
You AS A TEACHING TOOL

LESLIE CLOUD

PROFESSOR

SAN DIEGO MESA COLLEGE

LCLOUD@SDCCD.EDU

Let's Talk About...

- Why use YouTube?
- How to setup a YouTube account & channel
- Preparation First
- Ready to Record
- How to upload and organize videos
- Close captioning
- Share your Video

Why use YouTube?

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- “Face” of learning is changing
 - Technology is part of education
 - Adds flexibility to the learning environment
 - Accessible from a variety of devices
 - Watch YouTube videos from a computer, smartphone, or tablet
 - YouTube is familiar to most people

Why Use YouTube?

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- Beneficial to Students
 - YouTube is available 24/7
 - Serves as an additional resource for students
 - Beneficial to Instructors
 - Connect with students
 - Timesaver
 - Flip your Classroom

Why Use YouTube?

What is a Flipped Classroom?

- Students watch the “lecture” outside of class
- Helps different learning styles
- Students come to class more prepared
- Work on homework during class
- Instructor can explain concepts more in depth
- More one-on-one time with students

Why Use YouTube?

Create a YouTube Account

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- Already have a Google Account? ... then you already have a YouTube account!
 - If not...create a Google Account
 - Sign In to YouTube with your Google Account

[Click here](#) to watch “How to Create a YouTube Account”

Create a YouTube Account and Channel

Preparation First

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- Plan, Plan, Plan!
 - What is the goal of the video?
 - [Instructor Introduction](#) (click to view an example)
 - Announcement
 - Instructional content
 - Feedback for students
 - Generate class discussion
 - Involve your students if appropriate

Preparation First

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- Write a script
 - Using a script will help to keep you on topic
 - If you plan on using a video for more than one semester, avoid using specific dates, references to current events, etc.
 - This may seem like an unnecessary step but it is well worth the time in the long run

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- There is no set rule as to how long a video should be...but if you go over 5 minutes, you can either:
 - Try to shorten your script
 - Break the video up into parts – Part 1, Part 2, etc.
 - Bottom line – it is best to be concise in your message
 - Watch: [Holding Your Viewers Attention During Screencasts](#)
 - Video by TechSmith



- Practice

- Run through your video, using your script, to avoid any surprises while recording
- Consider being in your video...
 - Even if you are just seen in the first part of the video, or at the beginning and the end, it allows your students to connect with you
 - Being on camera can be intimidating...but if you were in the classroom, your students would see you talking...



Preparation First

- If using a webcam, prepare your surroundings
 - Try to keep your background as simple as possible
 - Have your webcam at eye level
 - Test your microphone to ensure good audio quality.
- Your video may not be perfect!
 - Even if you have to re-record, consider keeping other versions of the video.
 - You may find that when editing, you are able to use some of the “discarded” video.

Preparation First



View these videos, by TechSmith, for more ideas on how to prepare for your video:

- [Before Recording Your Screencast](#)
- [How to Get Better at Screencasting](#)



Preparation First - Resources

Ready to Record!

- Screencasting Tools: record activities on your computer screen along with audio narration.
 - [Screencast-O-Matic](#) – free or Pro for \$15/yr.
 - [SnagIt](#) (TechSmith) - \$29.95 (Educational Pricing)
 - [Camtasia Studio](#) (TechSmith) - \$179.00 (Educational Pricing)
- Watch: [Turn your PowerPoint lessons into Videos](#)
 - TechSmith video which shows how to use SnagIt to create a video from a PowerPoint presentation.

Ready to Record!

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- Video Recording
 - Built-in or external webcam
 - Capture webcam recording in YouTube, Camtasia, Screencast-O-Matic
 - Smartphone or tablet video recorder
 - Upload directly to YouTube



Ready to Record!

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- Narrate a PowerPoint Presentation
 - Record in the PowerPoint program
 - Save as a video
 - Includes narration, timings, animations and transitions.



Ready to Record!

- Microphone

- Clear and easy to understand audio is key

- Microphone Options:

- Headset with a microphone

- External microphone

- Webcam with built-in microphone

- Using the built-in microphone on your computer is not the best idea!

A great video isn't so great if you can't be heard!

Ready to Record!

Click each video link:

- [Using a Webcam During Screencasting](#)
 - Video by TechSmith
- [During your screencast recording best practices with TechSmith](#)
 - Video by TechSmith

Both discuss similar concepts; one shows the screen only; one shows the person presenting. Do you have a preference of one over the other?

Ready to Record! - Resources

Close Captioning

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- Videos used must be accessible to students with hearing and vision impairments.
 - Close captioning can be a very daunting and time consuming task.
 - Camtasia studio has an “Improve speech-to-text” feature.

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- Not all screencasting tools provide the ability to include captions.
 - Can update captions once a video is uploaded to YouTube – good option.

View [“How to work with Close Captioning in YouTube”](#) by clicking this link.

Upload & Organize

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- YouTube supports a wide variety of video formats.
 - [Click here](#) for more information on which types of files you can upload to YouTube
 - Click this link to watch [“How to upload a video to YouTube”](#)
 - Video by YouTube Help
 - Camtasia, Snagit and Screencast-o-matic have an upload feature within the program.

Upload a Video

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- Three privacy settings available
 - Public: this is the default setting for a video uploaded to YouTube. Anyone can view a Public video.
 - Private: Videos with a Private setting can only be viewed by users you select and your channel must be linked to Google+
 - Unlisted: Anyone who has the link to the video can view it.

Click the link to watch: [“Change Video Privacy Settings on YouTube”](#) created by YouTube Help

- Creating a Playlist is like creating a folder on your computer
- Example: create a playlist for each class you teach, or for student feedback videos
 - Regarding student feedback videos: I suggest that you mark their videos as unlisted, so just that student will be able to view the video once provided with the link.
- If you find a video that will be good for your class, click the “Add To” button right below the Channel name, to quickly add it to a playlist.

Organize using Playlists

Share Your Video

Click the “**Share**” link under the video and then choose one of the following:

- **Share this video:** This generates the link that you can copy and paste somewhere else, like in your course website.
 - If you want the video to start playing at a certain part, click the “**Start at:**” box and then type in the time where you want the video to begin.
 - If you want to share the video on Facebook, Twitter or any other social network, click the icon of that social network.

Share Your Video

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- **Embed your video:** This option lets you show your video on a different site. You can embed a video in your course website.
 - Click the **Share** link (if needed)
 - Click the **Embed** link
 - Copy the code provided in the expanded box
 - Paste the code in your website, blog, etc.

Share Your Video

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- **Email your video:** This option lets you email the video directly to the recipient.
 - Click the **Share** link (if needed)
 - Click the **Email** link
 - Type the email address in the “To:” box
 - Add a message if you would like
 - Click “Send email”

Share Your Video

Give It a Try!

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- Working with anything unfamiliar can be intimidating, but it is worth a try.
 - There are many resources available to help you along the way.
 - This is a process, your class won't be transformed overnight.
 - It takes practice.

Give It a Try!



Keep in mind the value that your video
will bring to your students...
and give it a try!



Resources

- NBEA Conference – 2015 Presentation YouTube playlist (contains all of the videos referenced in this presentation):
http://www.youtube.com/playlist?list=PLq_sdQhf_Kn9pYf0Z-tgOwv2R-ZqBpFPi
- Screencast-o-matic: www.screencast-o-matic.com
- Snagit – Education pricing page (TechSmith):
<http://www.techsmith.com/snagit-education.html>
- Camtasia Studio – Education pricing page (TechSmith):
<http://www.techsmith.com/camtasia-education.html>

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- TechSmith (homepage): www.techsmith.com
 - How to Change your Channel Art on YouTube: <http://youtu.be/ofDV9OO6biA>
 - Canva.com – Free website that you can use to easily create your channel art: www.canva.com

You Tube AS A TEACHING TOOL

I HOPE THIS PRESENTATION
HAS BEEN HELPFUL!

THANK YOU

Leslie Cloud , Professor
San Diego Mesa College
lcloud@sdccd.edu