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## Open Learning Partnership e-learning guide 1

### Using video

This is a short briefing note about the use of video in e-learning materials. We discuss questions like:

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[how to do it](#)

[planning](#)

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[how to put your video online and link to your course materials](#)

### Why use video?

Pictures can be worth a thousand words, and pictures with sound and movement can bring life and reality to a dull topic.

Some examples:

- a demonstration of a skill, such as taking a blood sample, building a brick wall, speaking in public or cutting hair
- showing something or somebody not easy to see otherwise – view from the top of a crane, a welcome message from the chief executive
- a simulation such as a job interview

Videos can also be misguided and boring. Common faults include monotonous passages of talking heads, lengthy extracts from conferences, or experts talking in impenetrable jargon.

Key to the success is to make videos that are well thought out, short, and to the point.

## Costs

A key reason for growth in use of video is the dramatic reduction in costs:

- videos for use on web pages and emails can be made on low cost cameras and mobile phones as well as camcorders and webcams
- video editing software is freely available for all platforms – Linux, Mac, Windows
- videos can be stored on free online services such as YouTube/Google video and then downloaded to your own sites

One result has been a dramatic rise in amateur video production for a wide variety of purposes - social, artistic, commercial, educational and political.

## What you need

To make your own simple educational videos you will need:

- a digital camcorder or camera capable of recording sound and video. The camera should have a tripod socket on the bottom. The video files should be transferable by a USB cable and/or a compact memory card. Avoid camcorders that use mini DVD disks.
- A tripod to help keep the camera steady.
- Video editing software on your PC or laptop. Free software that will do the job includes:

### Mac

Jahshaka

<http://jahshaka.org/>

Quick Time Pro (not free)

### Linux

Kino studio

<http://www.kinodv.org/>

### Windows

Movie Maker

<http://www.microsoft.com/windowsxp/downloads/updates/moviemaker2.msp>  
X

Jahshaka

<http://jahshaka.org/>

- An account with an online video hosting service such as YouTube/Googlevideo
- Optional extras are an external microphone, a backdrop, and background lighting
- Current cost is about £150

## **How to do it**

Producing a short educational video usually involves these stages:

1. Planning
2. Rehearsing
3. Shooting
4. Editing
5. Captioning
6. Publishing and uploading
7. Linking to your materials

We now look briefly at each stage.

### **Planning**

You should be clear about what the aim of the video is, where it will be shot, who will be involved, and what is the target length. It is fine to start with making one or two minute videos. A five minute video is long enough for many purposes.

Write a basic script. You may have this in the form of notes you already use. The script should be short and conversational, avoiding complex sentences and jargon. As a rough guide, one hundred written words is one minute of video.

The location for shooting should be well lit but without bright glare spots from windows for example, be clutter free, and have a neutral backdrop.

### **Rehearsing**

Try running through your video as a first take. You can then review it on the camera to see how it looked and where problems occur. Often you will be able to use clips from your first takes.

### **Shooting**

Go on to a second take unless your first is what you want.

If you make a mistake such as fluffing your lines or getting something wrong, just pause and then have another go. You will be able to cut out the errors at the editing stage.

Remember to switch off mobile phones and put a warning sign on the door so you are not disturbed.

At the end of the recording, stay still for a few seconds to allow a fade out.

## **Editing**

Basic editing involves:

- cutting material from the beginning, middle and end of the video
- splitting clips
- combining clips
- adding in still photographs
- adding titles and captions

These functions are available in video editing software. The basic procedure is:

- put your clips and stills on the storyboard – the running order of the video
- edit out fluffs at the beginning and end of each clip
- cut the clip(s) into scenes
- edit out fluffs at the beginning and end of the scenes, and cut any poor scenes
- insert titles and captions – see next section

This seems like a complex procedure but with practice need only take a few minutes. A two minute video for example might take 10-15 minutes to edit.

## **Captioning**

Your two minute epic now needs to have titles, captions, and credits.

- Titles say what the video is about, and perhaps who made it and where. Insert a title frame at the beginning of the storyboard, then use a fade in effect to the video
- Captions give a commentary on each scene, highlighting the key point and also making your video more accessible. Insert a caption frame before or over each scene. You need to be succinct with your wording. If you have missed an important point in filming, you may be able to correct the error through a caption.
- Credits give recognition to all those involved in the production. Fade your video out to a credits frame. Make sure you have included everybody.

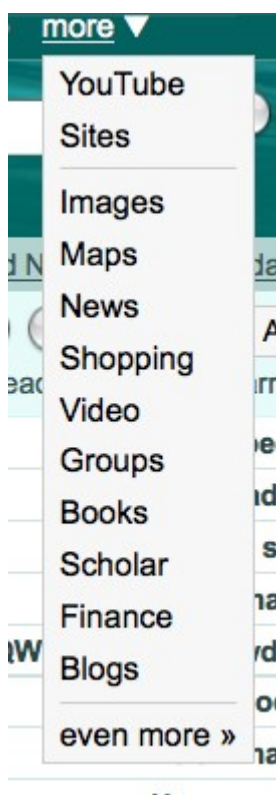
## Publishing and uploading

When you are happy with your editing you publish the clips, captions and effects as one file. You then need to decide on the trade-off between image size and quality and download time. If your video is full size and at the highest frame rate then it may be up to ten times the file size of a video with a lower frame rate and image size. If bandwidth is a problem – and it usually is – then you probably have to choose a compromise of size over quality.

If you intend to use your video in an online learning environment such as Moodle, then it often makes sense to upload it to a video streaming service such as Googlevideo/YouTube. Here is the procedure:

- login to the online service – you will need to set up an account with Google mail first.

Once you have done this select 'more' and then 'video'.



choose 'upload video' and select the file you created.



Upload and share your videos

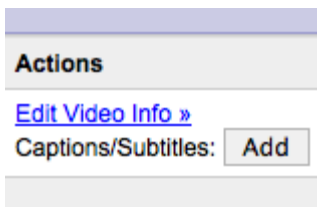
All fields are required.

Video file:

[Browse...](#)

We accept AVI, MPEG, Quicktime, Real, and Windows Media. [Learn more.](#)  
If your video file is over 100 MB, please use the [desktop uploader.](#)

Follow the on screen instructions. Once you have uploaded the video (this can take a while, especially if it is over 100MB) you can then edit the settings.



There are several fields to fill in. An important one is whether to have the video searchable on the web or 'unlisted'.

Access: **New!**

[Add more credits](#)

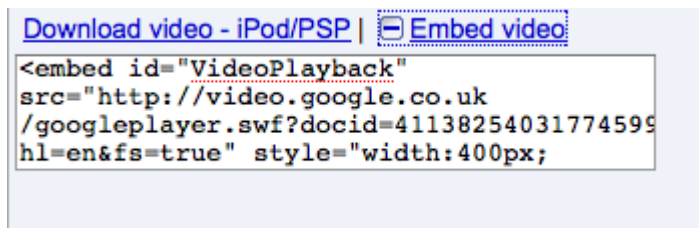
- Public - your video will be included in search results
- Unlisted - your video will **not** be included in search results [Learn more](#)

## Linking to your materials

If you have uploaded your video then you can embed it in your materials.

The procedure in Moodle is:

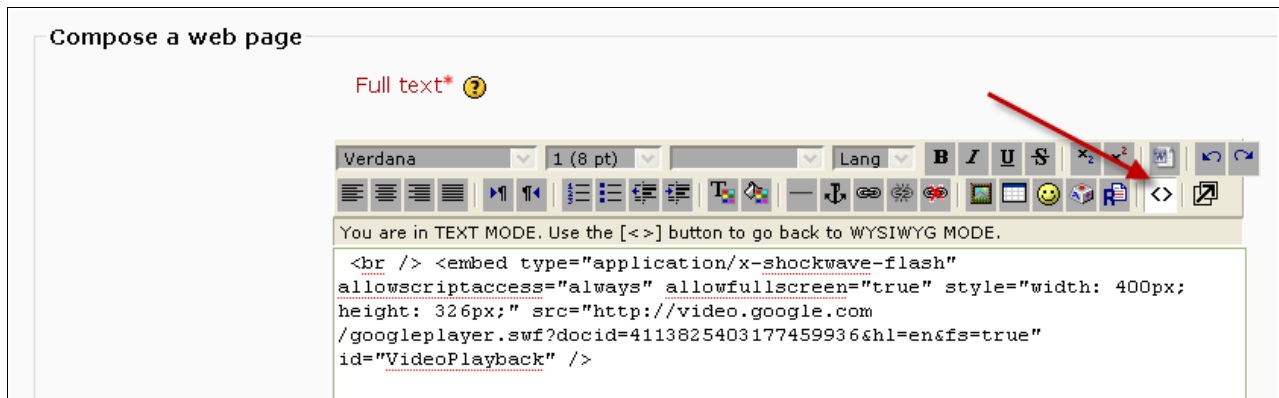
- log into your Google mail account and then go to more>video>uploaded videos  
or go to
- <http://video.google.co.uk/?tab=mv>
- select your video and choose the 'embed video' tab. Copy the HTML code.



```
Download video - iPod/PSP | Embed video  
<embed id="VideoPlayback"  
src="http://video.google.co.uk  
/googleplayer.swf?docid=41138254031774599  
hl=en&fs=true" style="width:400px;
```

In Moodle, turn editing on > add a resource > compose a web page.

In the editor select the toggle HTML tab < > and paste in the code you copied.



Next, scroll down and click 'save and display'.

## That's it!



The video is now embedded in your Moodle course. Because it is sitting on the YouTube/Googlevideo server the file size does not matter. It is streamed so that your learners can view it easily and quickly.

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