



CLICK-12

Simple Ways to Digitize Your Classroom

WEBINAR SERIES POWERED BY FIU ONLINE

TEACHFLIX: CREATING INCREDIBLE VIDEOS



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342,184,697 VIEWS

#1 JAPAN BILLBOARD

45 SECONDS

Humans crave
connection in
any format.



WHAT WE'RE TALKING ABOUT

- Why Video
- Hardware
- Best Practices
 - ◆ End-product
 - ◆ Process
- Software
- Resources

The benefits of video for learners

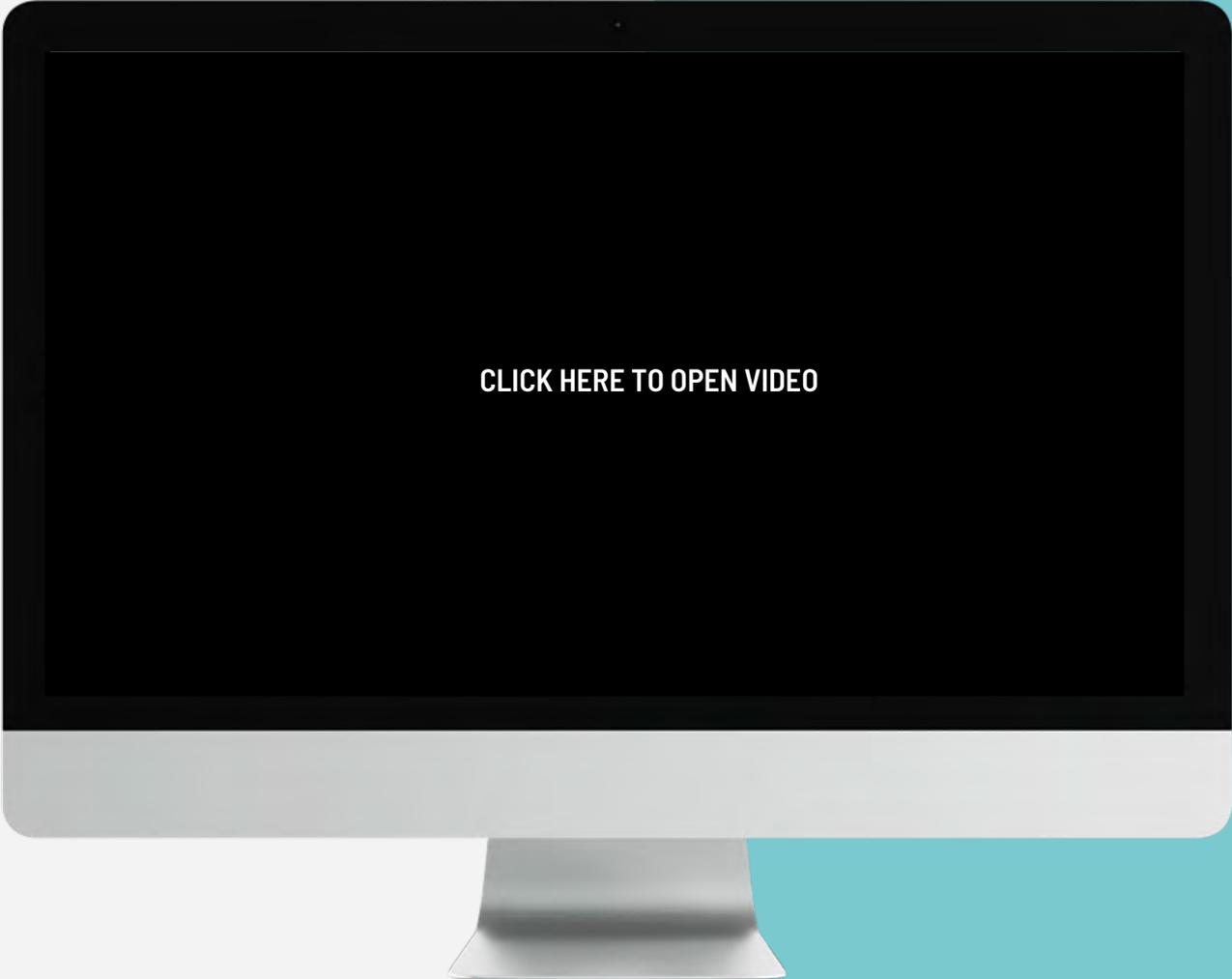
WE USE VIDEO BECAUSE

- Increases student engagement.
- More sensory experience than using text alone allows for “sticky learning”.
- Resolve questions before they become questions.
- Increase proficiency in digital literacy and communication.

WE USE VIDEO BECAUSE

- More than a container of knowledge.
- Get more information.
- Improves course management and organization.
- It allows us to be more HUMAN.

The benefits of video for teachers

A computer monitor with a black screen and a silver base. The screen displays the text "CLICK HERE TO OPEN VIDEO" in white, centered. The background is a light blue gradient.

[CLICK HERE TO OPEN VIDEO](#)

What the data tells us.

75%

More likely to watch a video than read text

21%

More likely to act on an email when it include a video

83%

More comprehension with presentations that include visuals like video along with slide text

Teachers are
"very important
to learning and
development."

A woman in a business suit is seated at a desk, looking towards the camera. In the foreground, a smartphone is mounted on a tripod, displaying a video of the same woman. The scene is dimly lit with a blue tint. The word "HARDWARE" is overlaid in white text across the center of the image.

HARDWARE

Your cellphone is more than a tiny computer that also makes calls, it's your best camera!

Webcam vs. Smartphone camera



PROS

- Integrated to your device
- Most include better mics

CONS

- Difficult to purchase
- Traditionally only up to HD
- Difficult to manipulate angles
- Stuck to a desk
- Separate video editing software

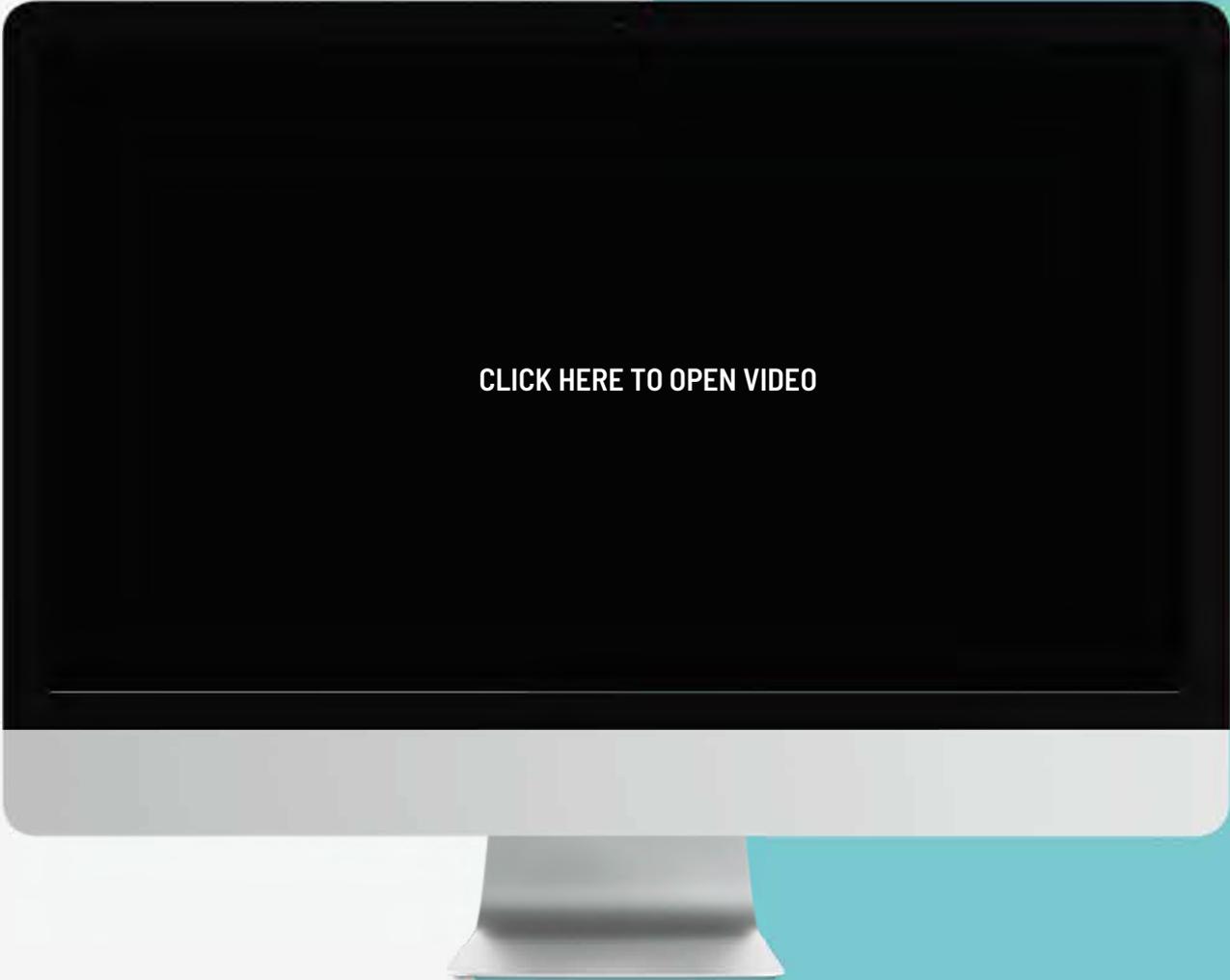


PROS

- Everyone has one
- Built-in editing software
- High quality video and audio

CONS

- Need to buy a stand
- Video takes up a lot of storage
- Rear camera has no live review



CLICK HERE TO OPEN VIDEO

A person wearing white headphones and a grey hoodie is seen from the back, holding a camera. A hand is raised in the foreground, partially obscuring the camera. In the background, a person with glasses and a red hoodie is visible, standing in a wooded area. The scene is dimly lit with a blue tint.

VIDEO BEST PRACTICES



Research suggests videos should be between 2 - 6 minutes.

Video Length

SHORT VIDEOS

(2-6 minutes)

- Makes re-recording much more manageable
- Keeps the content succinct, avoids cognitive overload
- Increases retention



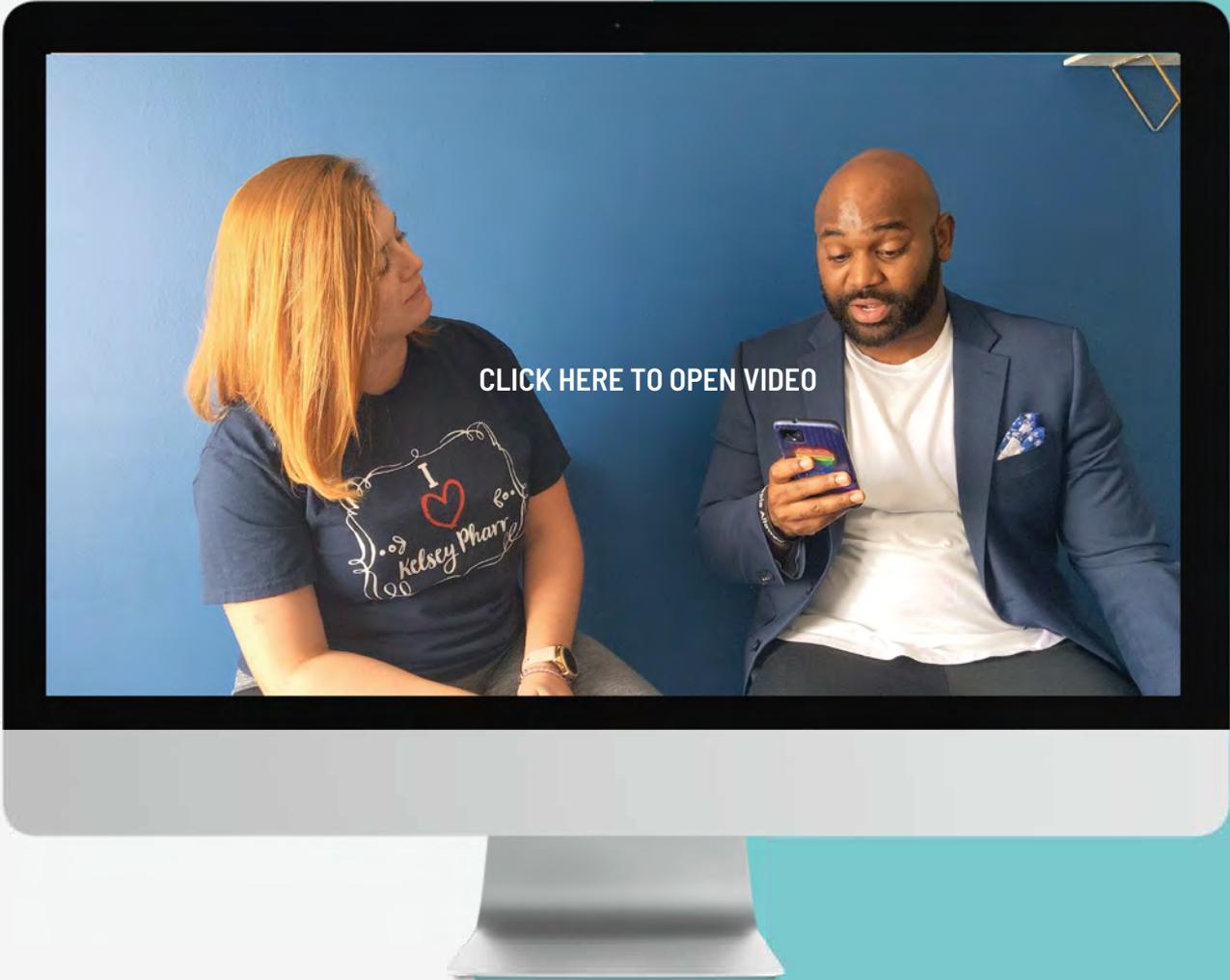
Tips for recording with your smartphone

RECORD WITH YOUR CELL PHONE'S REAR CAMERA



TIPS AND TRICKS

- Always record horizontally
- Buy a stand
- Place a mirror behind the phone so you can review
- Make sure flash is not on
- Start recording before you get in place

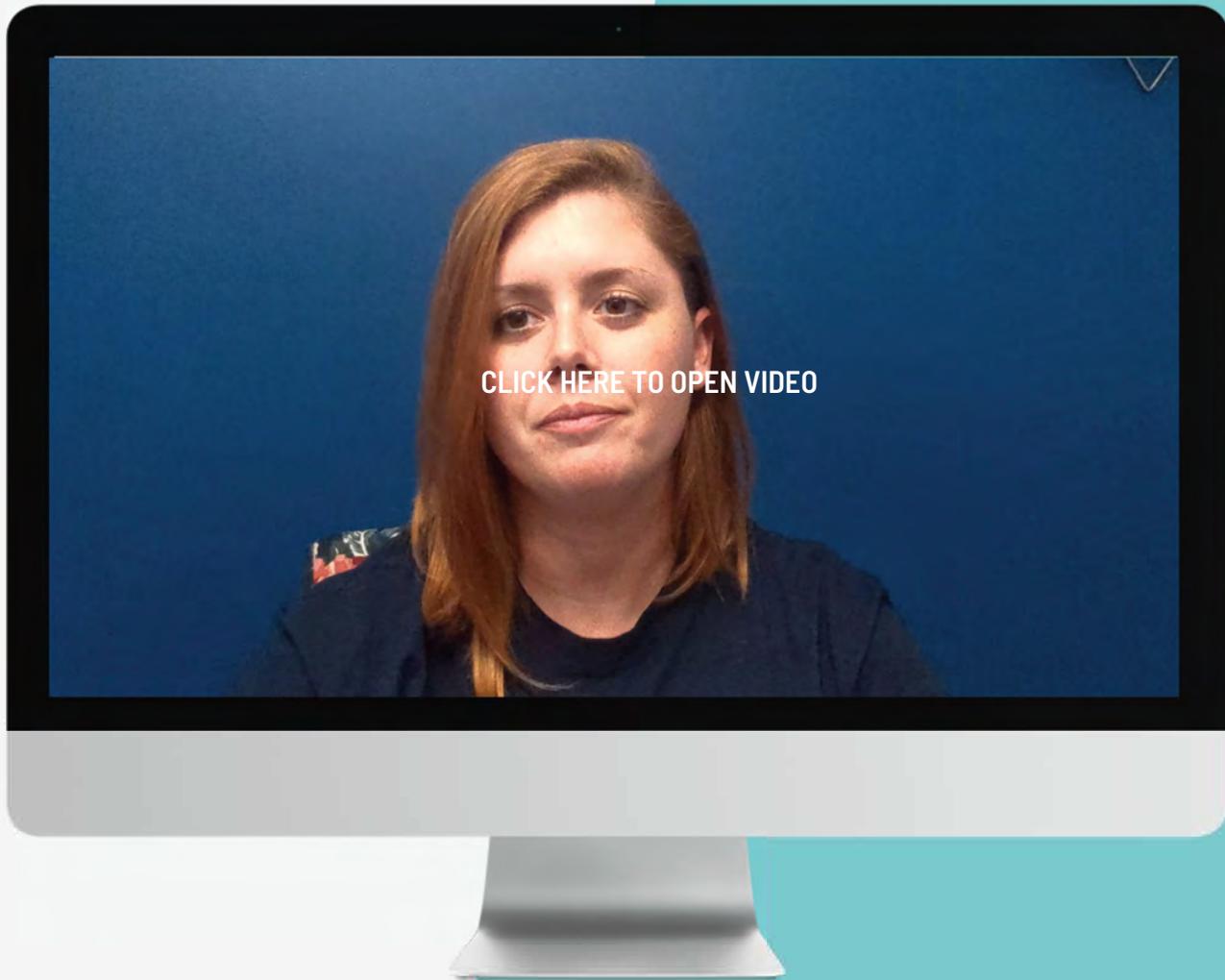


RECORD WITH A HEADSET IF YOU CAN

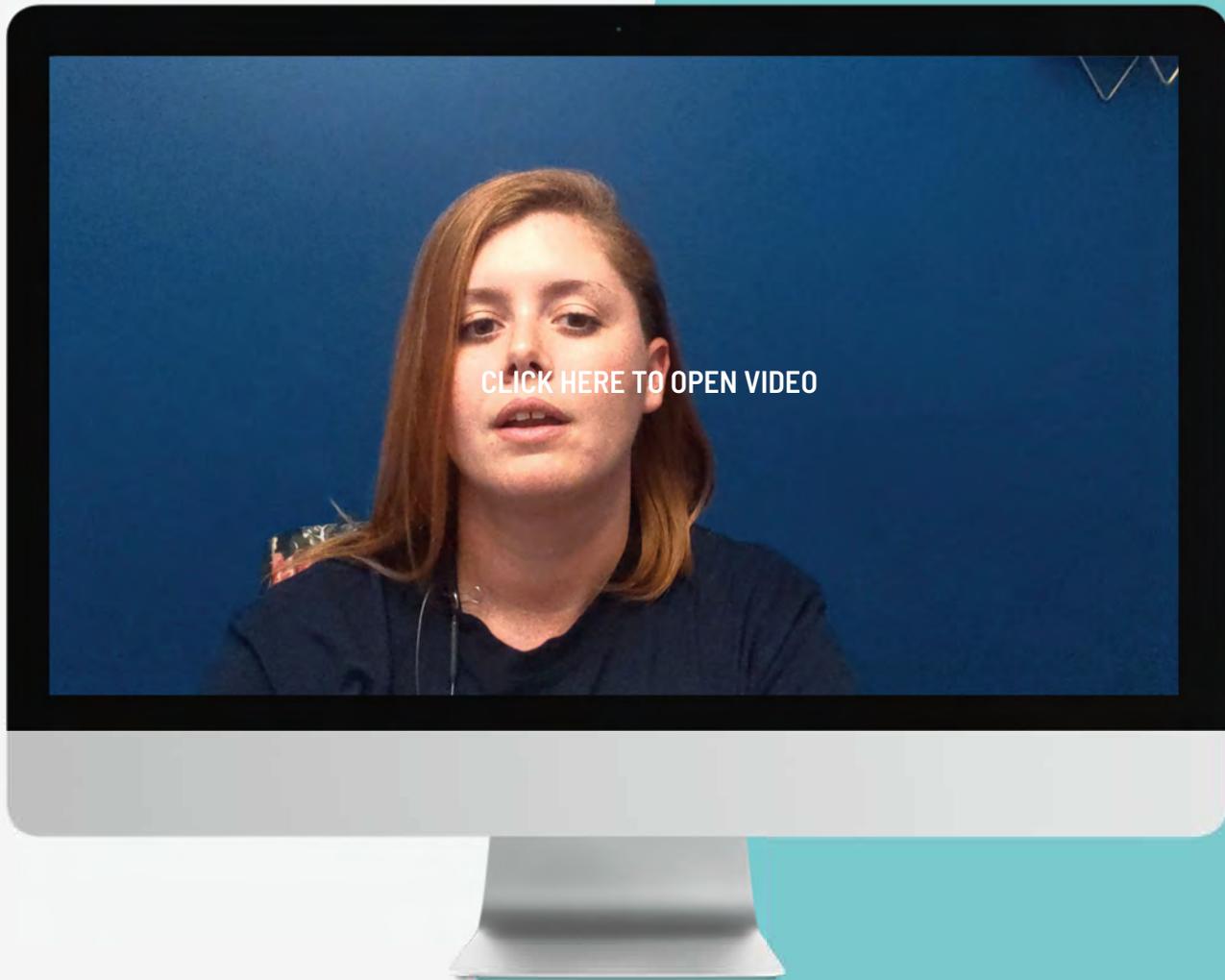


TIPS AND TRICKS

- Use the microphone and hide the headphones
- Use ear buds if you have them
- Don't sit/stand too far from camera



CLICK HERE TO OPEN VIDEO



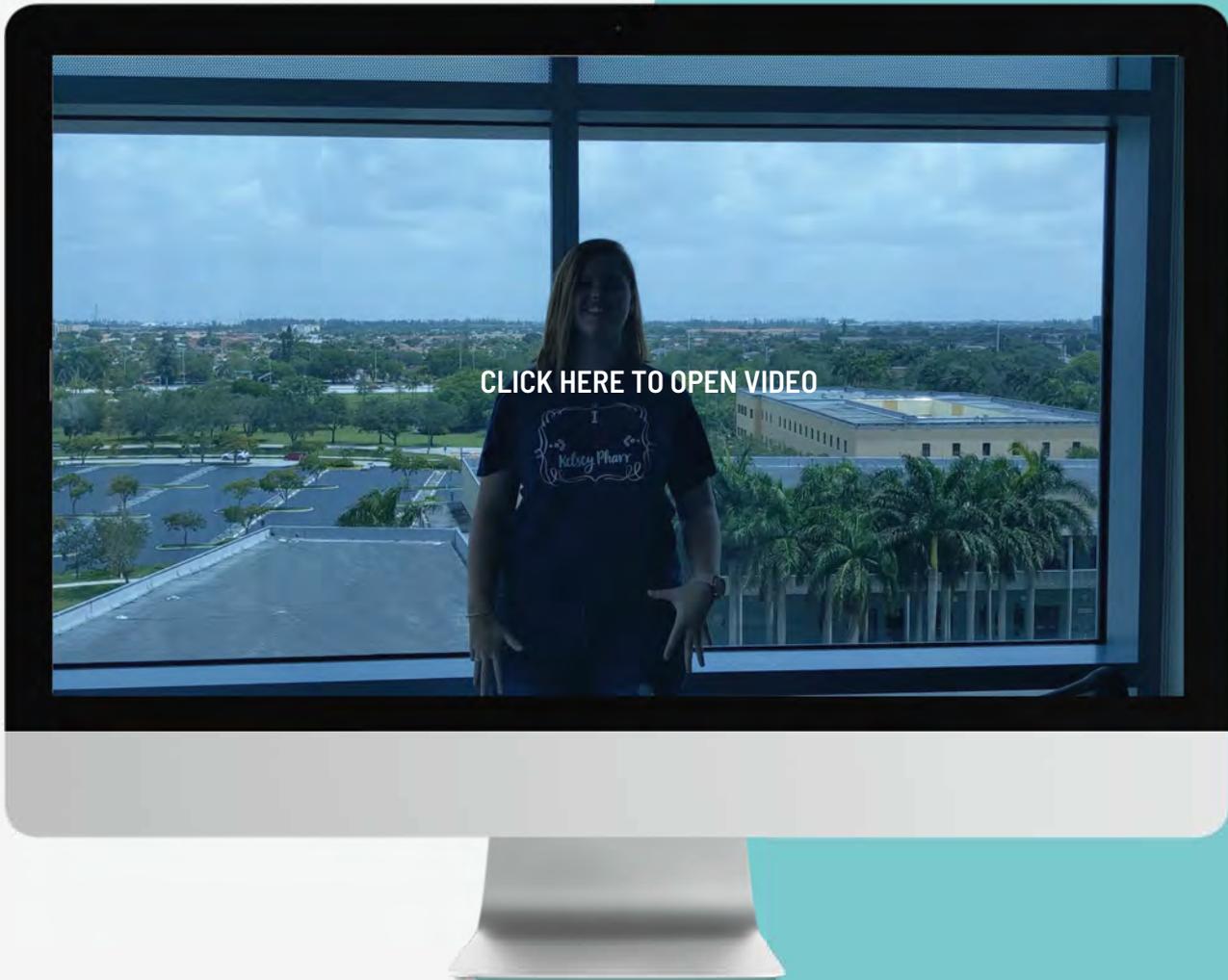
[CLICK HERE TO OPEN VIDEO](#)

LIGHTING IS EVERYTHING



Tips and Tricks

- Record facing light source, not light source behind you.
- Natural light better than artificial, try to record in the afternoon.
- Do not use the flash on your phone.
- Most stands come with ring light.
- Avoid wearing all white or all black, stripes, patterns
- Choose solid colors



CLICK HERE TO OPEN VIDEO

Lighting and Complexion

Amanda in bad and good light



Daylight

Soft light

Face a large window

Avoid backlight

Maikel in bad and good light



Artificial

Harsh light

Normally not strong
enough

Difficult to set up

Camera "Flash"

Very harsh light

Still not strong enough

Avoid at all cost

EYE LEVEL AND AT ARM'S LENGTH

TIPS AND TRICKS

- If you can, stand for your videos
- Camera should be arm's-length away from your body
- Sit up straight
- Do not record from chin up



FRAMING

TIPS AND TRICKS

- Use up as much space as you can
- Point camera down to avoid too much headroom



PERSONAL BACKGROUND

TIPS AND TRICKS

- Make them personal, so always opt for a shot at home
- Stand away from walls
- Try not to use motion backgrounds
- Use bright colors, not loud ones



VIRTUAL BACKGROUND

TIPS AND TRICKS

- Use your background as a whiteboard
- Select relevant images
- Try not to use minimum motion backgrounds
- Use bright colors, not loud ones



THEME BACKGROUNDS

TIPS AND TRICKS

- Use your background as a whiteboard
- Select relevant images
- Try not to use minimum motion backgrounds
- Use bright colors, not loud ones

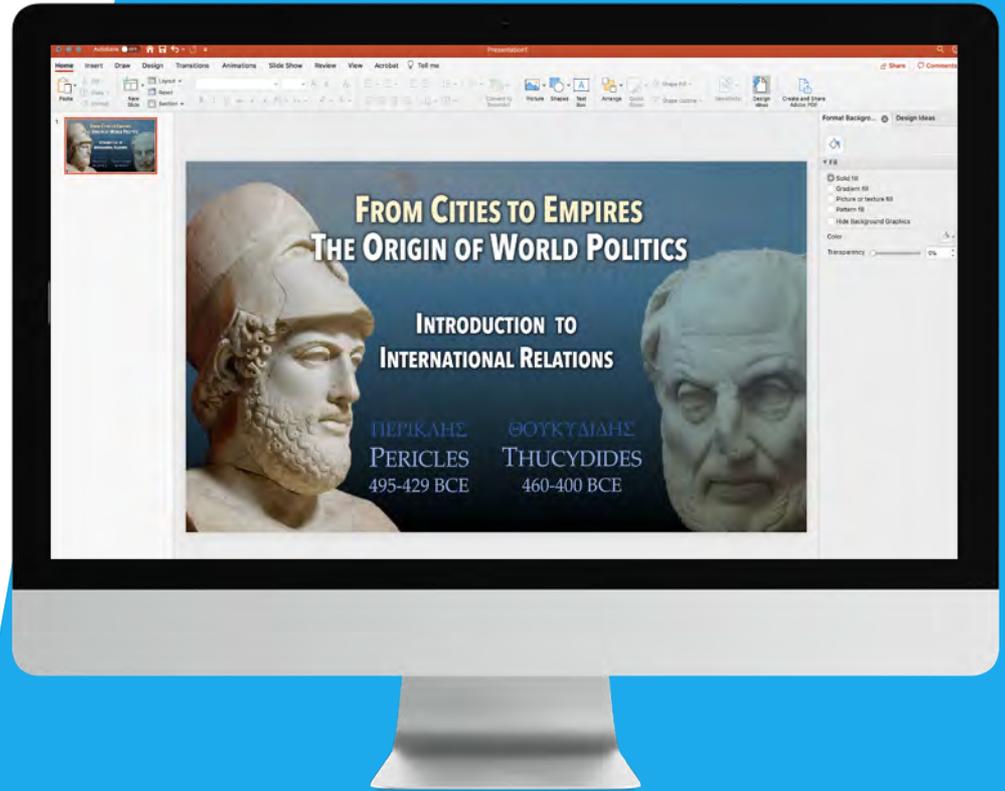


A close-up photograph of a person's hand interacting with a laptop. The laptop screen displays a grid of numerous small video thumbnails, suggesting a software interface for managing or reviewing video content. The scene is dimly lit, with a blueish tint, and the background is blurred, showing what appears to be a desk with some plants.

SOFTWARE

MICROSOFT POWERPOINT

- Export presentations as video
- Compatible with Mac and PC
- Use with video recorded externally
- Ideal for presentations with images and texts



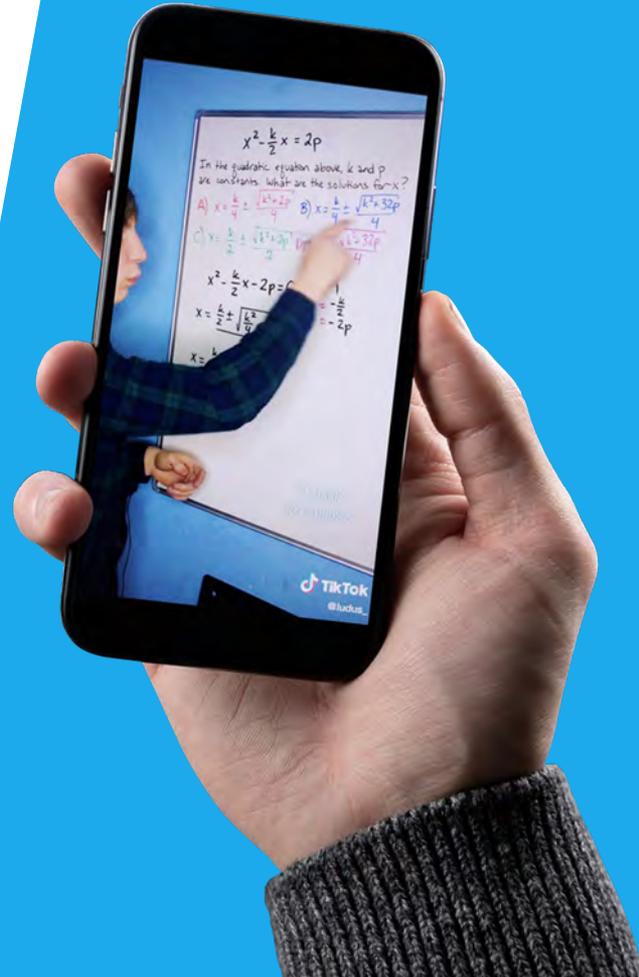
ZOOM

- Full HD recording option
- Compatible with PC & Mac
- Use with webcam
- Ideal for tutorials and walkthroughs
- Free accounts allow local recording
- Pro accounts come with cloud storage



TIKTOK

- Suite of editing features (fliers, audio, clipping)
- Compatible with iOS and Android
- Use with smartphone
- Ideal for quick videos, light intros, tips and tricks
- Only up to 60 seconds
- Only in portrait mode



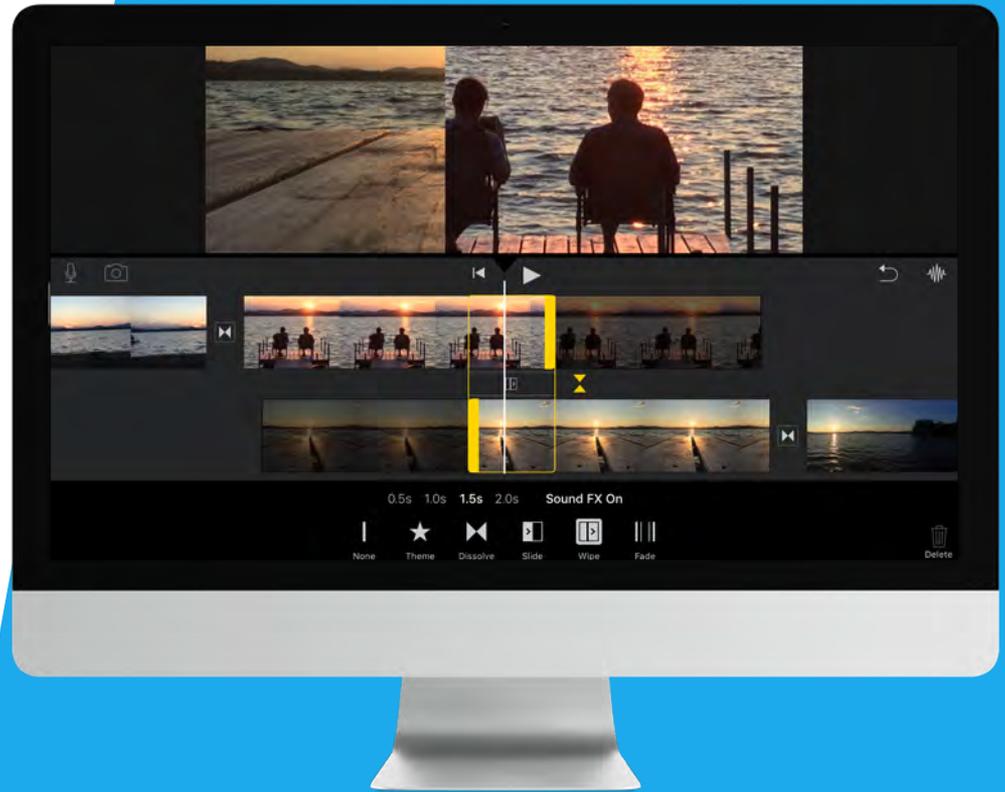
INSHOT

- Suite of editing features
- Only available on smartphone and tablet
- Use with phone or tablet camera
- Ideal for short videos even example videos
- Primarily portrait mode



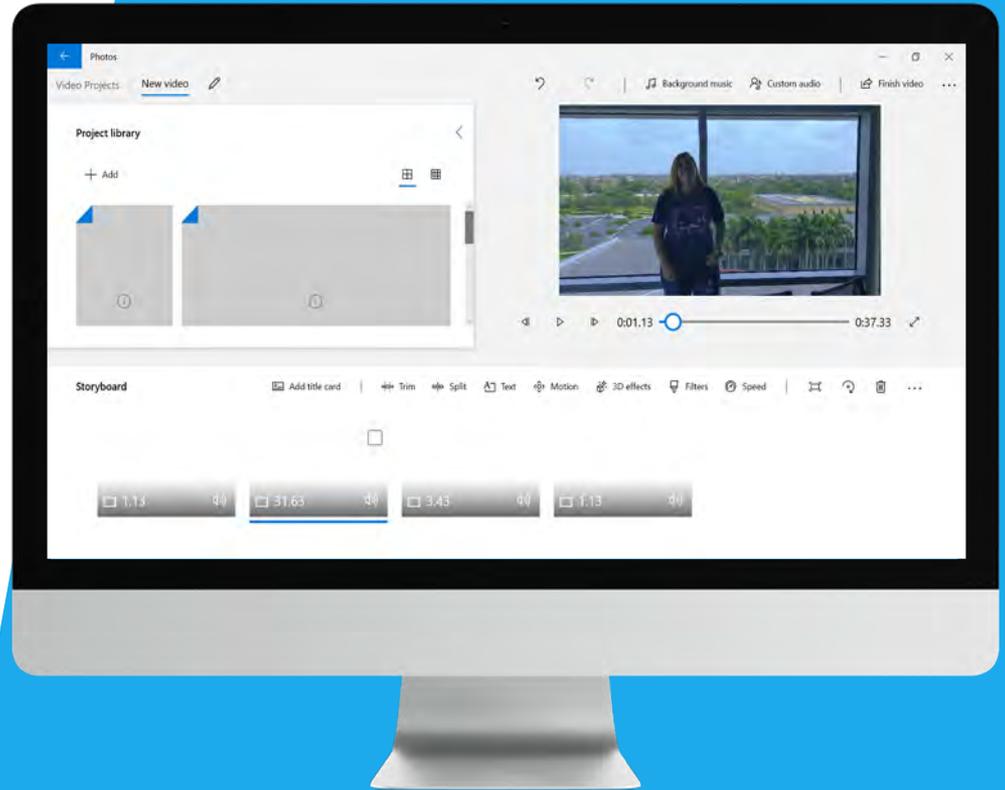
iMOVIE

- Suite of editing features
- Only available on Mac/iPad
- Use with webcam or tablet camera
- Ideal for lecture style and interactive videos



WINDOWS PHOTOS

- Suite of editing features
- Available on PC
- Use with webcam or external video
- Ideal for lecture style and interactive videos
- Must use split feature for multiple edits



CAMTASIA

- Cost \$169
- Available on PC and Mac
- Use the webcam or external video
- You can create anything on this:
screen recordings, lecture videos,
explainer videos



When do you use video?

USE VIDEOS WHEN YOU NEED

- To model behavioral or interpersonal skills.
- To demonstrate how to, or how not to do, a specific task.
- To emphasize an important concept or point.
- More emotional appeal than just photos or text can deliver.

Always start with what the objective you are attempting to achieve, then consider is this the appropriate medium.



RESOURCES

A starting
point
for all the
information
you need

- [Converting PowerPoint to Video](#)
- [Recording with Zoom](#)
- [Make short videos with TikTok](#)
- [Edit videos with iMovie](#)
- [Interact with InShot](#)
- [Be limitless with CAMTASIA](#)
- [Making memories with Windows Photos](#)

UPCOMING WEBINARS

WEDNESDAY @ 10 AM
AUGUST 5

DOT ORG—STRUCTURING
THE VIRTUAL CLASSROOM

This session focuses on virtual classroom organization techniques so that you can teach more and struggle less.



KARINA OCAMPO
Instructional Design Manager
FIU Online

WEDNESDAY @ 10 AM
AUGUST 12

FREE99: NINE LOW-COST,
HIGH-IMPACT ED-TECH
TOOLS IN 90 MINUTES

This session covers nine of the most relevant and low-cost ed-tech tools you can incorporate into your classroom today.



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OUR WEBINAR SETUP

- In a room with lots of natural light, shining ON our faces not behind us
- We were using our laptop's built-in web camera
- We elevated the laptop on a stand to bring it closer to our eye-level
- We used a Blue Snowball iCE USB Microphone to better capture audio
- We used a wireless mouse to click through slides to limit movement