audio onto laptop
- Read them into video editor, with screen capture
- Align video and audio (if recorded separately)
- Maximise volume of voice without distortion
- Maybe apply audio compression (audio levelling)
- Insert introduction (opening slide/music)
- Edit out glitches
- Insert animations, annotations and transitions
- Watch the whole thing through

# Resources

- A checklist for making your videos look professional

<https://grumo.com/how-to-make-your-online-lectures-look-great/>

- A set of tips for using PowerPoint well

<http://www.pannelldiscussions.net> (number 147)

- Music that is free to download and use

<https://www.bensound.com/>



# Examples of my videos

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