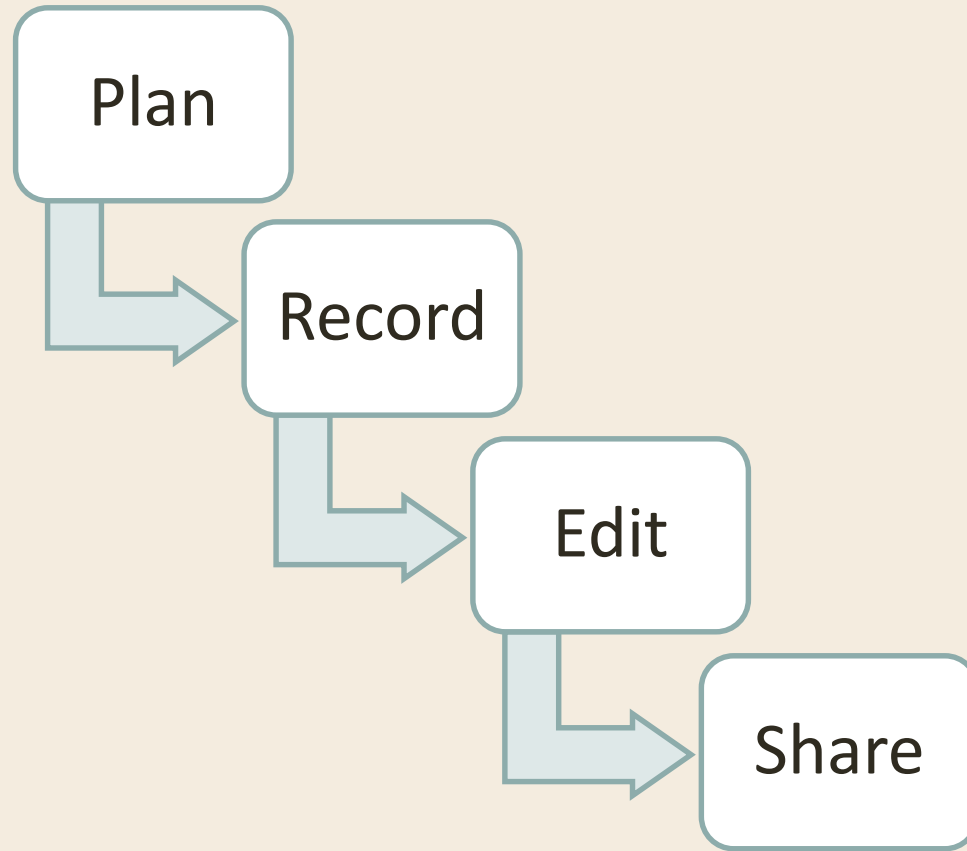




Create Your Own Podcasts and Videos!



The Creation Process:



How Long Will This Take?

Longer than you would expect.

Creating videos and podcasts can be a time-consuming process. At minimum, expect to spend 3 to 4 times the length of your finished media just on recording and editing. That means a rough 5 minute video will take at least 15 – 20 minutes to create, not counting the planning.

If you are going to record multiple takes to make sure everything sounds perfect, or do a significant amount of editing, that time will increase. In those cases, it's not unheard of for it to take 2 to 4 hours of work for every minute of finished video. That's 10 – 20 hours for that one 5 minute video.

If you're going for an acceptable level of quality, a good average is 10 – 30 minutes of work for each minute of finished video. That would be about 1 – 2 hours of work for a 5 minute video, excluding planning.

Plan

Determine your topic.

The topic of your video or podcast should be very focused. This should not be like your classroom lecture, which may cover several related topics.

The advantages to focusing on a single topic include:

- Shorter media - A lot of research has gone in to showing that learners stop paying attention to longer videos or podcasts. Short clips are more likely to have them engaged the entire time.
- Easier to update - If you create a long video or podcast, and any of the information changes, you have to recreate the entire thing. If you have multiple, single-topic clips, you will only need to redo the ones that include new information.
- Easier to create - Trying to record an hour long video or podcast is just asking for your computer to crash 50 minutes in. You will likely end up doing several takes or recording multiple stumbles, so a more focused clip will require significantly less recording or editing time.

Plan

Decide what information you want to include.

Again keep it short!

A normal class may last over an hour, but trying to include all of that information in a single video or podcast will result in students zoning out pretty quickly. When possible, try to limit your video or podcast to include just 5 – 10 minutes of information. Some studies have suggested that 6 minutes is the ideal length. Over 15 minutes, and attention starts to wane.

You don't need to cover every bit of information that is in the textbook. If you do, why would students bother to read it? Focus on what is most important for students to understand.



Plan

Identify what students will need to understand the material.

Will you be able to convey all of the information students need without any visuals? If so, you have a podcast. If students will need visuals to stay engaged or understand the topic, you have a video.

There's a few options for videos:

- Talking head – You, in front of the camera. The advantage this has over podcasts is that you can use facial expressions to communicate with students.
- Whiteboard – You could record yourself at a whiteboard, and use the markers to draw or write what is needed.
- Screen capture – This is best if you are showing students how to do something on the computer. The video will include everything you click and type. You can also use Smart Notebook to have a virtual whiteboard.
- Presentation – Your voice over a presentation. This is often the easiest to record, but can also be the least engaging. If you are going to do this, make sure that your presentation includes visuals, not just the text you will be reading.

Plan

Write it out!

Having a script helps eliminate the “ummys” and long pauses, since you don’t have to try to think of what to say next. Having a script is also useful for ADA compliance, as you can upload that as the transcript. Having a script doesn’t mean that you must follow that to the letter; you can always ad-lib a little.

If you don’t want to write a full script, write out bullet points and key ideas to help keep you on track.



Record

Find a quiet place with good acoustics.

You'll want to minimize background noises, such as fans, computers, squeaky chairs, or voices in the hallway. These things can be distractions in the final video or podcast.

If you're not sure about the acoustic qualities, try recording a short sample. Do you hear echoes? Sometimes rugs, curtains, sound panels or other fabric can help eliminate those.

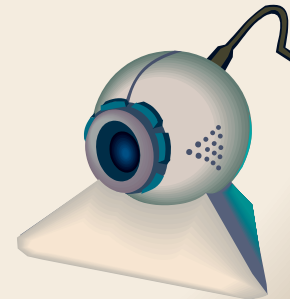
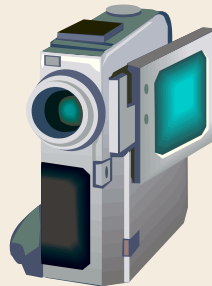
Record

Start recording!

There are several good recording programs for audio and computer screen capture, including Camtasia Studio and Audacity. Make sure to have a good quality microphone and camera if you are recording yourself. Some webcams will work, others may look grainy.

Don't worry about trying to make it perfect; find where your "good enough" level is and aim for that.

Don't be a stick! Put some emotion in your voice, and show enthusiasm for your topic. You can even include a joke or two. This is your way to virtually connect with students, so don't be a robot reading a script.



Edit

Cut out the problems.

Once your video or podcast is recorded, you can edit it. This is only limited by what program you used to record the clip, and what other programs you may have access to. Common edits include cutting out long pauses or false starts, removing noise, and tweaking the overall volume.

Depending on your software, you may also be able to add enhancements. This could include opening or closing music or video callouts to draw attention to certain items.



Edit

Chose the best format.

Often, the file format used in recording the video or podcast is not the final one you will use to share it with your class or the world.

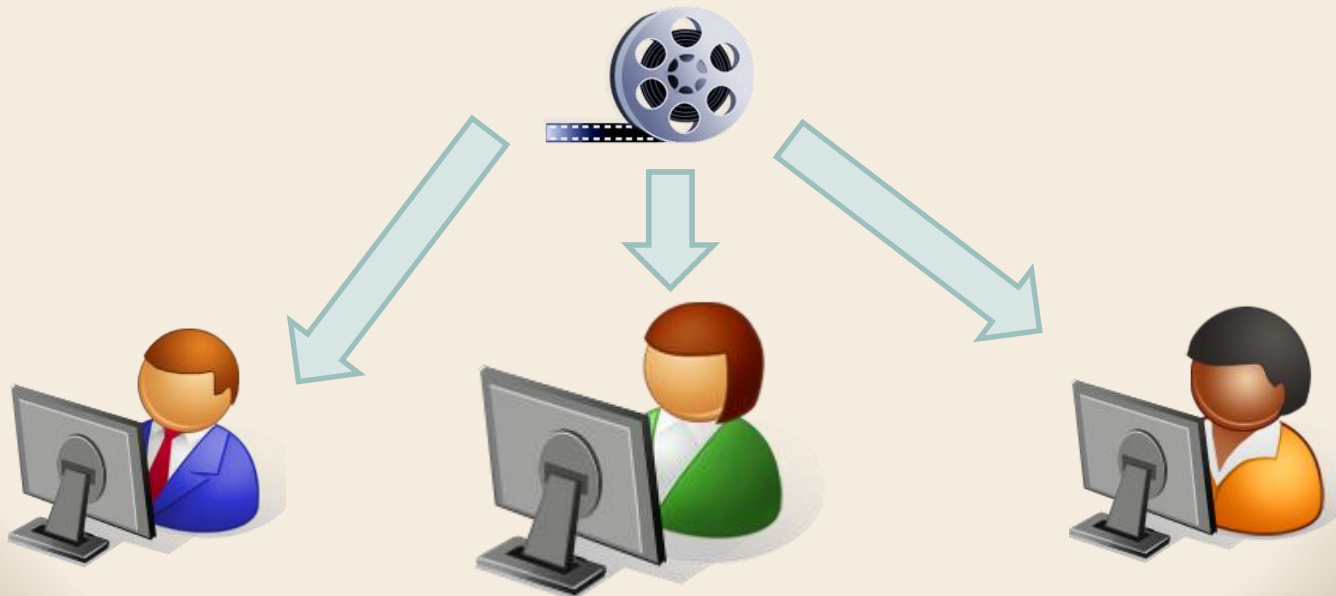
The most commonly used audio format is MP3, although there are many other options available. For video, MP4 or MOV files are a good bet. Some file types are more limited. For example, WMV files require Windows Media Player and Flash videos can not be played on iPads, iPhones, or iPods. Make sure the format you select is one that all of your students will be able to open without problems.

Share

Decide how you will make the video or podcast available.

You can make the media publicly available to the entire world, or limit it to just your students. Common options include YouTube or iTunesU. You can also upload the video or podcast into Sakai, where you can make it available to your classes.

There's advantages and disadvantages to each, it all depends on how you would prefer to share your creation with your students.



Done!



Think about what went well and where you ran into problems. How did students respond?
Take those into account when planning your next video or podcast.