



# Monthly Workshop Series: Using Video in Online Courses

## Workshop Summary

Using video in an online course seems like a natural choice. It allows you to deliver content as you might have in a face-to-face environment, offer variety in your instructional materials, expose students to your personality and passion, and reuse the assets you create. But videos can be challenging and time-consuming to create, may require replacement or updating, and could present daunting accessibility challenges. You may not even know how to get started. In this synchronous session, we'll discuss the neuroscience and cognitive psychology that underlies contemporary research on the efficacy of multimedia in learning and apply these principles to the design and delivery of educational videos.



## Session Information

<b>Date/Time</b>	Thursday, 21 March 2019, 1-2 pm ET
<b>Session URL</b>	<a href="http://thelearninghouse.adobeconnect.com/fd-1903/">http://thelearninghouse.adobeconnect.com/fd-1903/</a>
<b>Conference Line</b>	While visuals will be handled through your web browser, audio for the workshop may be done either via phone or your computer's microphone and speakers. If you wish to use your phone, use the following call-in information: Number: (888) 619-1583 Passcode: 712 743 4023
<b>Recommended Reading</b>	<ol style="list-style-type: none"> <li>1. <a href="#">"Cognitive Load Theory: Structuring Learning Materials for Maximum Retention"</a> (969 words)</li> <li>2. <a href="#">"Principles of Multimedia Learning"</a> (1240 words)</li> <li>3. <a href="#">"Creating Module Introduction Videos"</a> (2,378 words)</li> <li>4. <a href="#">"How to Ensure Accessibility for Educational Videos"</a> (3,385 words)</li> </ol>
<b>Instructions</b>	Prior to the live session, please consume the materials above. At or just before the start time of the session, click the URL above, sign in as a guest (with your full name), and Adobe Connect will launch in your browser (or in the Adobe Connect application, should you choose to download it).
<b>Technical Requirements</b>	Computer with a web browser Phone OR speakers/microphone attached to computer (for workshop audio) Internet speed of DSL or higher (>512 kbps)



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## Recommended Reading

Best practices in the use of video in online courses are grounded in several theories on how humans process information. Cognitive load theory, for example, suggests that the specific way you structure your visuals and spoken narration is extremely important when it comes to students' ability to retain and integrate them. [“Cognitive Load Theory: Structuring Learning Materials for Maximum Retention”](#) covers this cognitive psychology principle at a high level, describing the three components of cognitive load (intrinsic, extraneous, and germane load).

Partly building on cognitive load theory, Richard E. Mayer's seminal 2009 work *Multimedia Learning* leverages 20 years of research to articulate principles that guide the design and delivery of audiovisual materials. Given that there are quite a few of them, reading [“Principles of Multimedia Learning”](#) will allow us to focus on applying his research to educational video during the synchronous session.

Mayer's research, however, generally centers on multimedia that describe processes – that is, purely informational videos. What may not be obvious, however, is the importance of providing *context*. With that in mind, developing module introduction videos is an excellent use of the medium, particularly given that they can also build community and enhance instructor presence. [“Creating Module Introduction Videos”](#) addresses these benefits, provides suggestions for the content of these videos, and lists some basic logistical suggestions for filming them, which we'll discuss in more depth our synchronous session.

Lastly, the accessibility requirements for educational videos may be more stringent than you think: you need to include captions AND a separate audio track that describes all visual elements during the gaps in narration (also known as an “audio description”). This can be a lot of work! Accordingly, [“How to Ensure Accessibility for Educational Videos”](#) walks you through your affirmative responsibilities, how to create captions and audio descriptions, and how you might even be able to preclude the need for an audio description entirely.

Reading these articles prior to the synchronous session will allow us to spend more time on hearing from each other about our challenges with – and innovative approaches to – using video in online courses, and to address some of the more logistical aspects of filming. It's important to note that because of the wide variety of operating systems, hardware, and editing software, this session will not focus on the technical aspects of filming, though we will discuss some basic principles of lighting, sound, performance, and editing.





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## Adobe Connect Tips

We'll be using Adobe Connect to run the synchronous session. This can run in your browser of choice, or, if you prefer, you can install the [Adobe Connect add-in](#) to have it run as a standalone desktop application.



- If possible, do try to consume the recommended readings prior to the start of session, since the session will build on these materials.
- Be sure that you're in a quiet location with a good internet connection.
- Audio for the session may be done via phone or VOIP (computer microphone and speakers).
- Please mute your audio when you are not speaking.
- Whether you're using your phone or your computer for audio, headphones are strongly recommended, to reduce the chance of feedback or echoes.
- If using your computer's microphone and speakers, we recommend you arrive a minute or two early and run the Audio Setup Wizard. Once you're in the Adobe Connect room, you can run the wizard by clicking Meeting > Audio Setup Wizard.
- There may be polls, activities, and discussion. Please be prepared to participate, and don't hesitate to ask questions at any point!
- Be sure to sign in once you arrive so we know who has attended the session. Though the URL will be provided in the Adobe Connect room, you can also find it here: <https://form.jotformpro.com/learninghouse/fd-signin>

