



# Effective videos for teaching



1. Keep them short (no more than 6 minutes, preferably 3 minutes).
2. Use navigation guides like Table of Contents
3. Use active engagement methods like quizzes, guided questions for viewing
4. Avoid “cognitive overload” and “redundancy”
5. Use the multimedia principle
6. Do the flip
7. Use instructor presence where it helps
8. Use conversational style
9. Cut out stutters and pauses

Camtasia can do these for you when you export your project.

Background music, text which repeats what you are saying and too many fancy effects can be distracting for viewers.

Mayer (2014) suggests that using visual/ graphic and audio/verbal together aids learning because the two are complementary cognitive processes. So- try to use graphics and visual aids to complement what you are saying.

Flipping the classroom works best when the content of your video complements what goes on in the face to face session.

Showing your face in a “picture in picture” format can be motivating for students when you are discussing concepts or ideas. However, it can be distracting if you are working through some mathematics.

When speaking in class, it makes sense to go slowly and take pauses. The same does not work as well for videos where pauses can be frustrating and viewers have the ability to “rewind”. You can edit the video in most video editors to remove stutters and pauses.

