

OER in Video

Jessica Weaver-Kenney, Instructional Technologist
Arts & Sciences Learning Design & Technology



Graphic designed by stories / Freepik (<http://www.freepik.com>)



Overview



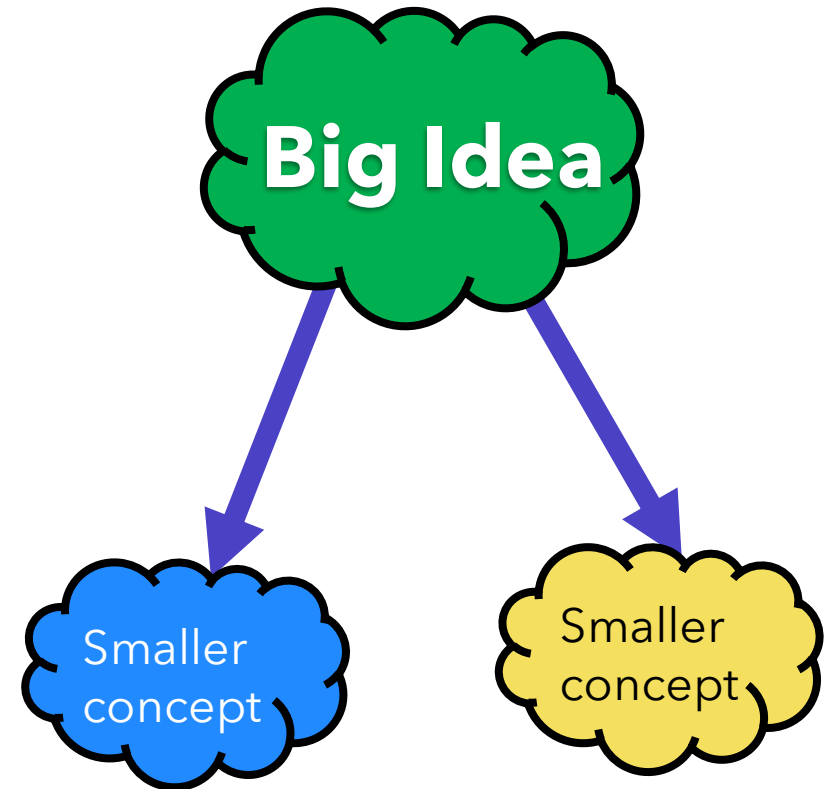
- Pre-Production
- Recording
- Post-Production
- Captions & Transcription
- Storage and Sharing



Pre-Production

Organize content into short segments

- Chunk information
 - Identify logical breaks in the content to turn one lecture into several modules
- Have an outline/script for each video
 - Helps organize content
 - Helps keep videos from getting too long



Pre-Production



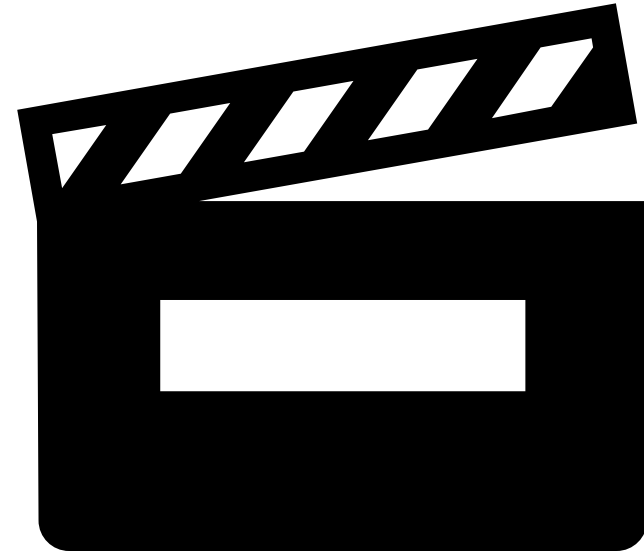
Keep content time and location neutral

- Improves reusability
- Avoid information that dates or pinpoints your video to a current place or time
 - Current year
 - Seasonal topics
 - References to location (US, Virginia, UVA, etc.)
 - Pop culture trends (TikTok, celebrities, topical news)

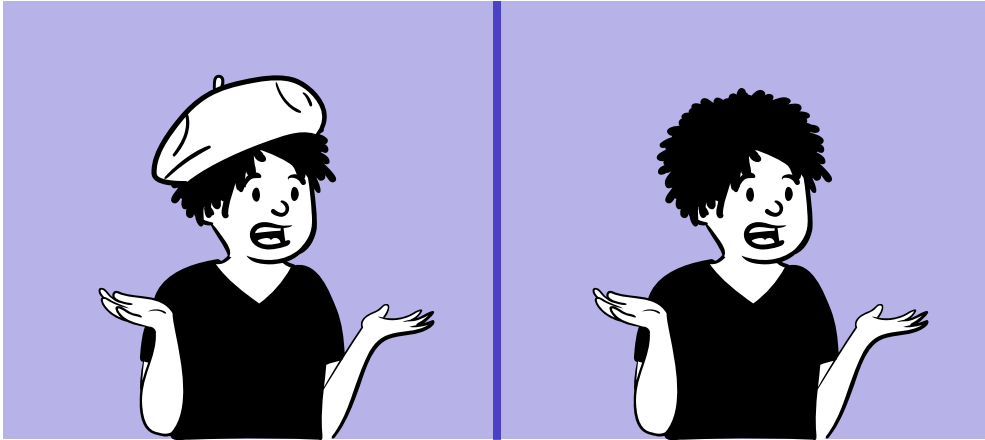
Recording

Record in short segments

- Keep videos short (2-7 minutes)
 - Better for information retention
 - Easier to reuse, adapt & update
- Don't record everything in one take
 - Harder to remember content for 20 minutes than for 3-5 minutes
 - Gives you more room for mistakes
 - Easier to edit shorter videos than it is to cut up a longer video



Recording



Continuity and reusability

- If re-recording a portion of video, keep clothes, location and position the same
 - Avoid jump cuts*
- Avoid recognizable landmarks and items may brand your content
 - Rotunda
 - UVA apparel
 - Coca-Cola bottle



A **jump cut** cuts between two sequential shots. The camera position doesn't change but the subjects move, giving the appearance of jumping around frame.

Editing your video

What is editing?

- Adding or taking away content
 - Trimming the beginning or end
 - Cutting out mistakes
 - Inserting images or other graphics
- Adding text or music
- Adjusting sound levels
- Adding transitions



Editing your video



Video editing software

- iMovie
 - Basic editing with less features
 - Available for free on Mac computers
 - Available in A&S Media Studio and Language Commons
- Camtasia
 - More features for editing, text, and graphics
 - Available in A&S Media Studio and Audio Studio
 - Available for Mac or PC

Supplemental Media

Audio and graphics

- Could make a video harder to adapt
- Could deter someone from reusing your video
- Music can be distracting if it's too loud or doesn't match the video content
- Make sure to provide proper attribution



Captions vs Transcripts

Captions

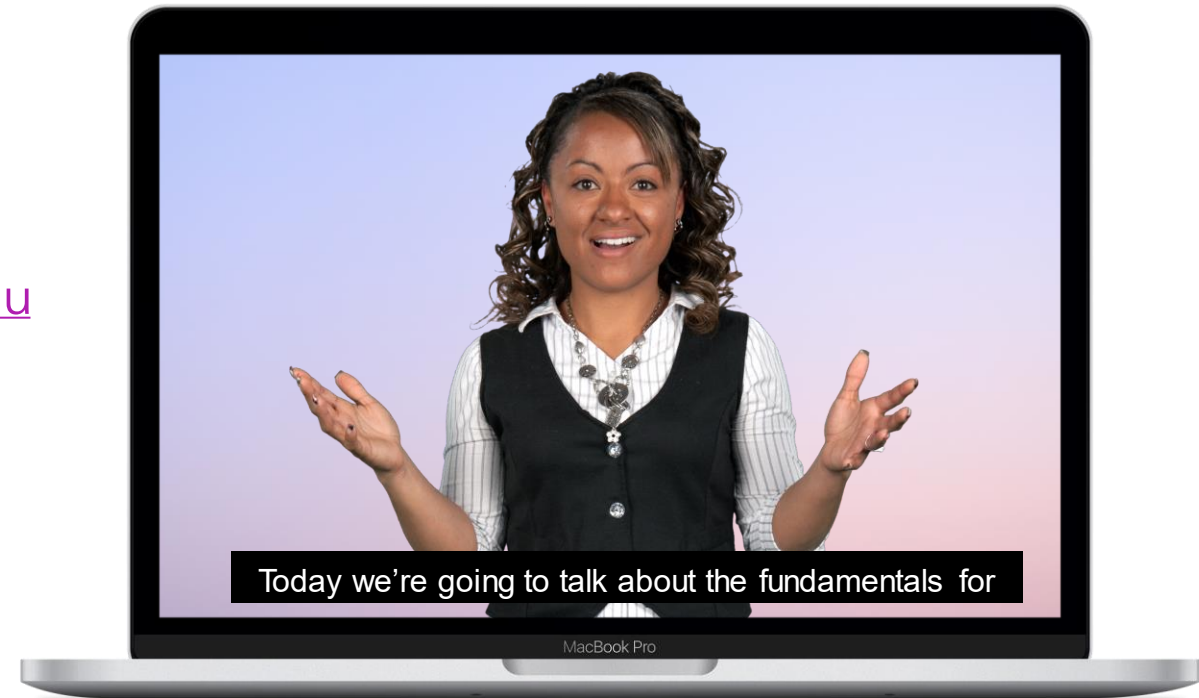
- Overlaid onto the video
- Closed vs Open captions
 - Closed - can be turned on/off
 - Integrated with video player
 - Open - always visible and can't be turned off
 - Part of the video file

Transcript

- Text provided separately from the video
- Can be read by text to speech programs
- Depending on method/tool you use, may also be synced to video and/or have time codes

Captions & Transcripts Options

- Funds are available for professional-level captioning (even for languages other than English)
 - Contact Yitna Firdyiwek: ybf2u@virginia.edu
- Free, UVA-supported tools are available
 - Require editing for accuracy
 - May not support languages other than English

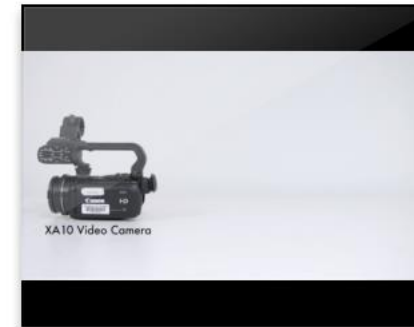


Turning your edited video into a file

File format

- Recommend .mp4 video file
 - Smaller than other format types (.mov)
 - Can play on both Mac & PC
- How to obtain .mp4 format
 - Many video recording hardware record in .mp4 (if no editing is required)
 - Editing software exports as .mp4
 - Media conversion software

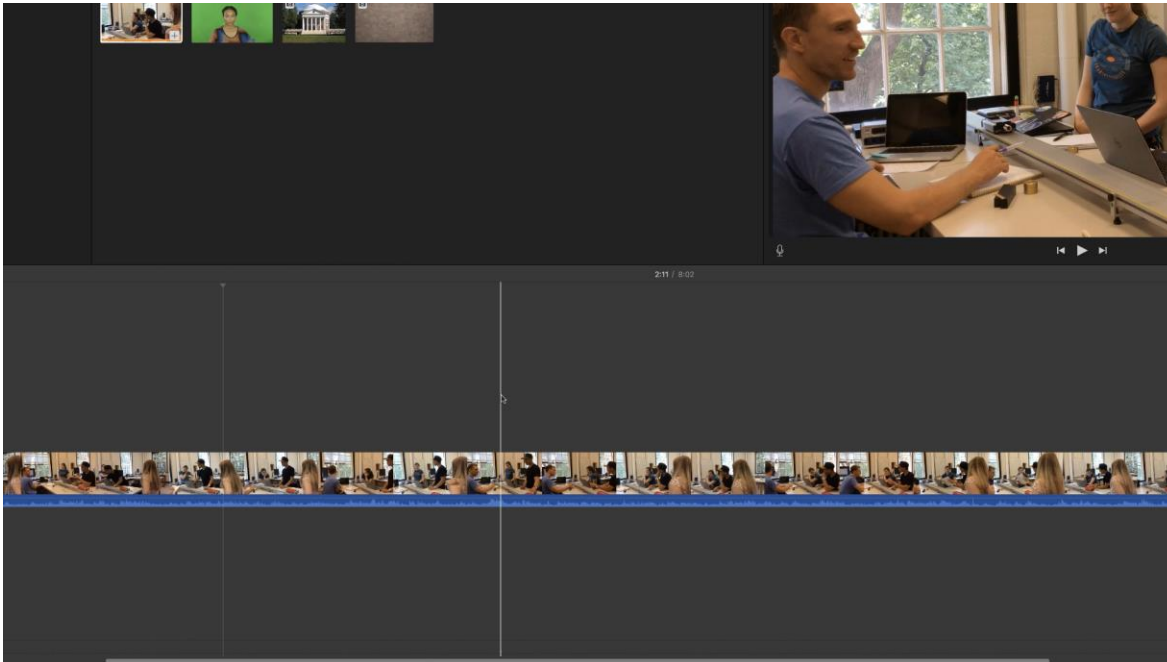
File format: Export to MP4 (.mp4)



XA10 Tutorial.mp4

Turning your edited video into a file

Advantages to video files



- Video files can be:
 - Edited with video editing software
 - Added to a presentation slideshow
 - Inserted into other tools
 - H5P
 - VoiceThread
 - Kaltura
- Embedded/hosted on other platforms
 - LMS
 - YouTube
 - WordPress

Organization and sharing

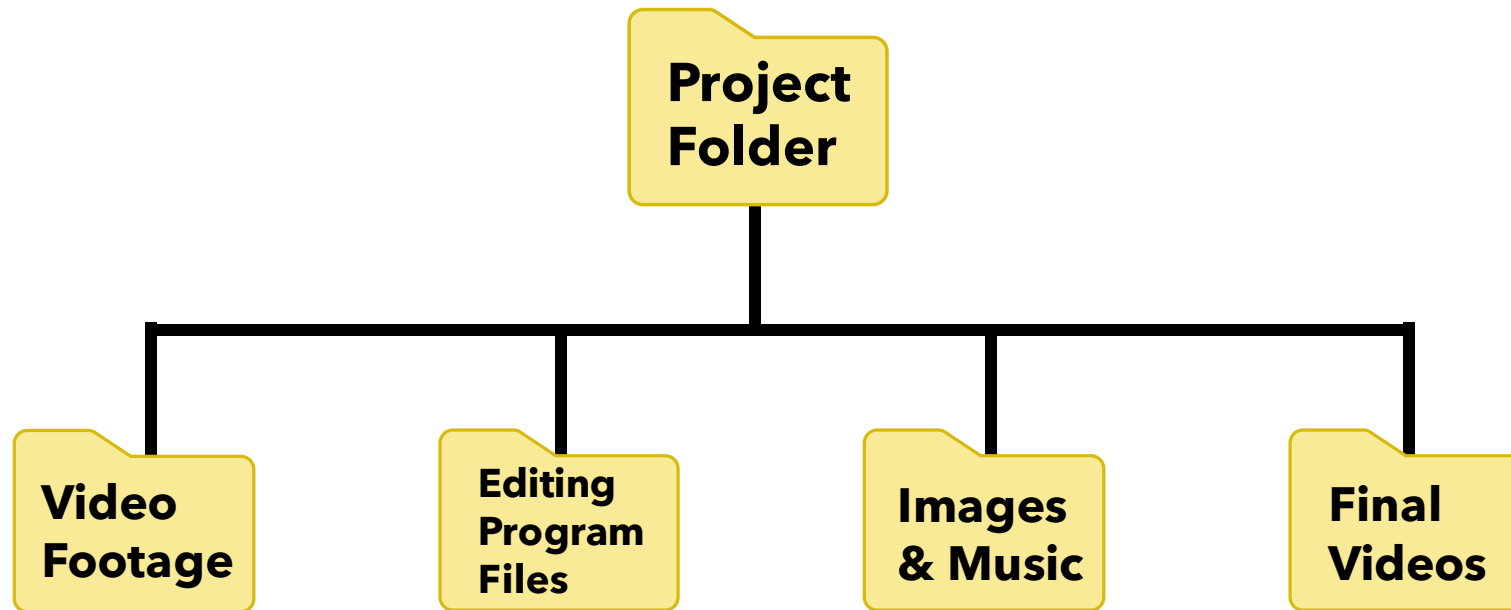
Organization

- Use relevant and descriptive file names to help you organize and find content
- Use folders and/or hierarchies for organizing content
- Keep everything together in one location

Sharing and collaboration

- Who else is working on the video(s)?
 - TAs, GAs, student employees
 - Co-instructors
- Where are you storing your videos?
- If you leave UVA, will your videos still be accessible?

Organizing your video project files



Questions?



Jessica Weaver-Kenney

jw8va@virginia.edu

Wilson 107

[A&S Media Studio](#)

Wilson 207 & 235

[A&S Audio Studio](#)

Wilson 236