

GCU Faculty Guidelines for Creating Multimedia Teaching Supplements

The following guidelines highlight the professional expectations for GCU faculty when recording multimedia supplements (audio, video, narrated PowerPoint, etc). These guidelines serve to ensure that all faculty-generated course supplements meet the academic and professional standards expected of all members of the GCU community.

Goals of Supplemental Videos

There are two driving goals that motivate the inclusion of instructor-developed videos:

1. Promote student learning
2. Foster student engagement

As such, your videos should simultaneously work to enhance students' cognitive understanding of course material while building a relationship between the instructor and students.

Pedagogical Considerations

There are countless ways to integrate faculty-generated multimedia into the online classroom; selection and creation of multimedia supplements should consider a number of factors (including learning objectives, course level, student population, class size, technological access, time constraints, instructor's comfort with technology, etc). Essential to effective integration is to drive all modifications by a course need rather than simple technological or multimedia novelty. To facilitate effective incorporation of faculty-generated supplements, faculty should follow a sequential model of inquiry:

- Step 1) Articulate the issue, challenge, need or goal that is prompting additions to your course.
- Step 2) Identify the type of multimedia or instructor-generated supplement that is aligned with the issue identified in Step 1.
- Step 3) Highlight the anticipated student or course outcome of successful integration of the multimedia.
- Step 4) Integrate the multimedia in the course mix.
- Step 5) Monitor the outcomes identified in Step 3 to determine value of the multimedia and future use.

As with all course modifications, it is important to monitor and reflect on the impact of integrating faculty-generated multimedia into the course mix to determine if changes are meeting your course objectives, instructional needs or student preferences. Due to the range of factors that can impact the value of multimedia in any given course, there are no definitive guidelines that universally apply across all courses or settings. Rather, the potential of instructor-generated multimedia is limited only by the creativity and ingenuity of each instructor.

Tips and guidelines to ensure a professional video presentation

- Present a professional appearance. When creating instructional videos or video supplements, you should ensure that you present yourself in a professional manner. A good rule of thumb is that you should dress/groom as if you are presenting in front of a live audience.
- Be aware of background. Monitor the background of your video to ensure that it is appropriate for classroom viewing. While you do not need to create a blank background, you should ensure that the background maintains the professional look of your video.

- Keep video supplements short. From both a technical and an interest perspective, you should keep your video supplements relatively short (under 5 minutes). It is more effective to have several short videos than it is to have one long video.
- Monitor the quality of your audio. The audio supplementing your video presentation should be clear and easy to understand. In most cases, you will need to use an external microphone rather than relying on the internal computer microphone.
- Avoid unnecessary duplication. If the content of your course can be clearly communicated via written text, you will not want to duplicate the same information in a video format. Utilize videos to supplement the existing content: provide examples, clarify, extend research, add professional experience, etc.
- Talk in a conversational tone. When creating your video supplements, try to talk in a casual, conversational tone that evokes the social conventions for interactions. Avoid using a dry, reading-based intonation or a lecture tone.
- Personalize the video supplements. Utilize your video supplements as a means of connecting with your learners. As such, while there may be some videos that you can use repeatedly, a more effective approach is to create “just in time” video supplements to connect the online course content with current events, examples and personal explanations. It is helpful to integrate information, examples, and narrative that show students that your video is responding to things happening in the current course (and not simply an archived video).
- Know the instructional objective of your video supplement. For every video supplement you include in your course, you should have a clear and explicit expectation of what the video will add to supplement existing content. All videos should be relevant, timely and content-driven.

Tips for Maximizing the Effectiveness of an Oral Presentation using PowerPoint:

From “Displaying Your Findings: A Practical Guide for Creating Figures, Posters, and Presentations (6th Ed.)”

The following guidelines help to ensure an effective, non-distracting presentation when using PowerPoint as a visual supplement:

- Use sound effects and animation only to enhance a particular point in the talk.
- Make sure the contrasts between text and background are good for online viewing.
- Practice coordinating your presentation with your narration.
- Convert presentations to a viewing format (such as Flash or FLV) that do not rely on the viewer having access to specific presentation viewing software.
- Time your presentation; online presentations should be short in duration (typically less than 15 minutes).

Checklist for Creating Effective Visuals for Oral Presentations

From “Displaying Your Findings: A Practical Guide for Creating Figures, Posters, and Presentations (6th Ed.)”

- Font type, size and color are consistent across slides.
- Text is large enough to be read easily.
- There are no more than 12 lines of text per slide.
- Text is clearly organized (e.g., using bullets or numbering).
- Text is limited to that which is absolutely necessary.

- One main idea or topics is on each slide
- Color scheme (if any) is consistent.
- Color combinations are carefully considered; bright colors give a professional appearance.