FLORIDA ATLANTIC UNIVERSITY



Engaging Beyond the Slide: Storytelling and Al in Mini-Lecture Design

Dr. Katarina K. Brant, Nick Tracanna, Elena Almodovar Fernandez



The Engagement Gap in Online Education

- Shift to online education has increased engagement challenges
- Conventional lecture formats often fail to captivate today's leaders
- Need for collaborative innovation that leverages technology and pedagogy



What is your primary role?

Click Present with Slido or install our <u>Chrome extension</u> to activate this poll while presenting.





What is your biggest challenge in engaging students online?

 Click Present with Slido or install our <u>Chrome extension</u> to activate this poll while presenting.





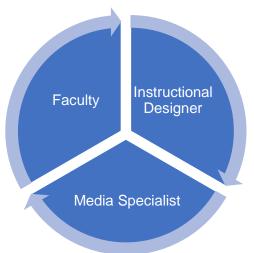
What innovative elements do you currently use, or want to try, in your course media?

Click Present with Slido or install our <u>Chrome extension</u> to activate this poll while presenting.



Collaborative Approach to Mini-Lectures

- Team:
 - Faculty
 - Instructional Designer
 - Media Specialist
- Key tools:
 - Al
 - Storytelling
 - Video production
- Focus: Integrating technology and narrative to enhance online learning





Center for Online and Continuing Education Approach

4 Step Process for designing a course :

- 1. *Planning
- 2. *Course Content
- 3. Course Load
- 4. Review



Instructional Designer Approach

Planning Phase:

- 3 Questions:
 - What should the students be able to do this week/module?
 - How do you prove that they can accomplish this?
 - What will you provide your students with to enable them?
- Ensure that each module aligns with the overarching course goals for consistency and clarity.



Instructional Designer Approach

- Course Content Phase:
 - Collecting all instructional materials
 - Create instructional videos
 - Use video content to support key learning objectives, enhancing student engagement
 - Incorporate captions and accessibility features in all media content



Faculty Perspective

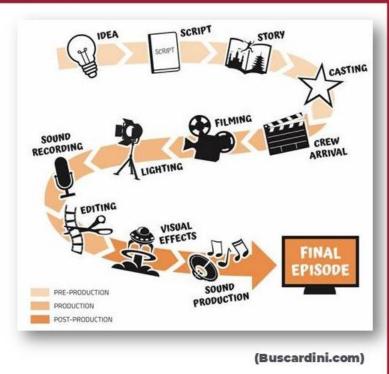
- Storytelling techniques to create compelling narratives
- Real-life cases and examples
- Effective planning and variety
- Effective use of publisher materials
- Effective use of AI tools
 - ChatGPT for script writing
 - This is an iterative process!
 - Importance of rhythm and pattern
 - Maintain balance between story and content
 - Find your personal style

MEDIA PRODUCTION PROCESS



CONVENTIONAL PROCESS

Pre-Production – Production – Post-Production





MAN3600 PRODUCTION PROCESS

Pre-Production – Production – Post-Production







PRE-PRODUCTION

- Discuss Media Options
 - "Initial Meeting"
- Development of Scripts
- Understanding Direction
 - Developing a "Tone" for Each Lecture and Introduction Video
- Preparing Assets
 - Planning Each Resource to Gather
 Content to Populate the Video



POST-PRODUCTION

- Generating Al Voiceover
 - Play.HT
- Gathering Visual/Audio Assets
 - Filmpac.com (Video and Music)
 - MidJourney (Al Image Generation)
- Editing Everything Together
 - Adobe Premiere Pro (Video)
 - Adobe Audition (Audio)

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Pick your preferred version

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Political systems have two dimensions, the stegree of collectivism versus individualism, and the degree of democracy version traditionarium. These dimensions are intervisities, systems that manyhouse cutochrism that down traditionarium, while systems that place a high value on individualism tend to be democratic.

35 Oliver

However, a large gray area white in the models it is possible to have democratic societies that amphasise a rea of collectivity and individualities. Similarly, it is possible to have totalitation societies that are not collectivite.

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Collectivism milers to a political system that sneares the privacy of collective gools over individual goals. Advacacy of indirachitam can be traced to the ancient (inner philosopher Paris. In modern times, the collectivist system is logage the dominan of radions that have embraced socialism.

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Modern socialists trace their intellectual roots to Korl Marx. Socialists believe in public ownership of the means of production for the common good. Those who embrace socialism can be split into two compar.

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 Communists, who believe that socialism can only be achieved through violent revolution and totalismion distatorship, and

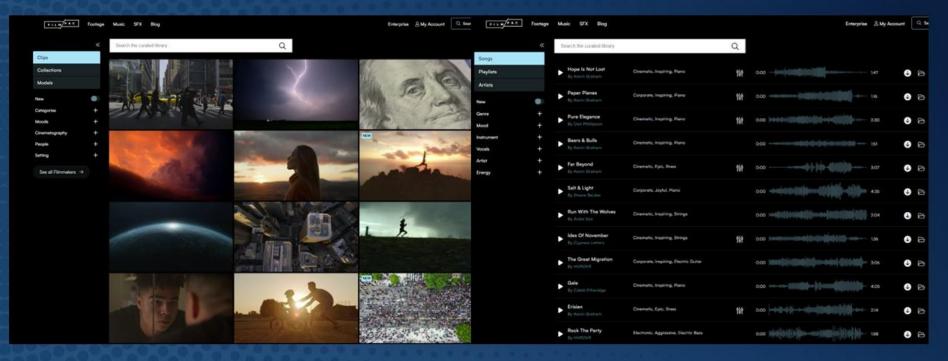
- Used for AI Generated Voices
- Variety of Voices to Choose From
- Quick Solution to Recording Limitations
- Easy to Revise and Edit



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MidJourney.com

- Used for AI Generated Images
- Essentially Limitless
- Solution to Obscure Ideas
- Can Be Time Consuming



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Midjourney

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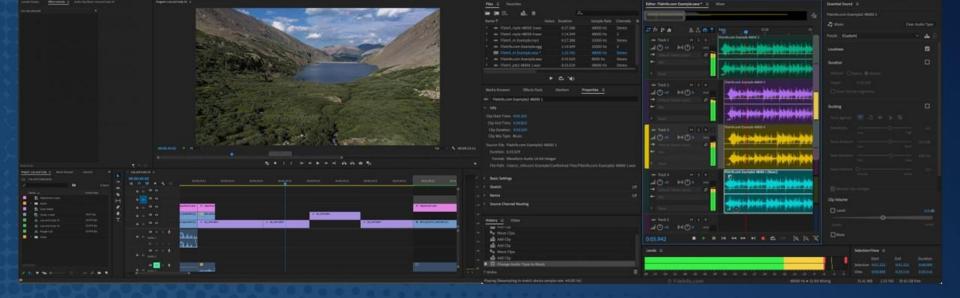
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Adobe Premiere Pro / Adobe Audition

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BRIEF DEMONSTRATION





WHY PRODUCE MEDIA THIS WAY?

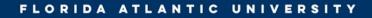
- Easier on the Professor's Workload
 - No Studio Time
 - No Tedious Lectures
- More Engaging for the Students
 - Documentary Style
 - Feels More Informal
- Innovative Content that Transcends Its Intended Purpose



Group Breakout Session

- Form a group of 3-5.
- Brainstorm how you might implement similar strategies within your courses or institutions.
- Please be prepared to share one idea with the group.







Thank you!

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