

# How to Create Web Cam Videos to Communicate Effectively in an Online Course



**Justin Harding**



**Tracy Smith**

# Today's Goals:

25 minutes

- Examine various usages of web cam video
- List best practices for recording videos
- Examine YouTube web cam recorder
- Synthesize QM standards and video

# Overview: Why Desktop Video

- Video is the best way to delivery rich media content to your course
- Personalized
- Quick

Family Ethnic - 21995/21996

ecollege.asu.edu/re/DotNextLaunch.asp?courseid=6494192&userid=12050372&sessionid=1e38fc7869&tabid=q8vCfnvkzjvscI

ASU ARIZONA STATE UNIVERSITY

Family Ethnic - 21995/21996  
Instructor: Liza Hita

Course Admin Gradebook Doc Sharing Dropbox Tech Support Help

Course Home - START HERE

Course Home

START HERE

Syllabus

FAQs

Course Questions

Course Questions 2

Course Questions 3

Exam Guard

Technical Support

Student Resources

Accessibility Information

Textbook Information

Find A Study Partner

Calendar\*

Week 1

Lectures

Videos

Readings

Assignments

Course Management

Course Policies\*

LearningStudio Quiz\*

Q: Course Policies

Q: LearningStudio Quiz

Week 2

Week 3

Week 4

Week 5

Week 6

Week 7

My ASU Sign Out User Settings

Family Ethnic - 21995/21996

Family Ethnic - 21995/21996

Welcome to FAS 370!

FAS370

Dr. Liza Cohen Hita  
Instructor

11:28

DR. LIZA HITA: Hi, I'm Dr. Liza Hita, and I'm your instructor for FAS 370, Family, Cultural, and Ethnic Diversity. I hope that's what you signed up for, because that's where you're at right now. So welcome.

Before we get into all the fascinating stuff you'll be doing this session, a little bit about me. So I spent most of my life in California, where I did my undergrad. It was during my time at UCLA where I began my fascination with and dedication to the diverse world around us. After graduating with my BA in political science and history, I hit the streets as a public health educator and community organizer. I worked in some of the toughest neighborhoods in Los Angeles and learned a lot about the resilience of families.

Instructor

Hi, I'm Dr. Liza Cohen Hita. Welcome! Please watch the introductory video and get to know me and the course a little better.

# Sample Video

- Weekly Overviews

Video Not Available  
in PDF format

# Sample Video

- Questions...answered!

Video Not Available  
in PDF format

# Other Uses

- Extensive Info (e.g. special assignments)
- Create your own reason.  
“Necessity is the mother of invention.”  
- Plato



**PART I:**

**Best Practices for  
Making Desktop Video**



# Level Camera Shot

- Level with head/shoulders





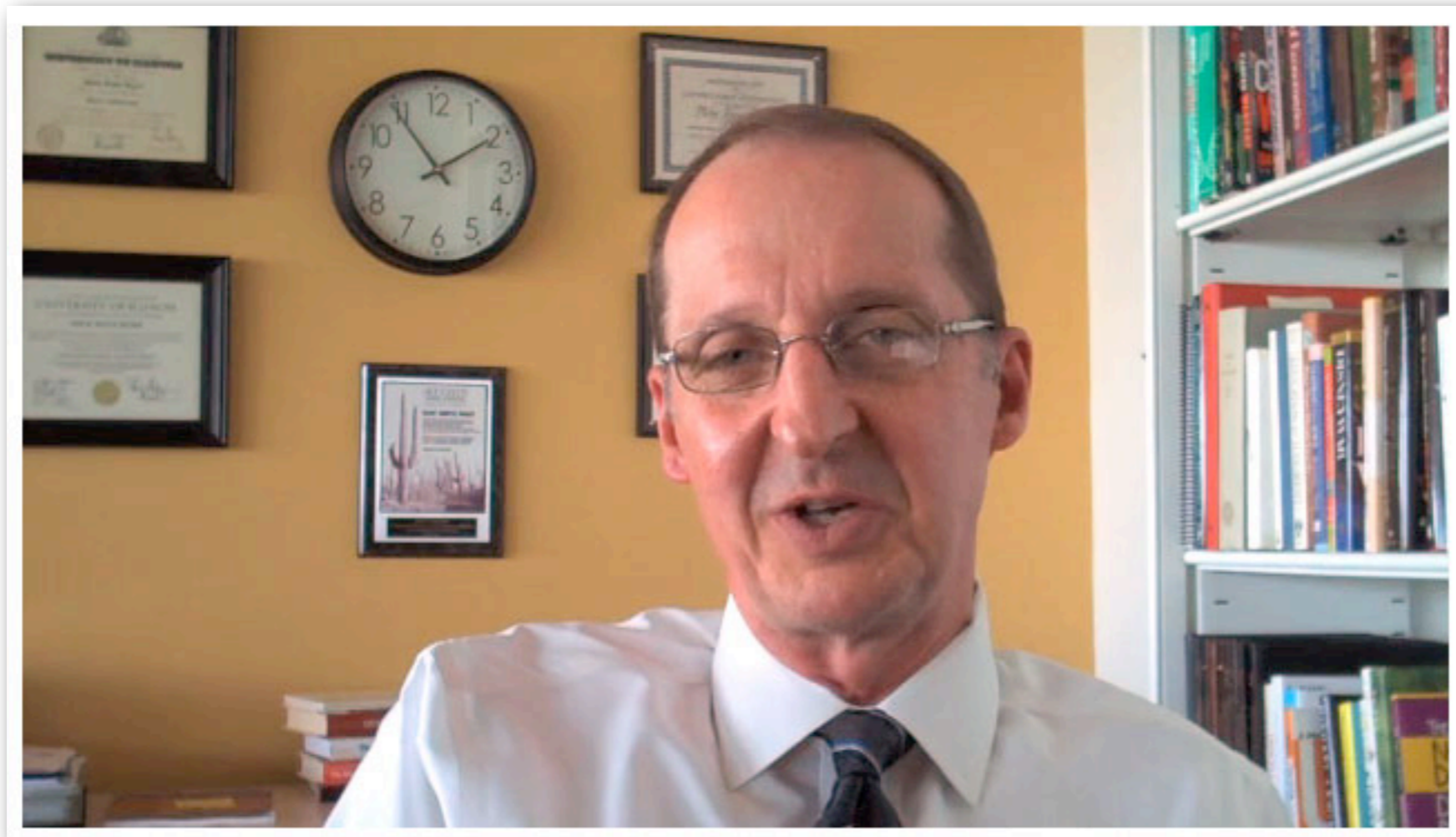
# Framing Shots

- Use the traditional statue bust



"Bust of a Man"

# Framing Example



from ASU101 with Dr. Phil Regier

# Lighting

- Light in front of you, not behind you
- Camera light level will auto-adjust



# Audio

- Within 24" of microphone
- Closer is usually better





# Lights, Camera, Action!

- **Recap:**

- Camera level with head/shoulders
- Frame for statue bust shot
- Lighting in front of you
- Camera/mic within (24") 2 feet (audio)

**PART II:**

# **YouTUBE Recording**



# Recording Checklist

- Computer with built in or USB camera/mic
- Internet Connection
- Free YouTube account



# Why YouTube?

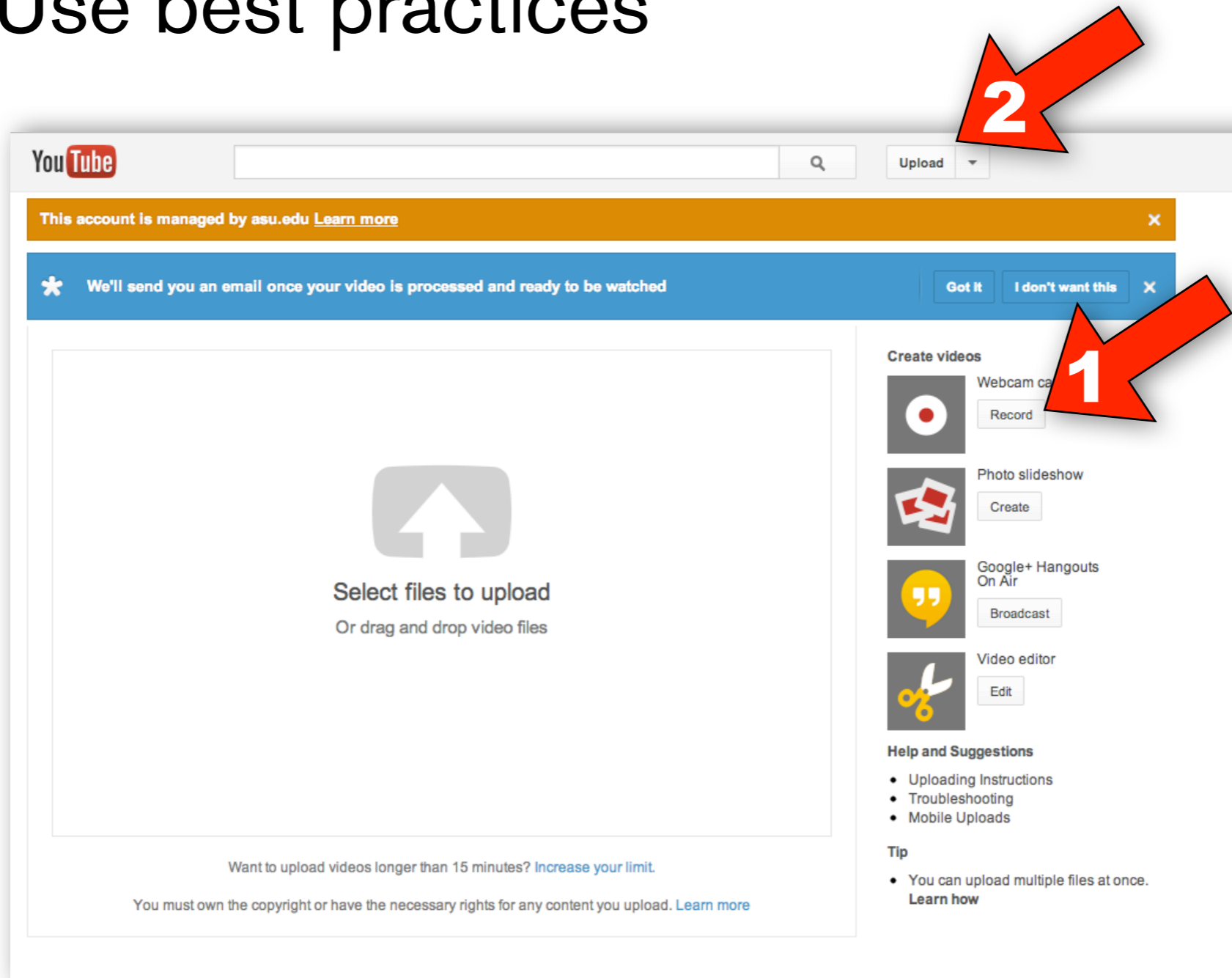
- “Free” hosting and serving
- Browser based recorder (no applications)
- Closed Captioning





# Record a Short Video

- Use best practices



# PART III:

# QM Standards and Video



# QM Standards

- Standard 1.7 - The self-introduction by the instructor is appropriate and available online.
- A video is a great way to present a self-introduction by an instructor.

*“The one thing Professor Mike does that I think should be mandatory for all teachers is the introductory video. He presents a video with his credentials and sets the tone from the very beginning. Totally awesome way to connect in this online format.” - ASU Online Student*

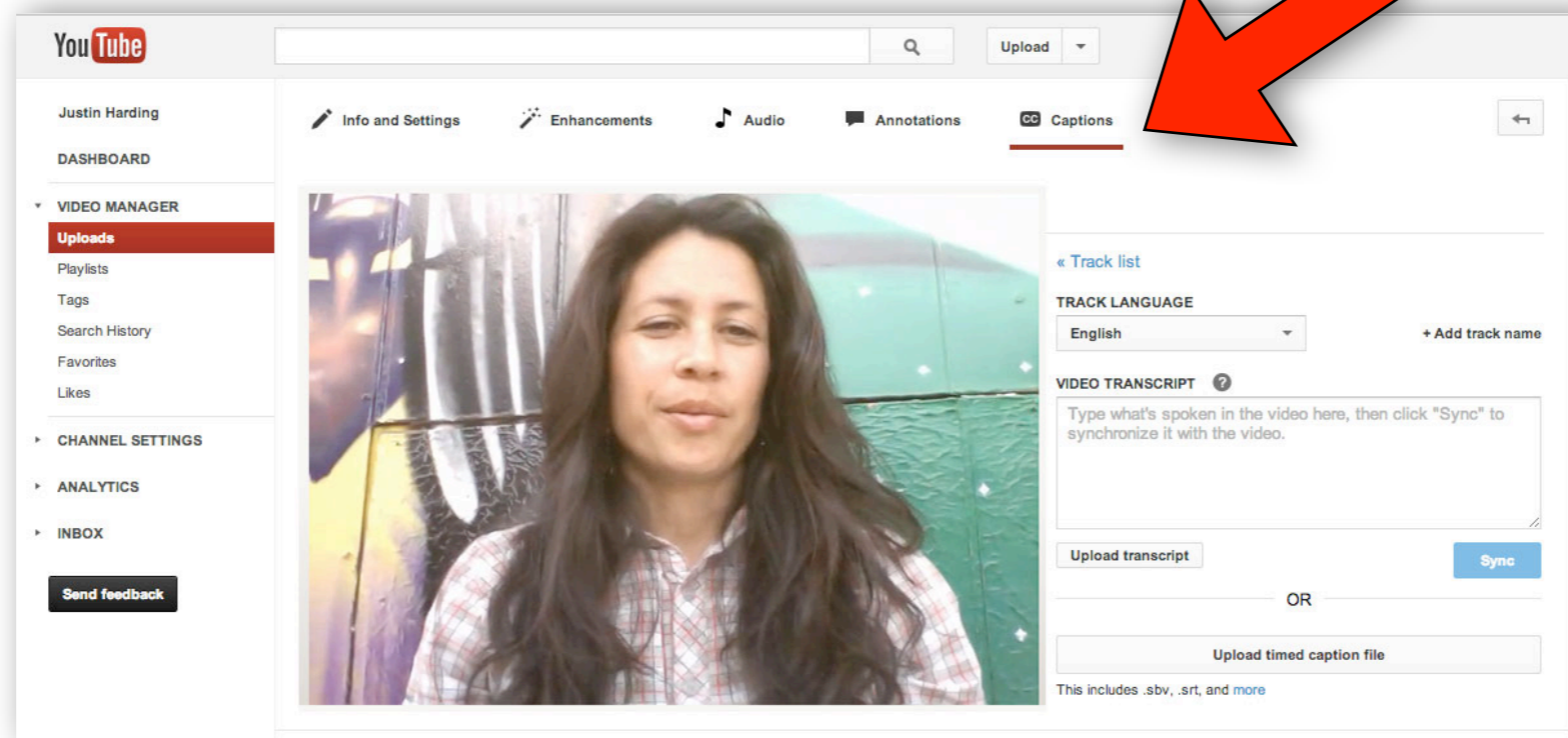
# QM Standards

- Standard 4.1 - The instructional materials contribute to the achievement of the stated course and module/unit learning objectives.
- Videos, such as recorded lectures, are a great way to introduce learning materials or clarify common questions.

*“Also, I LOVED how the instructor talked to us like a real class in her videos. I never felt like I was just some random face in oblivion. THAT made it awesome.” - ASU Online Student*

# QM Standards

- Standard 8.2 - The course contains equivalent alternatives to auditory and visual content.
- YouTube provides a captioning system to provide closed captions for videos.



# REVIEW

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# Contact Us



justin.harding@asu.edu



tracy.s@asu.edu

## Review this Workshop

Your anonymous input is appreciated.

**[links.asu.edu/rpnbf](https://links.asu.edu/rpnbf)**

Respondents will be emailed presentation slides



# Questions?

