

Creating Effective, Engaging, Bite-Sized Videos
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Video Transcript:

Hello and thank you for joining us. My name is Karen and I will be leading you through a short webinar on creating effective and engaging bite-sized videos.

Before we get started I just wanted to bring to everyone's attention that this webinar is being recorded and that all participants should be muted and have their video turned off.

If you have any questions please type them into the chatbox and they will be answered following the presentation.

You can also access the recording for this and our other webinars at [IMSA.edu/events](https://imsa.edu/events).

I also would like to give you guys a brief background of who we are, the Center for Teaching and Learning at the Illinois Mathematics and Science Academy.

We offer professional development on learning experiences and strategies that reflect our four core competencies: inquiry-based, problem-centered, competency driven, and integrative.

We provide PD on and off-site and can also customize sessions. If you'd like to learn more about it, please visit us at imsa.edu/centers

Learning objectives for this webinar are to define components of effective e-learning videos to learn how to build an animated video using an online tool,

and to identify ways that videos can be incorporated into your course.

I am going to start by playing a video for you. You can access this video on YouTube as well. The link is on the top left corner of the slide, but I will also copy and paste this link into the chatbox.

[music on video clip] Videos can be a great way to deliver content in an online context. It allows the owners to pause, rewind, and review material, and can often be more engaging than text. Here are some tips for creating effective and engaging videos.

The most important consideration is the video's value to current and future learners. Think about educational videos you've watched before. What motivated you to watch it from beginning to end.

Perhaps the video involved learning a new skill or concept.

Or the content was required to complete an assignment. How old were the videos you watched? Will they still be relevant several years from now?

Videos that describe theories, framework, and real life examples can be valuable to learners over time and therefore be reused in subsequent courses.

When designing videos, bite-sized is best. Have you ever felt overwhelmed or frustrated by educational videos? To prevent cognitive overload, present small chunks of information that can be easily absorbed and that emphasizes all the key points.

Try breaking longer videos into smaller clips to give learners a better sense of progression and accomplishment.

Shorter clips also provide learners with a flexibility to progress through a learning experience as their schedules allow. Next think about how to inspire inquiry and accountability with your video. What do you want viewers to gain or be able to accomplish?

To encourage learners to actively process the content and engage in meaningful discussion, incorporate open-ended prompting questions throughout the video.

You might also consider pairing your videos with hands-on activities that allow learners to further connect with the subject matter.

Finally, enhance your video with visuals and audio. Add images to help tell a story or strengthen points. Include narration, sound effects, and other immersive elements to help illustrate concepts and engage your audience. Don't forget to have fun while creating your videos.

Sorry about that little bit of technical difficulties there.

So to summarize the components of effective videos, they should be available to the learner and be reusable.

Information should be presented in small chunks.

Video should inspire further action by the viewer. And finally, the video should be enhanced with visuals and audio to keep the viewer engaged.

Here are some suggestions on how to get started with making videos even if you're not a tech expert.

Easiest way is to utilize your smartphone and film against a plain background.

If you're trying to show something that is on your computer screen, you can use a screen recording app such as Screencast-o-matic.

The final tool I'd like to highlight for you is an online video maker that can animate a video for you, which is what I used to create the video that I just showed you.

I'm actually going to play another video clip to highlight this resource called "Biteable".

Again you can access this video on YouTube and I will also copy and paste this link into the chatbox for you right now.

[video clip] Say hello to "Biteable". Your tool for making quick and catchy videos.

Do a lot with the free version and just need an email to sign up. Biteable is best for making short informational videos.

To get started, you can choose to edit from existing templates or you can start from scratch.

Choose from a collection of several scenes that you can use to build your video. You can preview an animated scene by hovering over the box.

Once you find a thing that you like, click on it to add it to your video timeline.

Next, enter the text you want, upload an image of applicable, and click "save and preview". Choose your text wisely as most scenes have an 80 character limit.

The timeline is very user-friendly and you can easily add, reorder, or delete things as you build your video

If you click on the color tab, you can change the color scheme.

You can also change the background music for your video under the audio tab.

When you're ready, select "preview" to build your animated video.

If you're happy with what it looks like, scroll below the video preview and select "publish on Biteable".

From here, you can get a link for your video. Click on the YouTube button to upload a video to YouTube.

You can then download the video from YouTube and open it in a video editing program such as iMovie to add narrations.

Share your final product with others using the medium of your choice.

Biteable is a great tool that can be used in a variety of settings. Get started with your first video today at Biteable.com

Alright. So, if you're interested in using Biteable or another online video maker, here are some suggestions on how you could incorporate it into your classroom.

You can use it to summarize a current or historical event. You could use it to describe an analogy of a complex concept to set the

stage for inquiry.

Make an advertisement or an explainer video.

Finally, you can also have students use this tool to make a video in any of the above formats for a project or a portfolio. And I've included a link for what an example of what this could look like.

And with that, I will now open this time up for questions and also make you aware of some other free were free resources that are available on our website.

You can see the calendar of our other short webinars that we are offering this month.

We also post weekly Snack Boxes of at-home STEM activities for grades pre-k through 12.

Can you can also make one-on-one appointments with any of our curriculum and PD specialists.

And again to access these resources you can go to IMSA.edu/e-teaching.

Again, my name is Karen. Please feel free to reach out to us at the Center for Teaching and Learning at the Illinois Mathematics and Science Academy. Thank you.

All right. So, looking at a couple of the questions...

Is Biteable free and what does the premium or pro version cost? So, the version that I used is the free version. There is also a pro or premium in which the watermark could be removed and you can also access more images and animations.

Those kind of have a tiered cost depending on whether you want to do...

3 videos per month or unlimited videos per month.

I believe further...

the full unlimited version

\$500 a year, but they definitely have different

tiers.

Another question is how did you find Biteable and what other types of apps are there?

Biteable was actually introduced to me by a former student of mine, who used it to make a video for her chemistry final video project.

So I have her to thank for that. It's kind of similar to

PowTune, which is another popular video animator that is out there, but I find Biteable to have more capability in its free version.

And then the last question that is: Is there a limit to the amount of Biteable videos you can make?

I do not believe that there is a limit in how many you can create on the platform.

There might be a limit to how many you can download if you are using the free version.

Next question is: Does Biteable produce .mp4 files and are there other formats that it produces? The defaults that it downloads for you is in a .mp4 format that I'm sure you could use a video converter if you wanted to convert it into a different video

file.

Another question that is often on our minds is how long does it take to make a short video like the ones that you showed? Is it user-friendly?

I find Biteable to be very very intuitive like I definitely do not know anything about video editing or graphic design.

The two videos that I showed you guys without the narration it probably took me an hour or so to put everything together. It takes a little bit of time to figure out what order you want to put everything in but the learning curve is very very quick.

Once you get the hang of it, you can kind of crank out the videos in no time.

Alright. Well thank you for joining us this evening and again,

if you have any questions, please reach out to us at the Center for Teaching and Learning. Thank you.