



# Creating Engaging Video Lessons: Tips from Multi-Classroom Leaders



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# Creating Engaging Video Lessons

- While research shows live instruction is best, many districts also choose to create video lessons that teachers can use to supplement live student interactions.
- Some Opportunity Culture districts turned to their multi-classroom leaders (MCLs) in spring 2020 to create a library of engaging video lessons during the shift to remote learning.
- This deck shares tips from some of these MCLs on the mechanics of recording lessons, and how to create engaging lessons easily.

# Benefits of Creating Video Lessons

## **A video library frees teachers' time to:**

- focus on face-to-face learning with students in small groups
- conduct daily social-emotional check-ins with students
- receive more support and coaching from their MCL.

## **MCLs can also reduce teachers' time on explaining procedures and answering questions by creating how-to videos for:**

- parents on topics such as using Google Classroom;
- teachers on recording video feedback or instructions for students.

# Tips for Creating Engaging Lessons

- Use PowerPoint or Google Slides to **introduce concepts** to students and organize your content.
- **Keep lessons short, simple, and focused** on a single standard.
- Lessons might include the following elements: Intro of the Standard; Do Now; Quick Write; Vocabulary; I Do, You Do, We Do; and Questions.
- **Include several pause points** to check for understanding: Ask students to pause the video to answer questions—re-watching parts if needed—before pressing play to continue the lesson.
- Include **fun activities** for younger students, such as drag & drop games.
- **Make slides visually interesting** with animation, clip art, colors, and bitmoji characters (see slide 16 for details).
- Keep it simple: **Limit the number of programs and platforms** used to create and share lessons with teachers and students.

# Tips for Recording Lessons

## **Preparing to record:**

- Open lesson slides and any websites you need in your browser window.
- Close all other programs and browser windows.
- Practice switching screen views and clicking through slides.
- Create a script for narration and practice reading it.

## **Recording your lesson:**

- Modulate your voice to help personalize the video, even if your face isn't visible on the screen.
- Don't worry about re-recording a lesson if you make a minor mistake. You can use it as a teaching moment for your students.
- Do keep lessons short so if you make major mistakes, you can easily go back and re-record.

# Recording Lessons with Zoom

## Benefits to using Zoom:

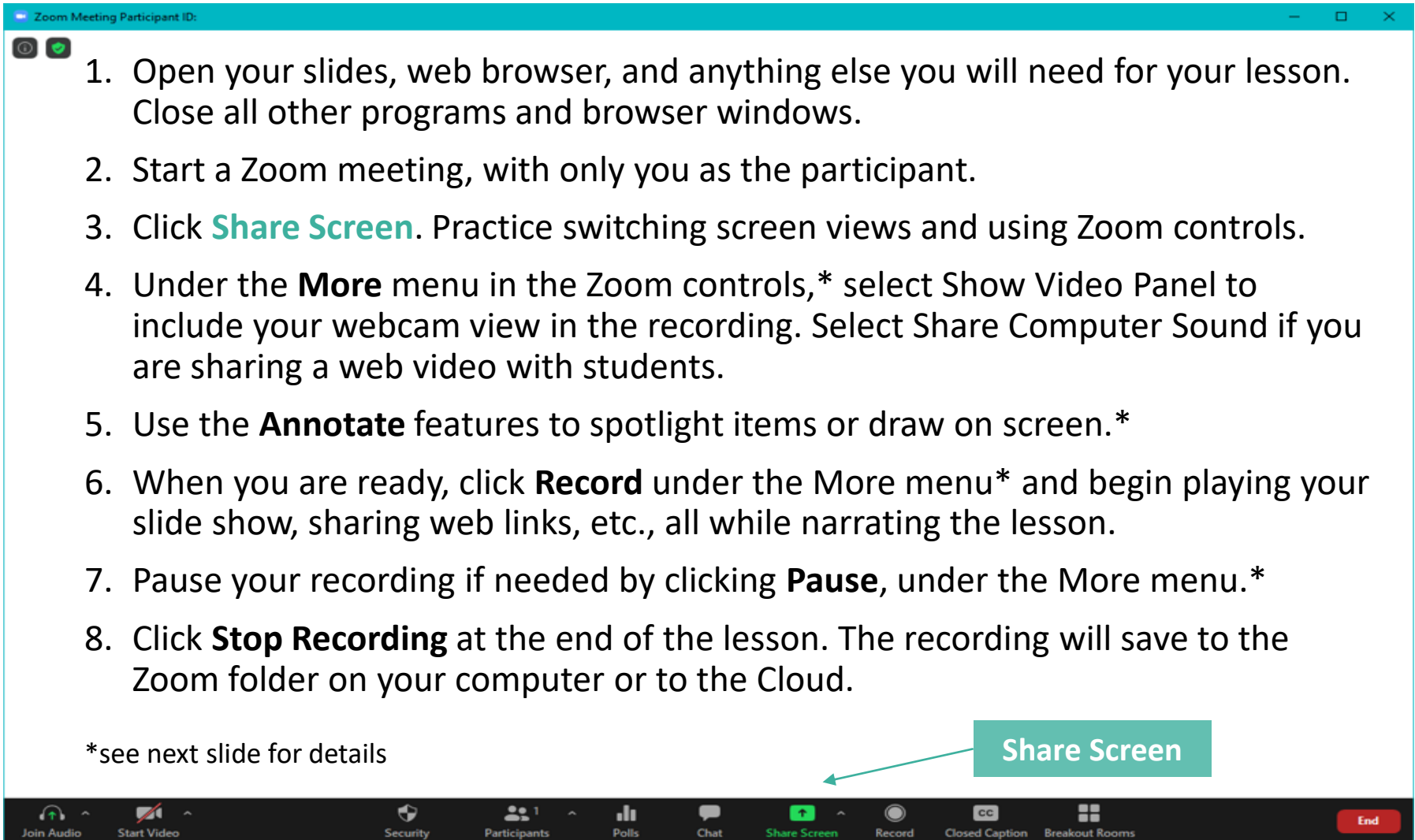
- Easier than recording videos on a cellphone or video camera, which requires uploading them to your computer.
- Zoom allows you to record your computer screen, your webcam view, or both.
- When you stop recording, Zoom automatically saves your recording to a folder on your computer or the cloud.
- Zoom video files are much smaller than those created with other screen recording programs, making them easy to share as an email attachment.
- Zoom's limited editing capabilities cuts down on the learning curve, while still allowing you to trim the start and end points of a video and draw on your recordings with pen tools.

# Steps for Recording with Zoom

1. Open your slides, web browser, and anything else you will need for your lesson. Close all other programs and browser windows.
2. Start a Zoom meeting, with only you as the participant.
3. Click **Share Screen**. Practice switching screen views and using Zoom controls.
4. Under the **More** menu in the Zoom controls,\* select Show Video Panel to include your webcam view in the recording. Select Share Computer Sound if you are sharing a web video with students.
5. Use the **Annotate** features to spotlight items or draw on screen.\*
6. When you are ready, click **Record** under the More menu\* and begin playing your slide show, sharing web links, etc., all while narrating the lesson.
7. Pause your recording if needed by clicking **Pause**, under the More menu.\*
8. Click **Stop Recording** at the end of the lesson. The recording will save to the Zoom folder on your computer or to the Cloud.

\*see next slide for details

Share Screen





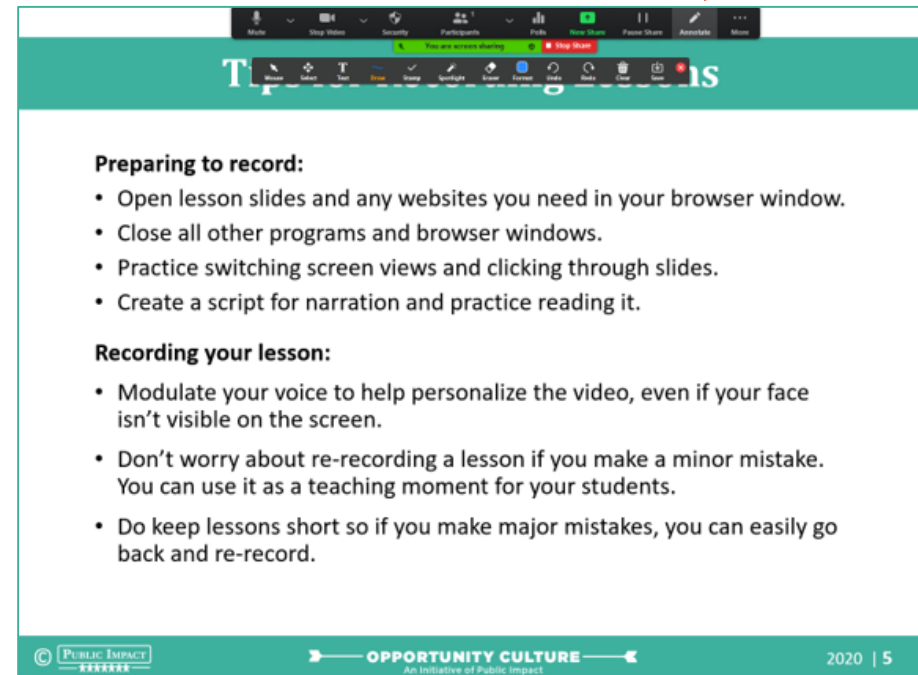
# Zoom Screen Share Controls

## “More” Menu



Under **More** in the Zoom control panel, you can select options such as **Show Video Panel** to include your face on screen or **Share Computer Sound** if you are playing a video in your web browser. When sharing your screen, the **Record & Pause** controls are also under the More menu.

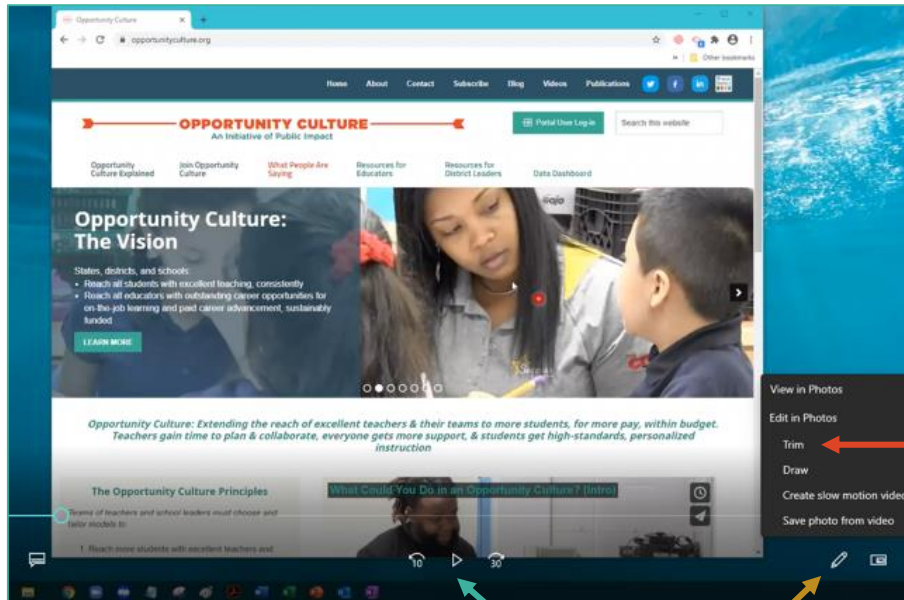
## “Annotate” Options



You can use **Annotate** options such as **Spotlight** or **Arrow** to highlight content on your slides, **Draw** to add notes, or **Stamp** to add icons such as checkmarks, arrows, or hearts to your lesson slides while you are recording.

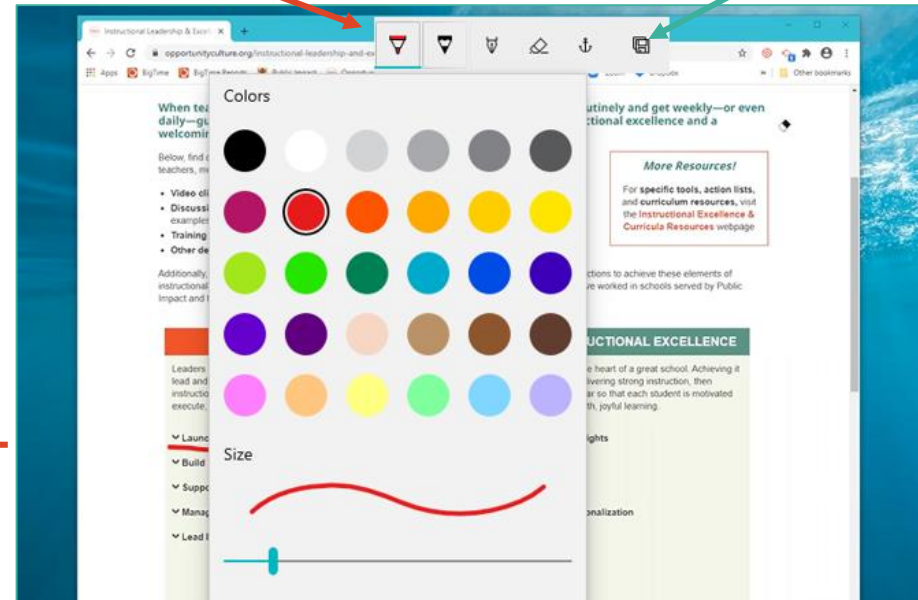
# Zoom Editing Features

## Editing Menu



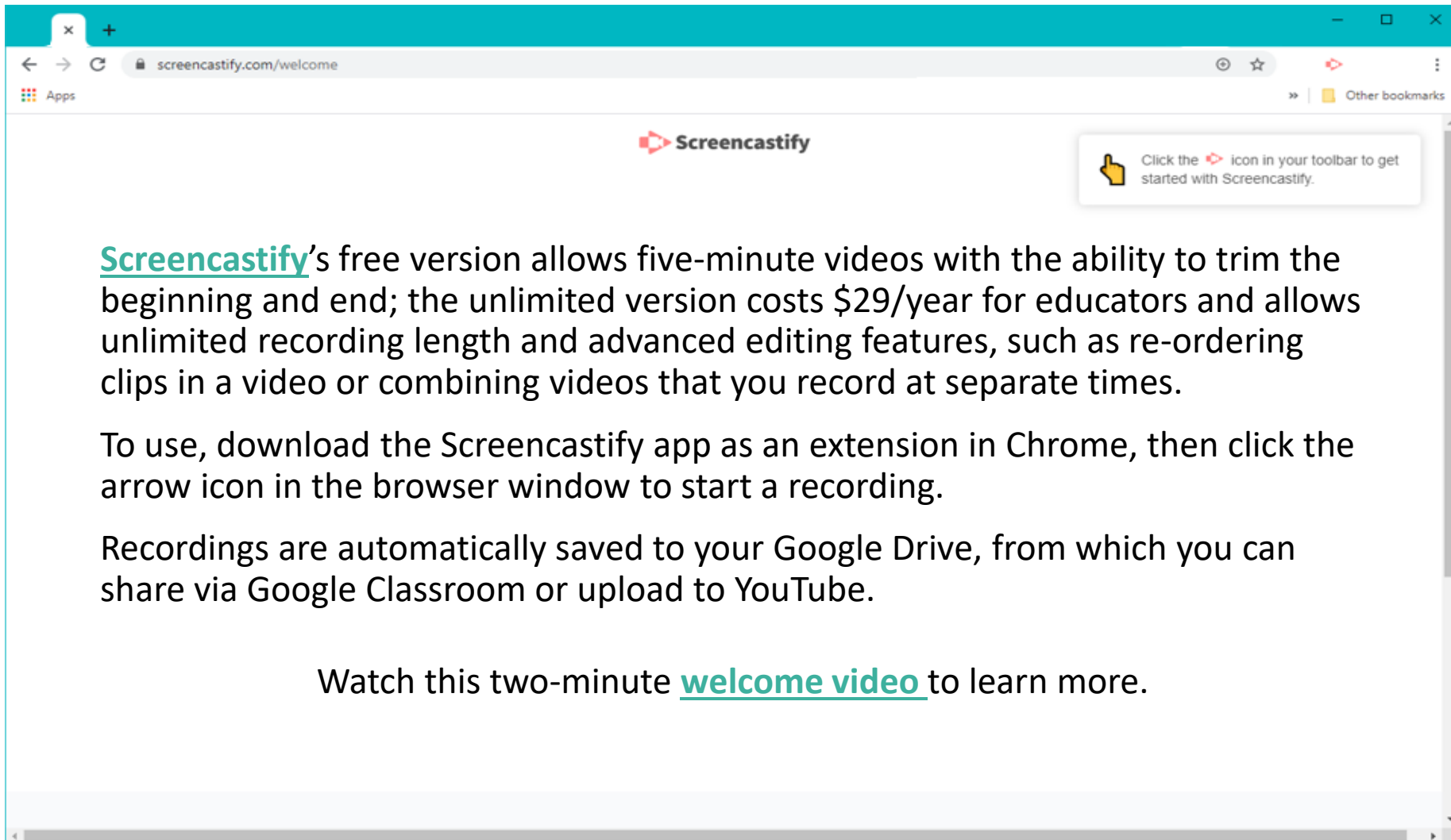
When you open a Zoom recording, you can **Play** it back or access the **Editing** features by clicking the pencil icon. Here you can **Trim** the start and end points of your video or **Draw** on the recording.

## 'Draw' Options



Clicking on **Draw** opens your recording in Photos. Here you can draw on your video using a variety of pen tools. Once you are finished, click **Save** and a new “inked” version of your video will be saved.

# Recording Lessons with Screencastify

A screenshot of a web browser window showing the Screencastify website. The browser's address bar displays 'screencastify.com/welcome'. The website has a teal header with the Screencastify logo. A yellow tooltip on the right side of the page says 'Click the icon in your toolbar to get started with Screencastify.' The main content area contains text about the free and unlimited versions of the service, instructions on how to use the extension, and a link to a welcome video.

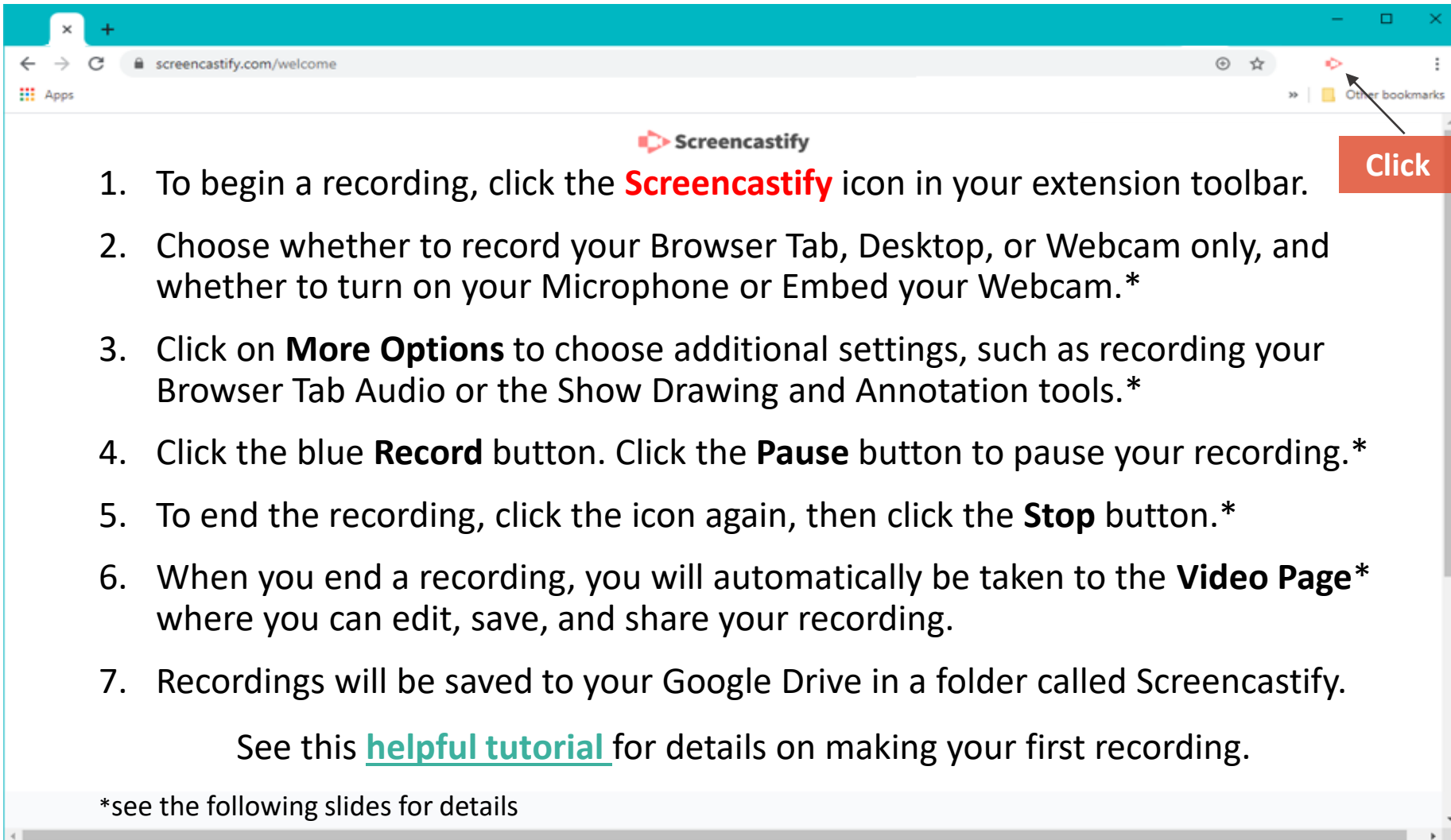
[Screencastify](#)'s free version allows five-minute videos with the ability to trim the beginning and end; the unlimited version costs \$29/year for educators and allows unlimited recording length and advanced editing features, such as re-ordering clips in a video or combining videos that you record at separate times.

To use, download the Screencastify app as an extension in Chrome, then click the arrow icon in the browser window to start a recording.

Recordings are automatically saved to your Google Drive, from which you can share via Google Classroom or upload to YouTube.

Watch this two-minute [welcome video](#) to learn more.

# Steps for Recording with Screencastify



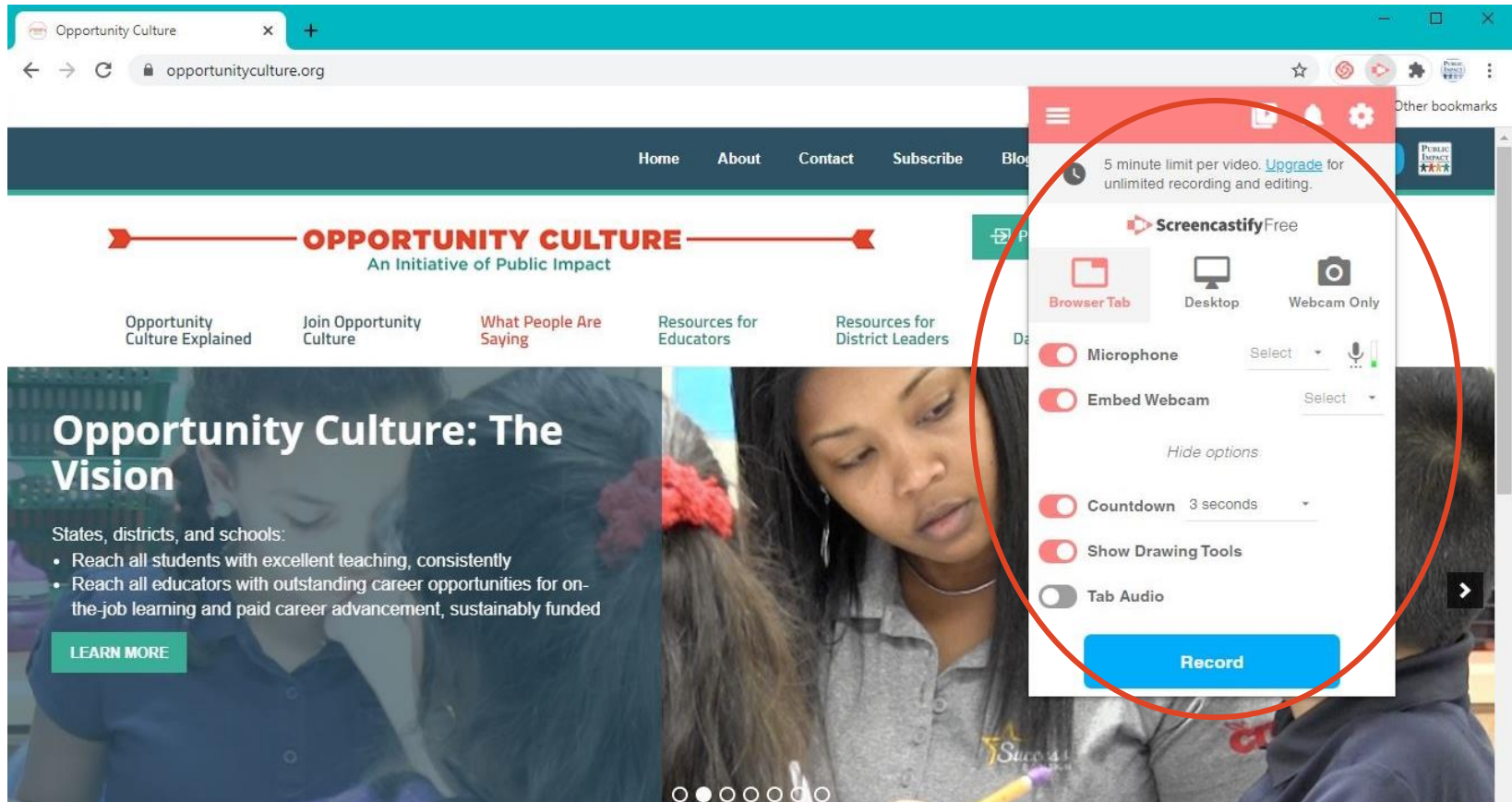
The screenshot shows a web browser window with the address bar displaying "screencastify.com/welcome". The Screencastify logo is centered on the page. A list of seven steps is provided. An arrow points from the top right of the list to the Screencastify icon in the browser's extension toolbar, with a red button labeled "Click" next to it.

1. To begin a recording, click the **Screencastify** icon in your extension toolbar.
2. Choose whether to record your Browser Tab, Desktop, or Webcam only, and whether to turn on your Microphone or Embed your Webcam.\*
3. Click on **More Options** to choose additional settings, such as recording your Browser Tab Audio or the Show Drawing and Annotation tools.\*
4. Click the blue **Record** button. Click the **Pause** button to pause your recording.\*
5. To end the recording, click the icon again, then click the **Stop** button.\*
6. When you end a recording, you will automatically be taken to the **Video Page**\* where you can edit, save, and share your recording.
7. Recordings will be saved to your Google Drive in a folder called Screencastify.

See this [helpful tutorial](#) for details on making your first recording.

\*see the following slides for details

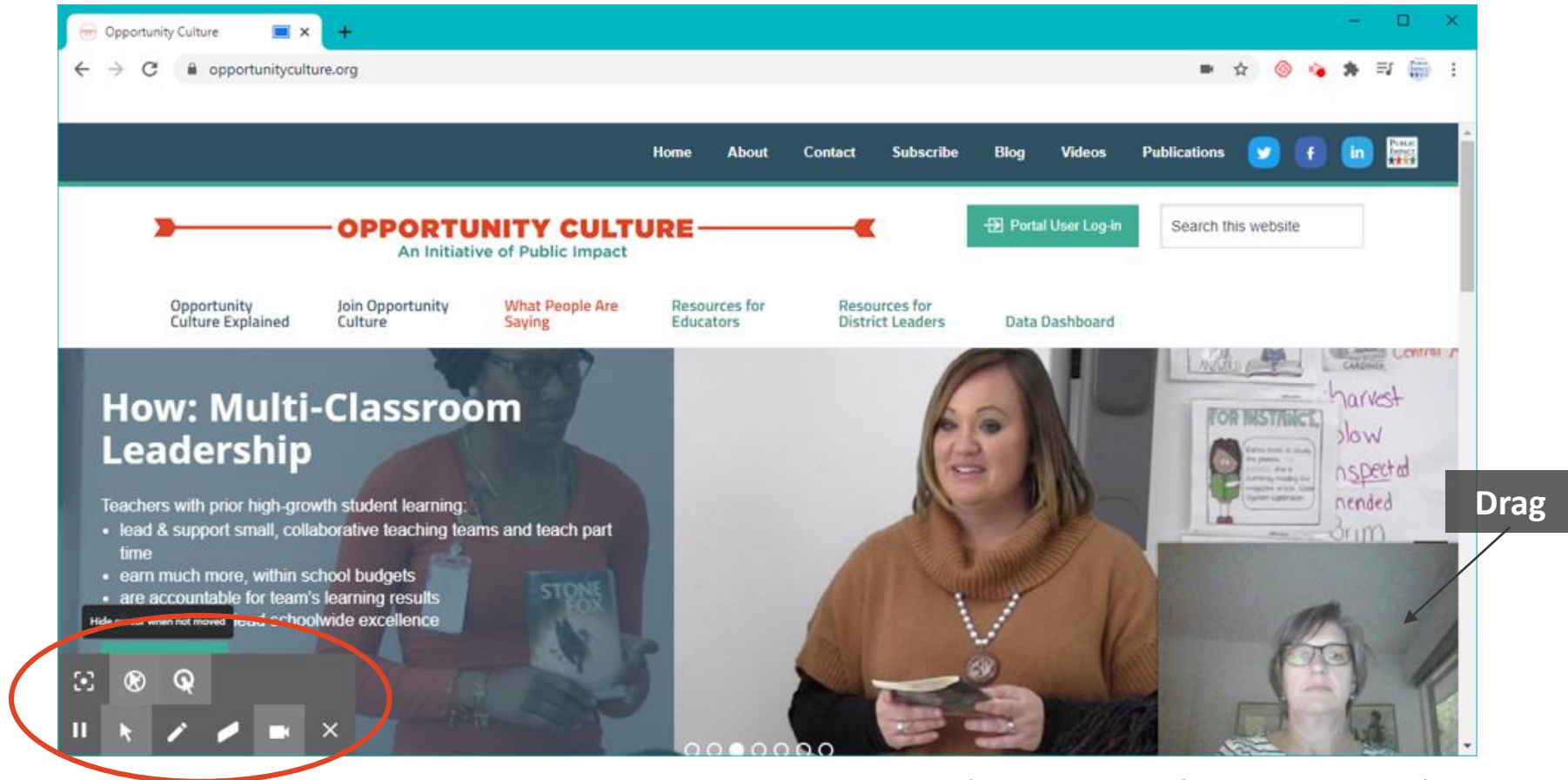
# Screenrecastify Recording Settings



Record **Browser Tab**, **Desktop**, or **Webcam Only**; turn on **Microphone** or **Embed Webcam**. Click 'More Options' for the **Countdown**, **Drawing Tools**, and **Tab Audio** settings. Click the blue **Record** button to start recording.



# Screencastify Recording Controls



Use **Drawing & Annotation Tools** such as Spotlight and Pen (not available for use with [PPT](#)). Click the **Camera** button to turn your webcam on/off. **Drag** to change its size and position. Click **Pause** to temporarily stop recording, then click again to pick up right where you left off.

# Screencastify Free Editing Options

The screenshot displays the Screencastify interface for a video titled "Opportunity Culture". The interface includes a red header bar with a menu icon, the title "Opportunity Culture", and buttons for "Open in Editor", "Info", and "Delete". Below the header, the video content is shown with a list of topics: "Launch and Lead", "Build Team Cohesion", "Support and Develop Individuals", "Manage Yourself", "Lead Instructional Excellence", "Plan Ahead and Raise Sights", "Connect", "Lead the Classroom", "Execute Rigor and Personalization", "Monitor Learning", "Adjust Instruction", "Share", and "Improve". A red line is drawn under "Launch and Lead". At the bottom, a video player shows a progress bar with a red segment and a white play button. A "Trim" label with an arrow points to the scissors icon on the left of the progress bar. On the right side, a "Google Drive" panel is visible with a "Copy shareable link" button and a "Share" section containing options like "Share to Classroom", "Publish to YouTube", and "Get embed code". A "Share" label with an arrow points to the "Publish to YouTube" option. At the bottom right, there is a "Download" button and a "ScreencastifyFree Go Unlimited" logo.

**Name**

**Trim**

**Share**

When you stop recording, your video will automatically open in the **Video Page** window. Use the scissors to **Trim** the start and end points of your video (more options with Unlimited). **Name** your video, then **Share** on Google Classroom, **Publish** on YouTube, or get shareable link.

# Using Bitmoji to Personalize Lessons

[Bitmoji](#) is a popular and easy way to personalize your slide presentations—you can even join a [Facebook group](#) for teachers who use bitmoji themes.

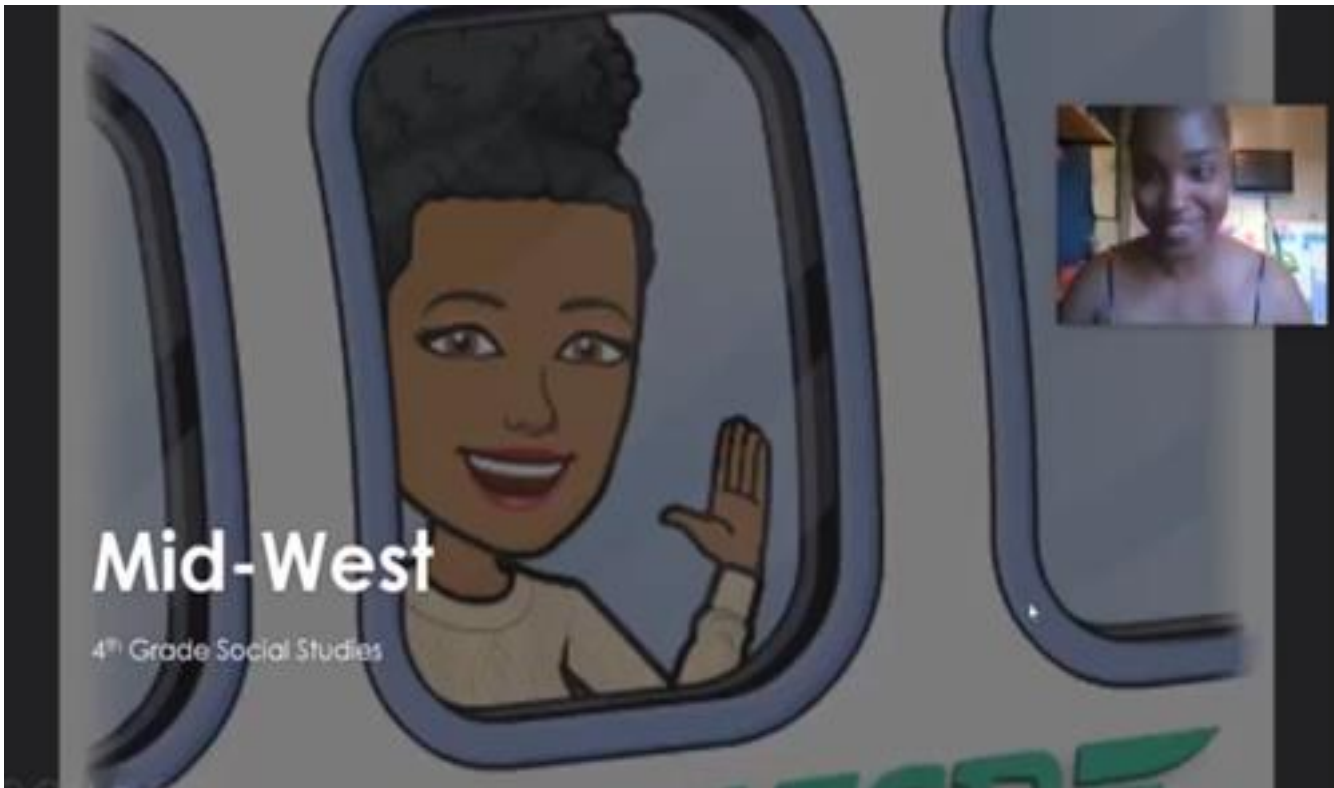
Click the video below to see how to create your own bitmoji avatar and place yourself in customized scenes.





# Example: Screencastify Video Lesson

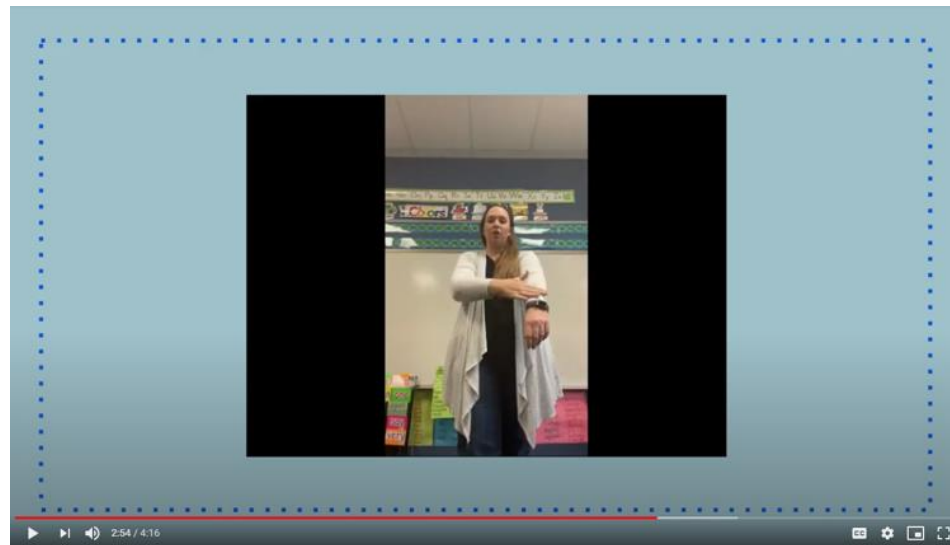
Click below for an example of a video lesson created by a multi-classroom leader. She added a **bitmoji** character and fun scenes to her **Google Slides** lesson, then recorded and edited a video of the lesson using **Screencastify**.



# Example: Recording Lessons on a Cellphone

You can also film parts of your lesson using a **cellphone** or **video camera**, then upload the video clips and embed them in lesson slides. Use a tripod with a cellphone mount or just prop your phone on your desk.

**Click the link below** to see a video an MCL made of herself doing the kinesthetic learning activities used in her school's phonics curriculum, such as arm-tapping letters while spelling words aloud. She embedded the short video clips into her Google Slides so her first-graders could join in.



# Other Screen Recording Programs

Other screen recording programs include:

## Loom

- Pro version is free for students and teachers
- Watch [\*How to use Loom and record your lesson for Remote & Online learning\*](#)



## Screencast-o-Matic

- Special pricing for districts and educators
- Read [\*5 Reasons Why You Should Use Video with Google Classroom\*](#)



## Snag-It

- \$29.95 one-time fee for educator license
- Watch [\*Quickest way to record your lessons for online teaching\*](#)



# Acknowledgements

These MCLs shared their insights on creating engaging video lessons for students—thank you!

- Phamalae Cummings, Falkener Elementary School, Guilford County Schools, NC
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