Creating Engaging Course Introductions and Overviews with Multimedia
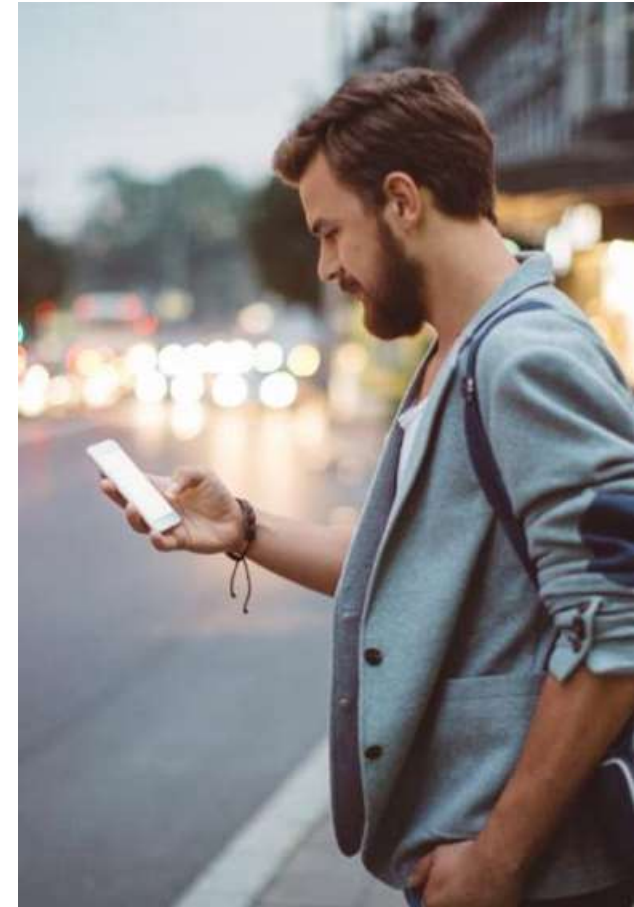
Charlotte Russell Cox, Ed.D.
Quality Matters
Quality in Action
April 28, 2023

NCCentral UNIVERSITY
Office of E-Learning
A Title III Activity

Session Objectives

1. Identify relevant course components to include in an overview video.

2. Discover multimedia tools to create useful course "tours" and overviews.

3. Create engaging videos for "tour" using Screencast-O-Matic or VoiceThread.

General Standard 1 – Course Overview and Introduction: The overall design of the course is made clear to the learner at the beginning of the course.

Overview Statement: The course overview and introduction set the tone for the course, let learners know what to expect, and provide other guidance to help learners succeed from the outset.

Specific Review Standard
1.1 Instructions make clear how to get started and where to find various course components.

Examples of guidance to help learners get acquainted with the course:

1. Clear statements about how to get started in the course

2. A course "tour"

3. A "scavenger hunt" or "syllabus quiz" assignment that leads learners through an exploration of the different parts of the course.

4. An illustration, table, diagram, visual representation, or mind map that depicts the online and face-to-face portions of a blended course.

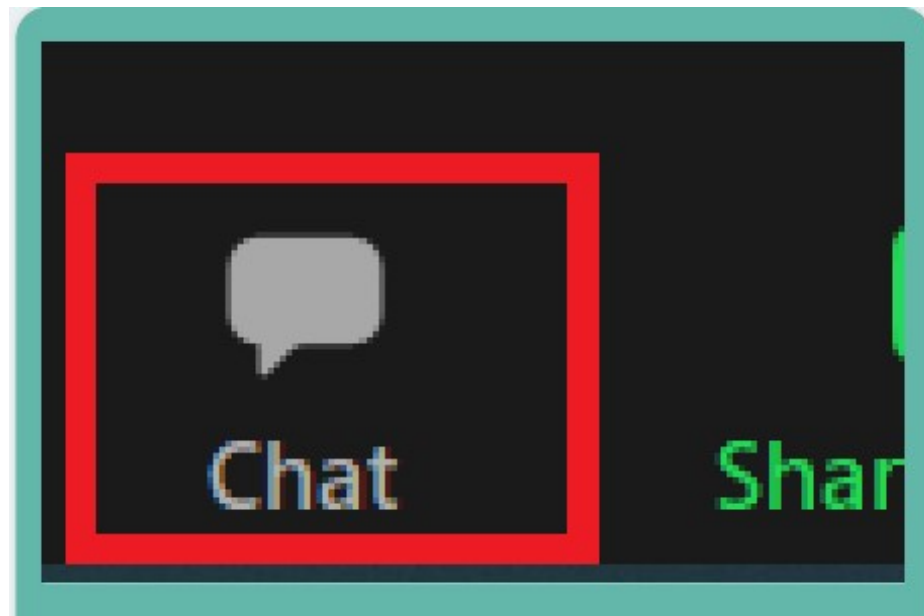QM Higher Education Rubric, Sixth Edition, 2018

Information posted at the beginning of the course provides a general course overview, presents the schedule of activities, guides the learner to explore the course site, and indicates what to do first, in addition to listing detailed navigational instructions for the whole course.

Course Tours

"Course tour videos, usually no longer than five minutes, can lead students to improved success in the online environment." Shemberger, M. (2023)

In the Chat

What do you currently use to provide an online course overview (directions/instructions or video)?

VoiceThread

VoiceThread

- "Replace text-only discussions, interactive lectures, supports UDL principles, no-schedule office hours, and professional development". https://voicethread.com/

- "Five free VoiceThreads, 50 slides per VoiceThread, and 25 MB five size limitations."

Discussions - Analytics - Comment Types

VoiceThread Research

"VoiceThread was able to encourage active learning and learner engagement. The tool also proved to be an effective learning tool which also met QM Higher Education Rubric General Standards and Specific Review Standards (QM, 2014), creating a supportive environment and encouraging more active learning" (Dalat-Ward et al., 2019, p. 35).

VoiceThread Example

VoiceThread Comment

VoiceThread Canvas Example

VoiceThread Canvas Example

Course Tour Best Practices

- Overview

- Start With Scripting

- Explore Technology Options

- Decide Where the Video Tour Should Appear in the Course

- Use Learner Activities

- Consider Additional Points

Shemberger, M. (2023)

ScreenShare-Free Version

Amazing conversations about media

People add comments whenever they want. There's no scheduling.

Discuss images, videos, and documents

VoiceThread Help Tutorials

Support Categories

- Web Application
- Mobile App
- Universal
- VT in your Learning Management System
- Managing a K-12 License
- Managing a Higher Education License
- Managing a Business License
- Billing and Purchases
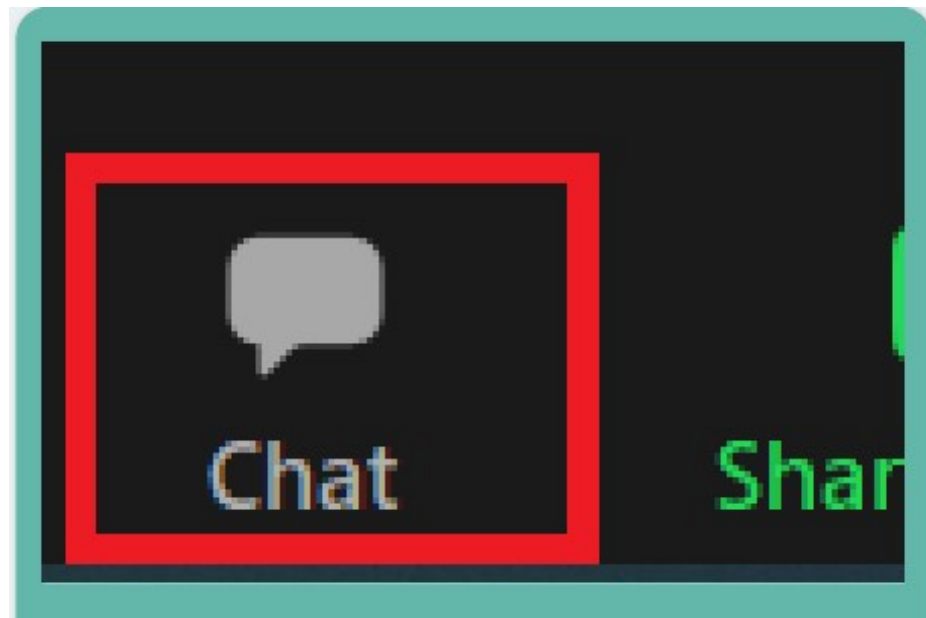- System Integration
- Troubleshooting
- Privacy and Security

Search VoiceThread

VoiceThread Docs / Web Application

Web Application

- Customizing your VT Home page
- Managing your account
- Viewing
- Creating
- Editing
- Settings
- Commenting
- Doodling
- Identities
- Sharing
- Groups and Contacts
- Exports
- Activity Feed
- Notifications
- ThreadBox
- Browse
- Accessibility

Web Application – VoiceThread

In the Chat

What benefits do you see creating a "course tour" using VoiceThread?

Screencast-O-Matic

Screencast-O-Matic/ScreenPal

Capture, create, share

Our screen capture tools help you easily create, edit and communicate with videos and images. Simple and intuitive tools to share your ideas.

Record for free | **Edit for free**

Windows, Mac / iOS, Android, and Chromebook | No account required
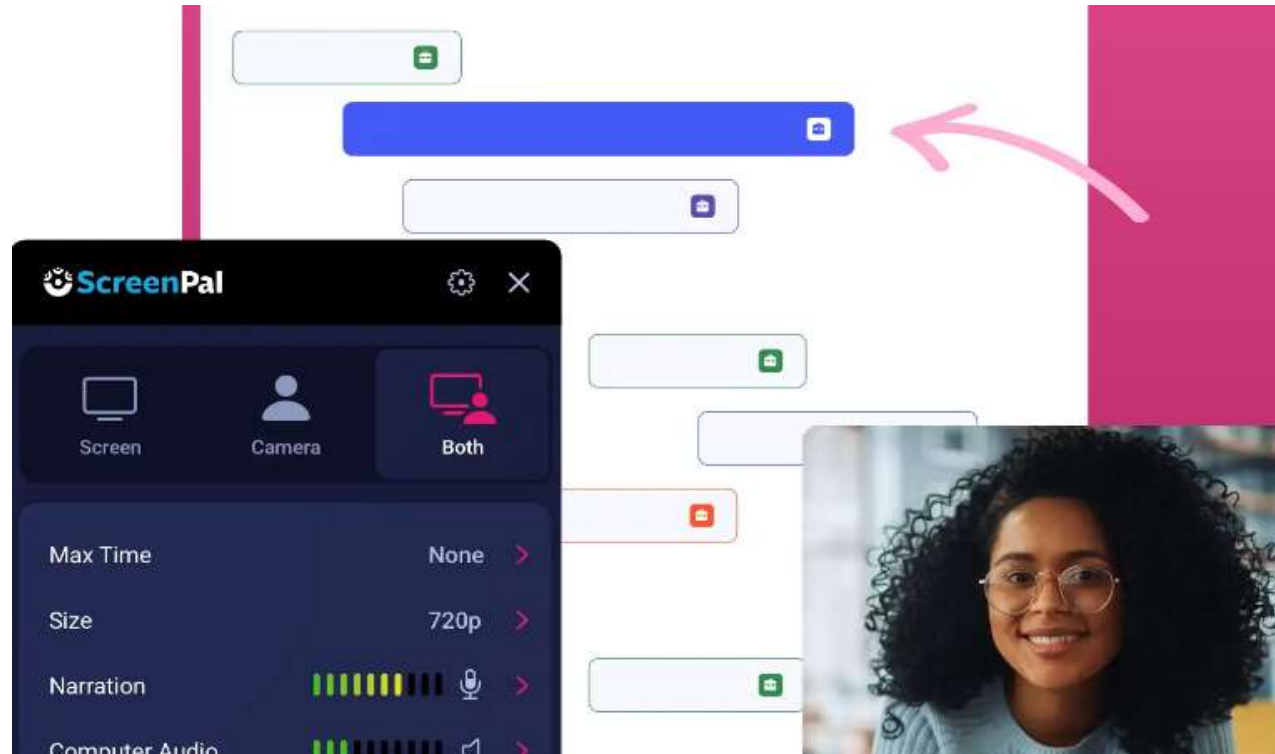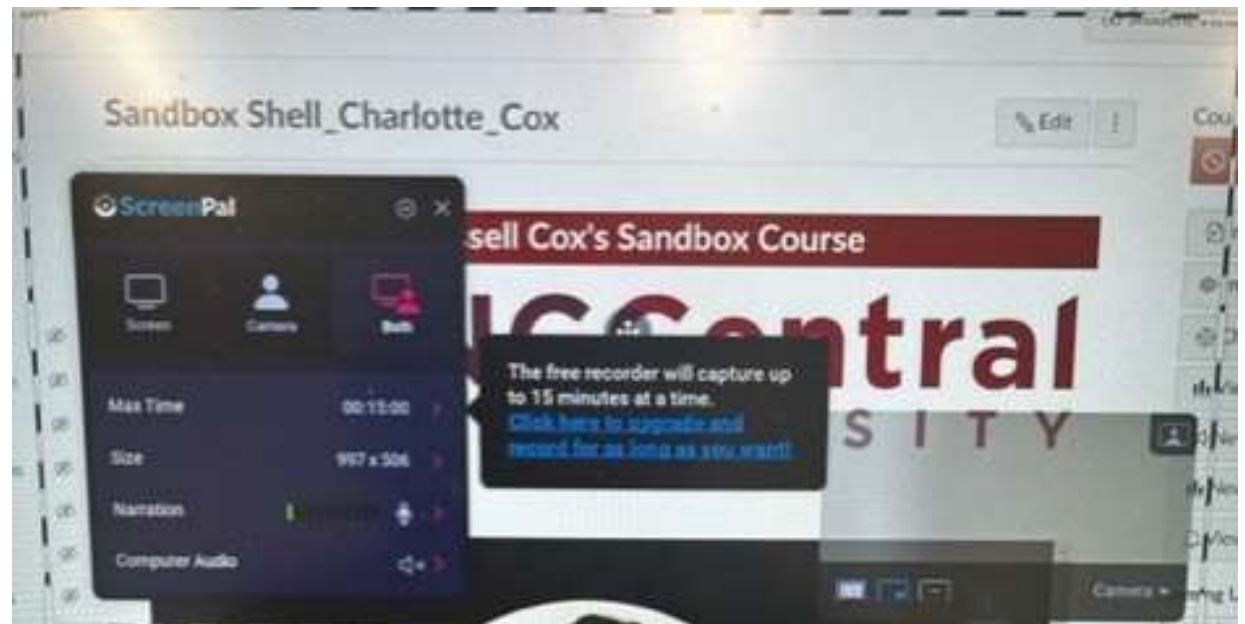
What's New

Tutorials

Blog

Support

Screencast-O-Matic-Free Version

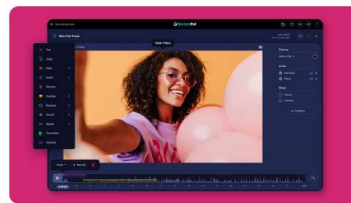# Screencast-O-Matic Example

Screencast-O-Matic Help Tutorials

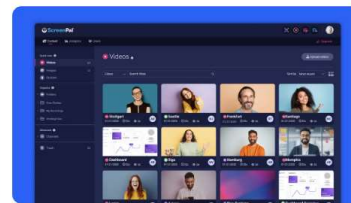Some tutorials still reference Screencast-O-Matic – we will be updating them shortly.

Get started for free

Screen Recorder

Video Editor

Content Hosting

How To Tutorials | Screen Recorder, Video Editor & Screen Capture (screenpal.com)

Screencast-O-Matic Best Practices

- "The video tour was also used to indicate what kind of format a video lecture will take, introduce the main lecturer on the course, and offer a taster of what a student can expect to see when they click on a vodcast."

- "The video is kept short at under 13 minutes long, as online lectures are usually less than 20 minutes long throughout the course and shorter videos have been found to be more engaging in a study by Guo et al (2014)."

- "A range of effects are possible with Screencast-o-Matic."

- "Using a voiceover is encouraged when making video presentations as this has been found to stimulate interest more than videos without narration (Eastman & Swift, 2001)."
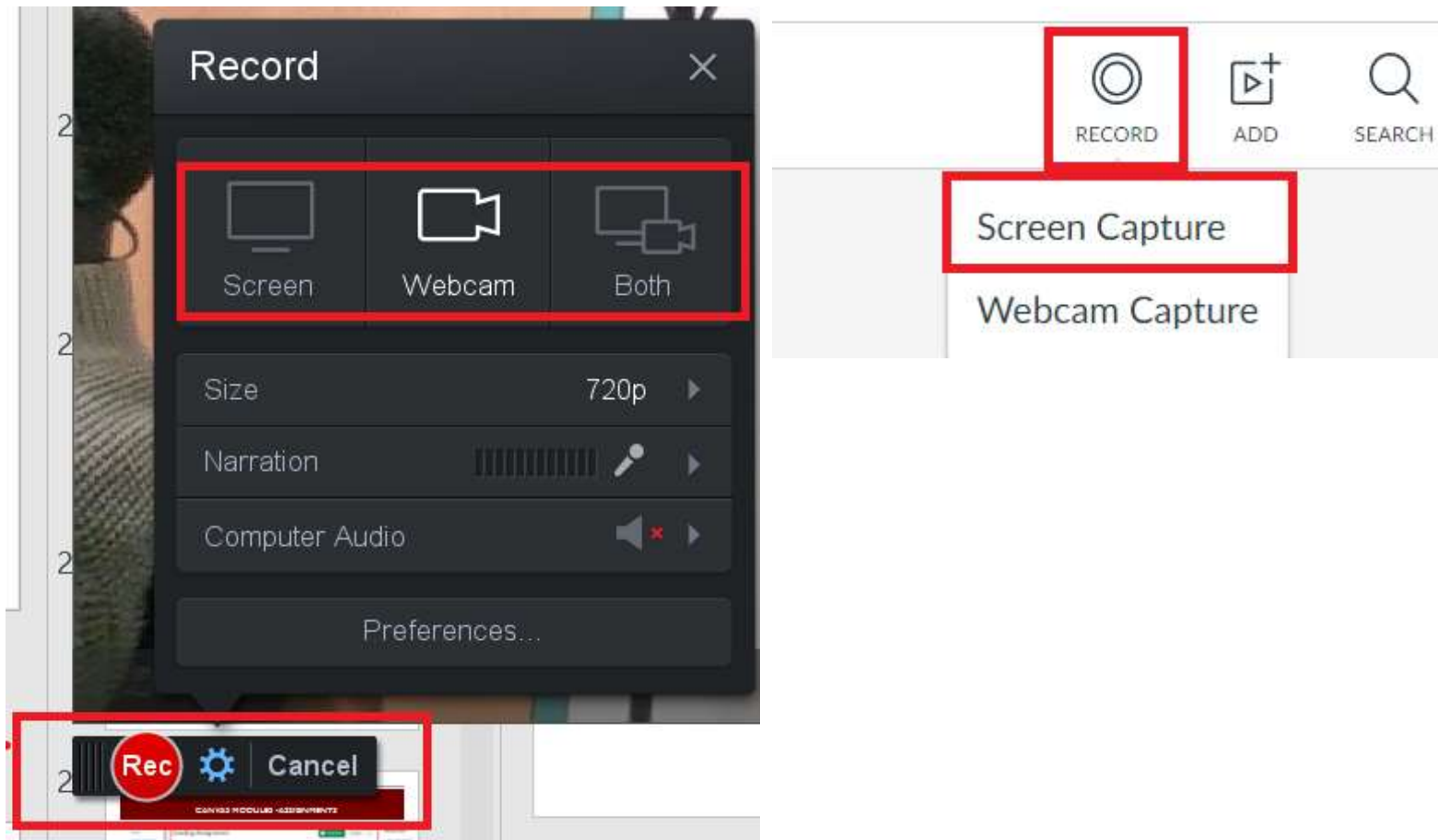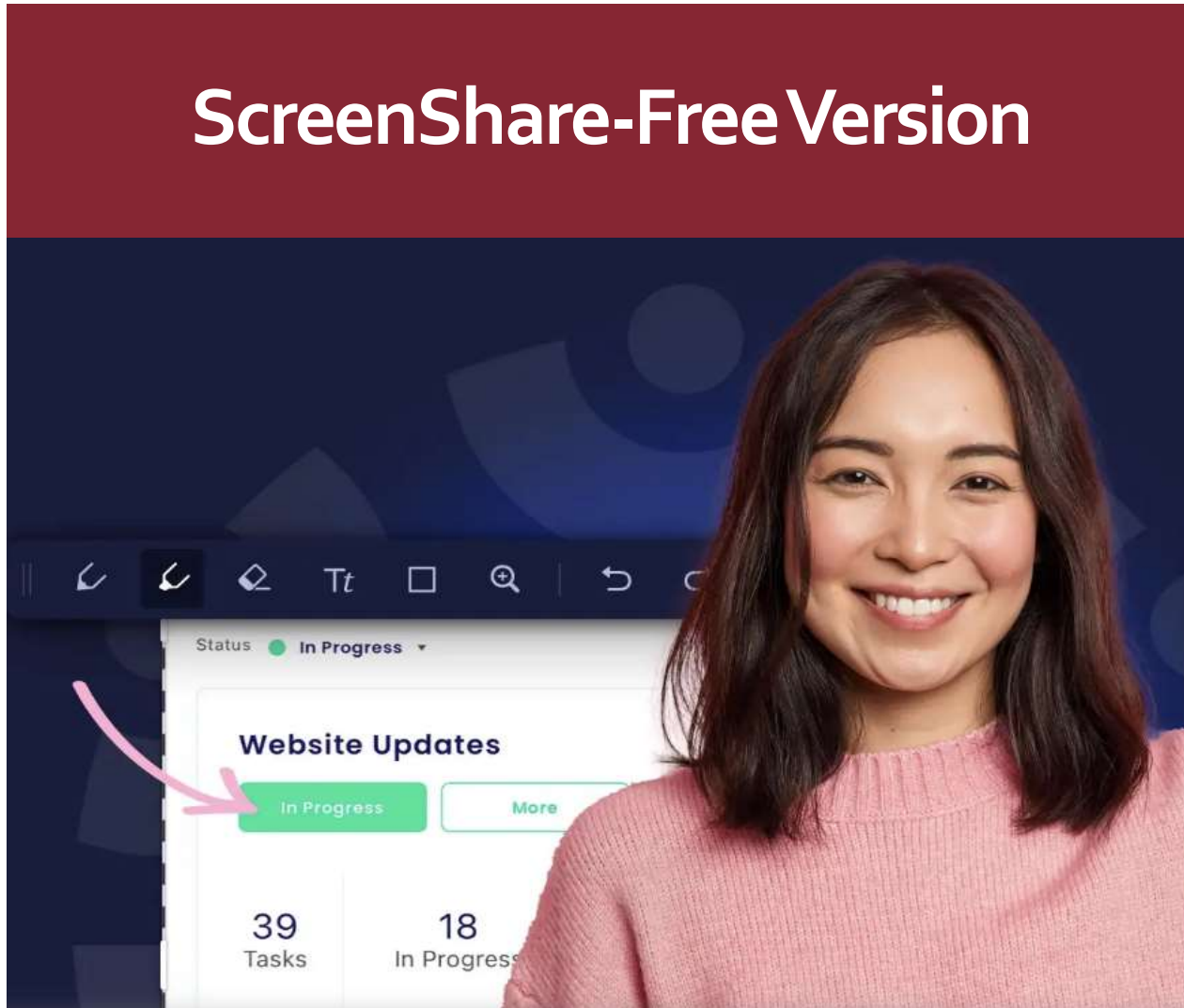
Fitton, T. (2018)

Screencast-O-Matic Example
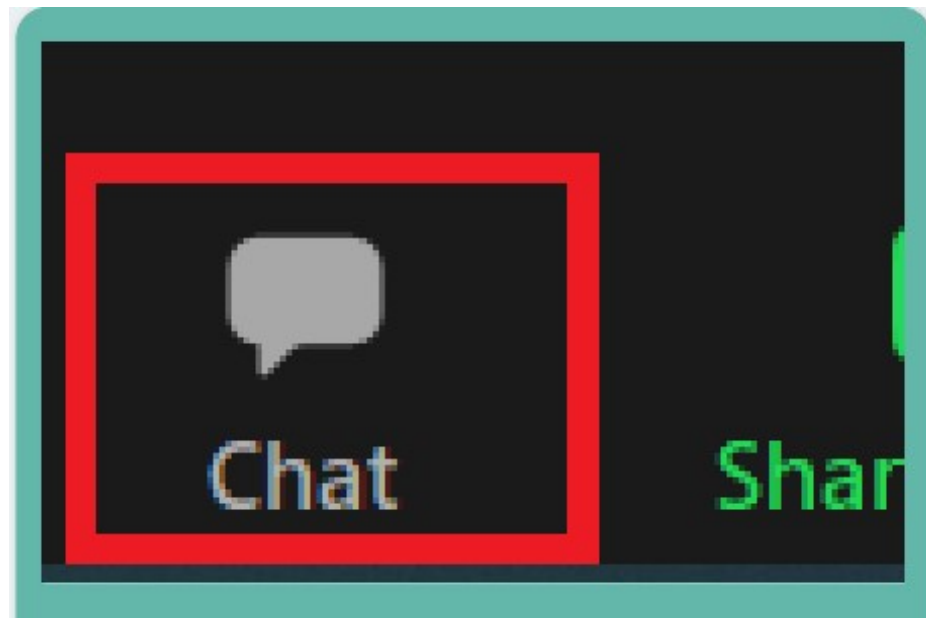

Course Tour Example
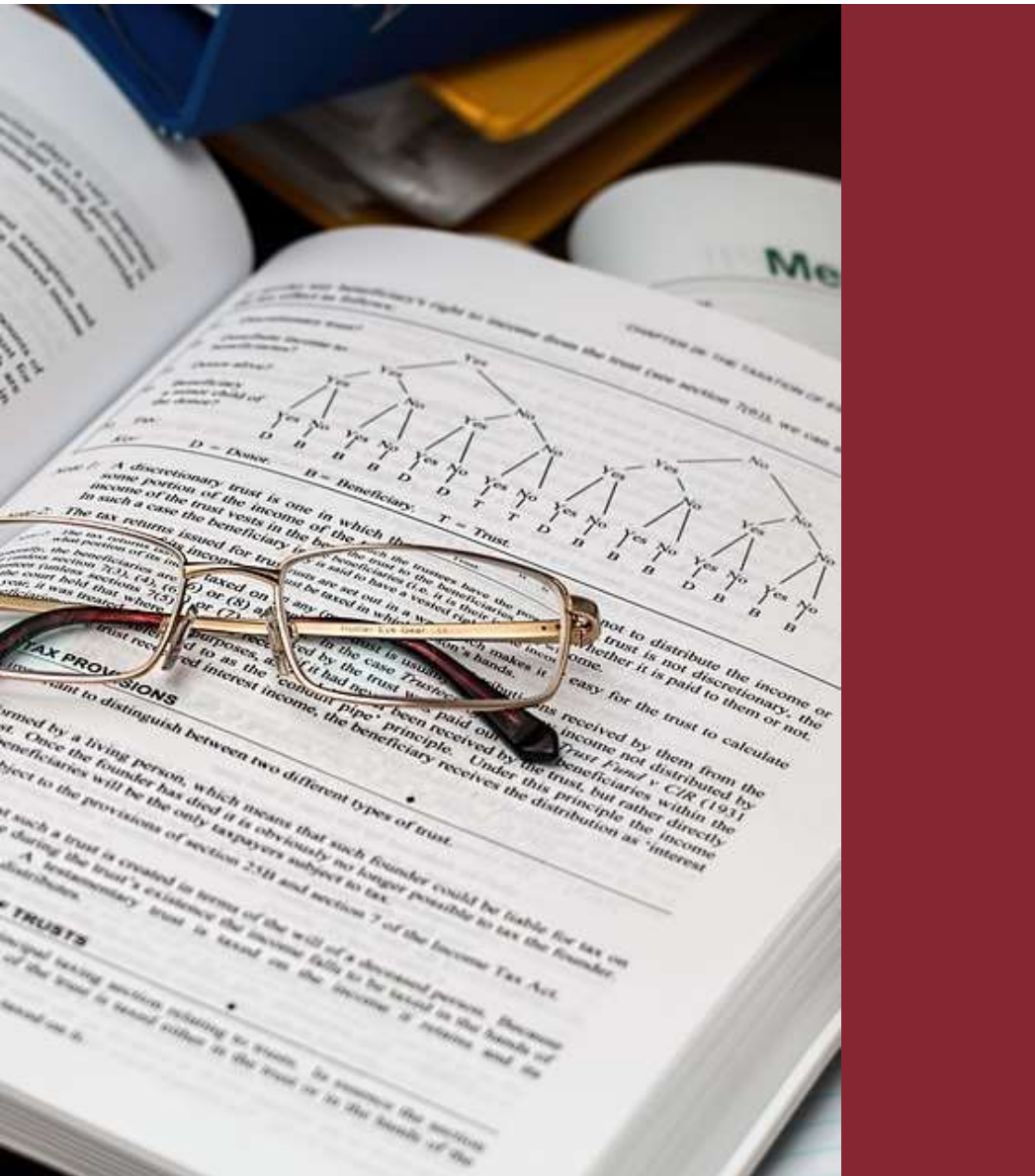
Screencast-O-Matic Canvas Example

ScreenShare-Free Version

In the Chat

What benefits do you see creating a "course tour" using Screencast-O-Matic?

References

Dalat-Ward, Y., Ward, J., Lester, L. J. Y., & Tao, M. E. (2019). A Preliminary Study: The Use of VoiceThread in Online Business Courses. Information Systems Education Journal, 17(3), 29.

Eastman, J., & Swift, C. (2001). New horizons in distance education: The online learner centered marketing class. Journal of Marketing Education 23(1), 25–34. doi:https://doi.org/10.1177/0273475301231004

Fitton, T. (2018). Touring the online learning environment: An exploration using screencast-o-matic. *European Journal of Open, Distance and E-Learning*.

Guo, P. J., Kim, J., & Rubin, R. (2014). How video production affects student engagement: An empirical study of MOOC videos. Proceedings of the first ACM conference on Learning@ scale conference, 2014 (pp. 41-50). doi:https://doi.org/10.1145/2556325.2566239

QM Higher Education Rubric, Sixth Edition, 2018. Quality Matters. Used under license. All rights reserved. Retrieved from MyQM.

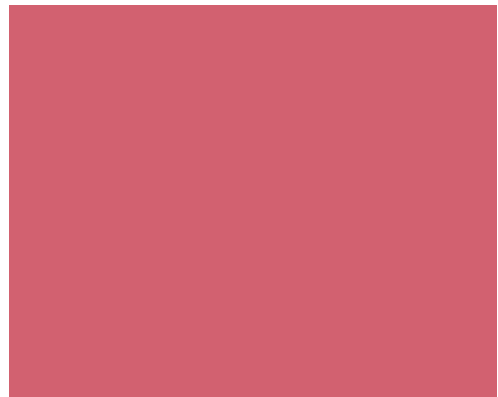Screencast-o-Matic. (2023). Capture, create, share.Retrieved from ScreenPal (Formerly Screencast-O-Matic) | Screen Recorder & Video Editor

Shemberger, M. (2023). First and Lasting Impressions: Creating Course Tour Videos to Guide Online Students.

VoiceThread. (2023). Amazing conversations about media. Retrieved from https://voicethread.com/

Questions

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