

FLORIDA ATLANTIC UNIVERSITY



## **Engaging Beyond the Slide: Storytelling and AI in Mini-Lecture Design**

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# 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

slido



# What is your primary role?

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

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# What is your biggest challenge in engaging students online?

ⓘ Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

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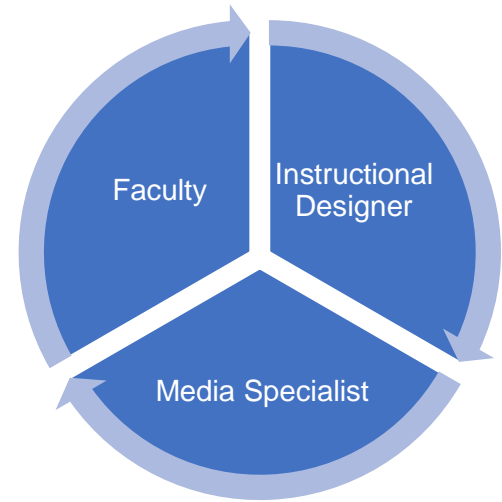
**What innovative elements do you currently use, or want to try, in your course media?**

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.



# Collaborative Approach to Mini-Lectures

- Team:
  - Faculty
  - Instructional Designer
  - Media Specialist
- Key tools:
  - AI
  - 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**

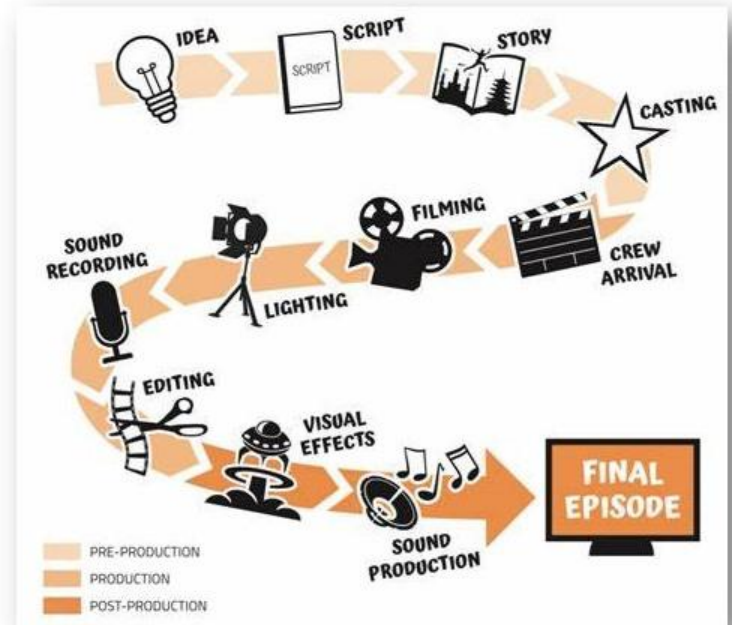
# **MEDIA PRODUCTION PROCESS**



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# CONVENTIONAL PROCESS

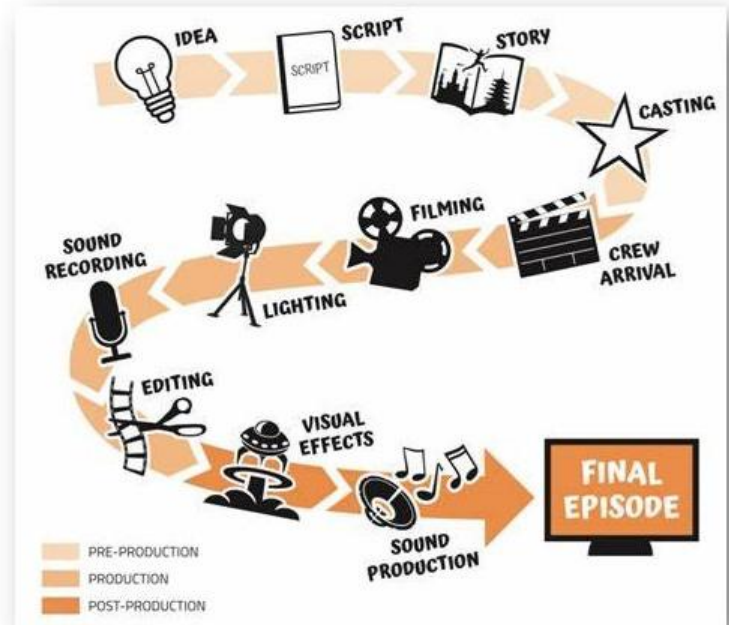
Pre-Production – Production – Post-Production



(Buscardini.com)

# MAN3600 PRODUCTION PROCESS

**Pre-Production** - Production - **Post-Production**



(Buscardini.com)

# 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 AI Voiceover**
  - **Play.ht**
- **Gathering Visual/Audio Assets**
  - **Filmpac.com (Video and Music)**
  - **MidJourney (AI Image Generation)**
- **Editing Everything Together**
  - **Adobe Premiere Pro (Video)**
  - **Adobe Audition (Audio)**







# Filmpac.com

The screenshot displays the Filmpac.com website interface, which is divided into two main sections: video clips and music tracks.

**Left Section (Video Clips):**

- Navigation: Home, Footage, Music, SFX, Blog.
- Search: Search the curated library.
- Left Sidebar: Clips, Collections, Models, New, Categories, Moods, Cinematography, People, Setting, See all Filmmakers.
- Grid of Video Clips: A 3x3 grid of various video thumbnails, including a city street scene, a lightning bolt, a portrait of Benjamin Franklin, a sunset over a city, a woman's silhouette, a sunset over a mountain, a sunset over a city, a person running, a person on a bicycle, and a crowd of people.

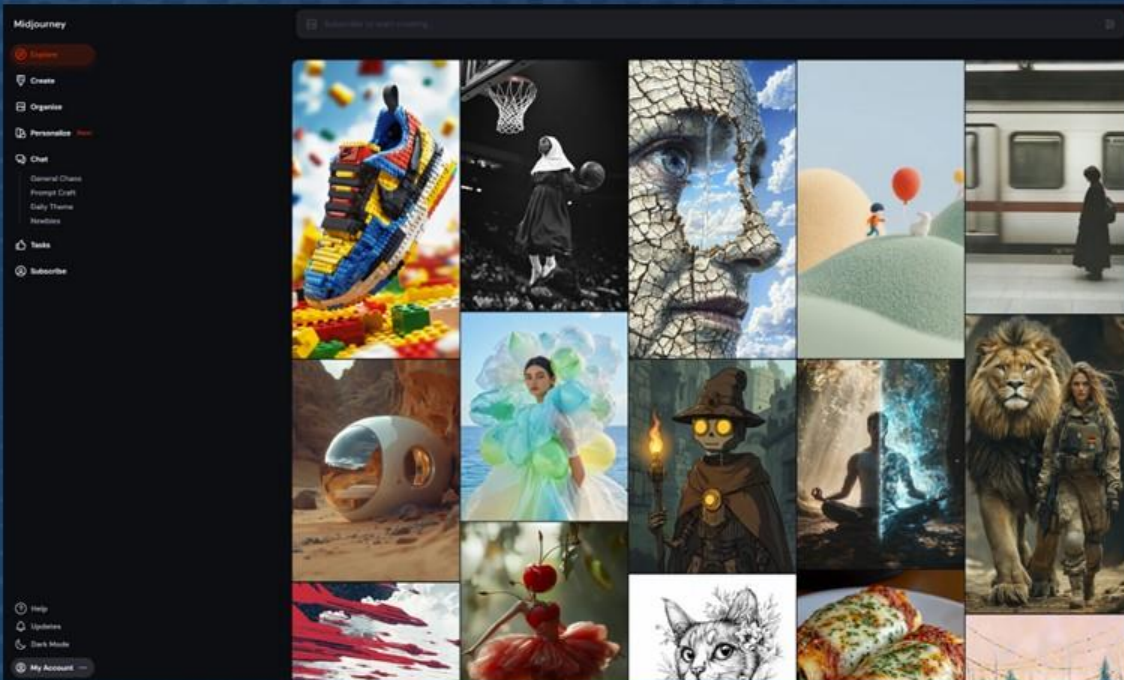
**Right Section (Music Tracks):**

- Navigation: Home, Footage, Music, SFX, Blog.
- Search: Search the curated library.
- Left Sidebar: Songs, Playlists, Artists, New, Genre, Mood, Instrument, Vocals, Artist, Energy.
- Table of Music Tracks:

Track Name	Genre	Duration	Waveform	Actions
▶ Hope Is Not Lost By Kevin Graham	Cinematic, Inspiring, Piano	0:00	[Waveform]	[Volume] [Share] [Download]
▶ Paper Planes By Kevin Graham	Corporate, Inspiring, Piano	0:00	[Waveform]	[Volume] [Share] [Download]
▶ Pure Elegance By Dan Protopop	Cinematic, Inspiring, Piano	0:00	[Waveform]	[Volume] [Share] [Download]
▶ Beers & Bulls By Kevin Graham	Cinematic, Inspiring, Piano	0:00	[Waveform]	[Volume] [Share] [Download]
▶ Far Beyond By Kevin Graham	Cinematic, Epic, Brass	0:00	[Waveform]	[Volume] [Share] [Download]
▶ Soft & Light By Shana Fischer	Corporate, Joyful, Piano	0:00	[Waveform]	[Volume] [Share] [Download]
▶ Run With The Wolves By Andre Sze	Cinematic, Inspiring, Strings	0:00	[Waveform]	[Volume] [Share] [Download]
▶ Idea Of November By Eugene Lethers	Cinematic, Inspiring, Strings	0:00	[Waveform]	[Volume] [Share] [Download]
▶ The Great Migration By MVDOL	Corporate, Inspiring, Electric Guitar	0:00	[Waveform]	[Volume] [Share] [Download]
▶ Gale By Corey Fitzgerald	Cinematic, Inspiring, Piano	0:00	[Waveform]	[Volume] [Share] [Download]
▶ Erisian By Kevin Graham	Cinematic, Epic, Brass	0:00	[Waveform]	[Volume] [Share] [Download]
▶ Rock The Party By MVDOL	Electronic, Aggressive, Electric Bass	0:00	[Waveform]	[Volume] [Share] [Download]



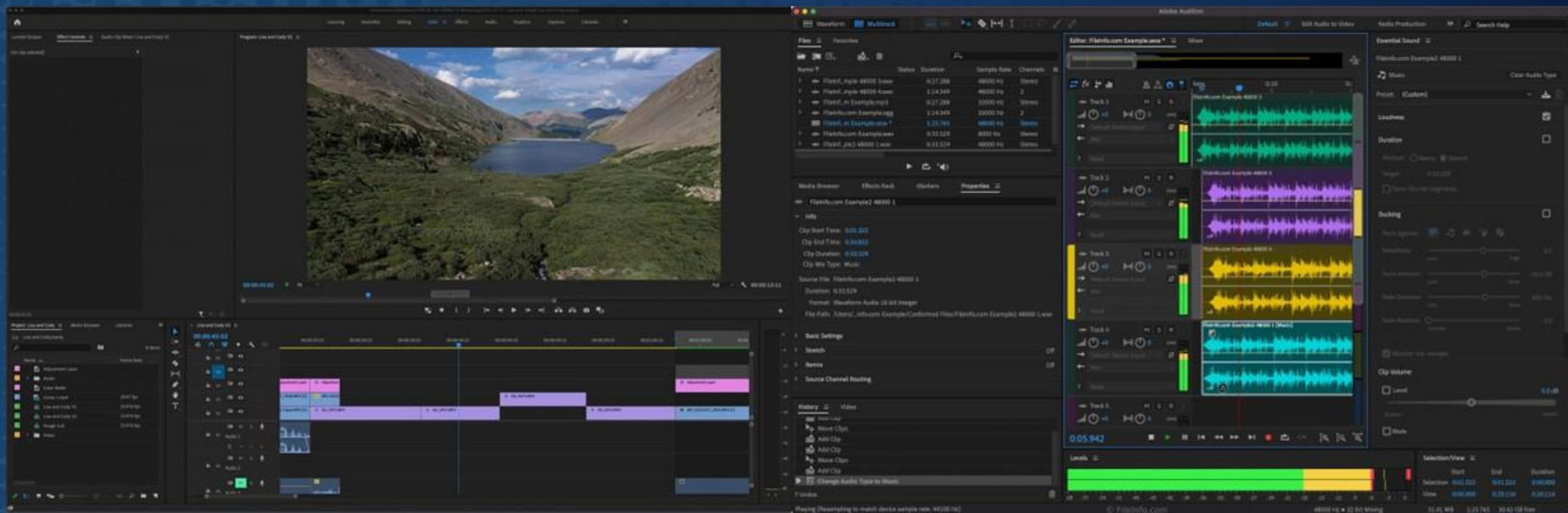
# MidJourney.com



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



# Adobe Premiere Pro / Adobe Audition





# **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.

**10:00**



# Thank you!

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