

# TIPS FOR CREATING INSTRUCTIONAL VIDEOS



## 01

### Identify the concept, skill or focus of your video.

- Keep your focus narrow.
- Do not try to cover too much in a single video.
- Remember, it is better to record several short videos instead of one longer video.

## 02

### Prepare a slide deck with your information

- Limit your text to bullet points (e.g., key words and phrases).
- Eliminate distracting backgrounds or unnecessary visuals.
- Include examples and relevant media designed to “show” what you are explaining.



## 03

### Use animation to provide the learner with visual cues as they watch the video

- Animate your bulleted points so they appear as you talk about them.
- Animate media to appear when you reference it.
- Animate lines, boxes, and arrows to draw the learner's eye to specific information or visuals.

# 04

## Record a screencast of your projected slide deck and your audio track

- Use a screen recording tool, like Screencastify or QuickTime, to record a screencast of what is on your screen and your voice.
- Save your video in Google Drive or export it to YouTube.
- Share your video directly with students.



# 05

## Engage students around the video content as they watch

- Pair your video with a writing prompt.
- Ask students to engage in an online discussion about the content presented in the video.
- Provide students with guided notes to help them capture the most important information.
- Ask students to create a concept map or sketch notes to surface what they learned while watching the video.

## How Can We Help?

Contact your implementation specialist at [implementation@studysync.com](mailto:implementation@studysync.com), or visit our website at [www.studysync.com](http://www.studysync.com) to sign up for our monthly newsletter or view the current webinar schedule.