



SERIES OVERVIEW

While watching this video, answer the following questions. Pause the video, as needed, to write in your answers.

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1. “Every good instructor already knows that a lesson starts with a clear . . . what?”
 2. What are 1-2 Learning Objectives for videos you need to create?
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PRODUCTION QUALITY

While watching this video, answer the following questions. Pause the video, as needed, to write in your answers.

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1. Melanie Hibbert wrote that viewers want and/or appreciate . . . what?
 2. The Coherence Principle states that visuals must be _____, and should support the instructional goal.
 3. What are two ways you can add focus to your face when creating an instructional video?
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 4. What are two examples of distracting background audio?
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 5. When creating instructional videos instructors should reinforce key points with . . . what?



DURATION

While watching this video, answer the following questions. Pause the video, as needed, to write in your answers.

1. George Burr's statement about sermons applies to instructional videos, too. He said "The secret of a good sermon is to have a good beginning and a good ending . . . and to have the two _____ as possible."
2. Dann recommends an instructional video should be how long?



ILLUSTRATING WITH SOUND

While watching this video, answer the following questions. Pause the video, as needed, to write in your answers.

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1. Fill in the blanks. "People learn better from _____ and _____ than from _____ alone.
 2. Clark and Mayer say your graphics should be directly . . . what?
 3. Before recording, Dann suggests taking a moment to close your eyes and listen for audio distractions. What specific things did you hear when you did that exercise?
 4. What steps can you take to eliminate or minimize those audio distractions?



SIGNALING STRATEGIES

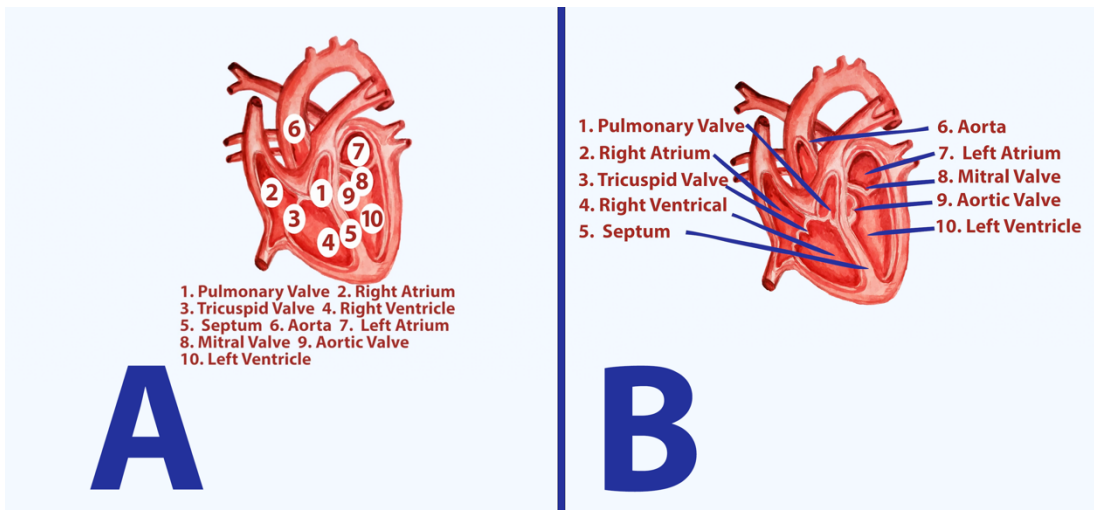
While watching this video, answer the following questions. Pause the video, as needed, to write in your answers.

1. Examples of Visual Cueing include:

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2. Max Bevan of Next Thought Studios suggested that “weeding” utilizes the audio and video channels, and helps a learner _____ and _____.

3. Which Graphic likely reduces cognitive load best for students?





ACTIVE LEARNING with a PASSIVE MEDIUM

While watching this video, answer the following questions. Pause the video, as needed, to write in your answers.

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1. What were 1-2 of your learning objectives you intended your instructional video to address?
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 2. What are 3-4 possible active learning strategies you might utilize to better engage your viewers?
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 3. Dongsong Zhang's 2006 study revealed that students engaged with "interactive video" achieved _____ learning performance and a _____ of learner satisfaction than those in other settings.
 4. According to Brame's 2006 study, students who receive **what** generally performed better than their peers?



PERSONALIZATION PRINCIPLE

While watching this video, answer the following questions. Pause the video, as needed, to write in your answers.

1. George Burns' indicated that the key success . . . what?

2. Dann suggests imagine the camera is . . . what?

3. Richard E. Mayer encourages faculty to be attentive to the "personalization principle." He suggests four techniques. What are they?
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4. Melanie Hibbert of Columbia University said "_____ " is one of the most significant factors of how students rate online course quality.

- 5.



ASSESS, DON'T ASSUME

While watching this video, answer the following questions. Pause the video, as needed, to write in your answers.

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1. Kou Murayma's 2018 article indicated people are primarily motivated to learn for two reasons: They genuinely _____ to learn, or there is an external _____ or _____ for learning or not learning.
 2. Helen Webb's article in SecEd indicates that " _____ is among the most powerful influences on how people learn."
 3. Subair and Laibinis of Vanderbilt found significant _____ gains for videos that included associated assessments when compared to stand-alone instruction.
 4. To help your instructional video better stand the test of time, Dann suggests . . . what?