Show, Don’t Tell: Creating Effective Communication With Visuals

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OLC Innovate 2019
Video ideas to help keep viewers engaged

Types of videos that you can create
Use a Webcam

Put yourself in your videos.

Sample video: https://www.screencast.com/t/1cpcSmyY6z7

Sample video with a quiz and hotspot: https://www.screencast.com/t/br2BrAPTuA

Make a connection

Hide yourself

Come back at the end
Motion Graphics ... Icons ... and Music

[Diagram of TechSmith Assets for Camtasia]

https://library.techsmith.com
Capture your viewers' attention and help get your message across.
Cursor Effects - Highlight and Click Animations

Check out some Camtasia Tutorials
Pause and Practice

Build in areas asking your viewers to do something.

This might be on the test!
Knowledge Checks or Quiz Questions

**NOTE:** Interactive features (like quizzing) requires the TechSmith Video Player in order to work properly.
Video ideas to help keep viewers engaged

Types of videos that you can create
Welcome or Introduction Video

Start the semester off with a 'Welcome to the Course' video.

Encourage students to use video introductions, too.

- 11 1/2 years with TechSmith (Feb. 2007)
- 10 years in EDU before joining TechSmith
  - 5 years in elementary
  - 3 years in K-8
  - 2 years in higher-education
- 4 years as Adjunct Instructor for Lenoir-Rhyne University (Aug. 2014)
Weekly Check-in Videos

Keep everyone on the same page with regular check-ins.

I like to send a video to my students at the beginning of each new week.
Demonstration or ‘How-to’ Video

Create videos to help your students understand a process,

... clearly explain instructions,

... how to navigate your course website,

... and the list goes on and on.
Answer FAQ’s with Videos

Stop repeating yourself!

You’re the expert, and know where the challenge areas are in the course.

Create video resources for students to watch, rewind, and watch again until they ‘get it’. 
<table>
<thead>
<tr>
<th></th>
<th>Name</th>
<th>Description</th>
<th>Applicable Products</th>
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<tbody>
<tr>
<td>1</td>
<td>Workshop Slides = bit.ly/camtasia080718</td>
<td></td>
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<tr>
<td>2</td>
<td>TechSmith Blog for Educators</td>
<td>Blog posts (written and video)</td>
<td>Camtasia, Snagit, Relay</td>
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<tr>
<td>3</td>
<td>TechSmith Tutorials</td>
<td>Written and video</td>
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<td>4</td>
<td>TechSmith Academy</td>
<td>Video tutorials and certification</td>
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<td>5</td>
<td>TechSmith Tips: YouTube Channel</td>
<td>12 short video tips</td>
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<td>6</td>
<td>Power of Faces in Video - from Wistia.com</td>
<td>Blog post (written and video)</td>
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<tr>
<td>7</td>
<td>Free Hi-Resolution Photos - from Unsplash.com</td>
<td>Website - Free Photos</td>
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Let me know if I can help...

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