

# Creating a Video Welcome Message

## Overview



The purpose of this lesson is to assist online teachers with the development of a video welcome message that can be integrated into an online course. The lesson will be divided into 2 sessions. The first lesson will cover the basics of video development and participants will develop a simple video which will be saved to a CD for further use. For the second session, participants will be asked to create a video welcome message, so it is important to provide adequate time for this project between the two sessions. During the second session participants will be given the opportunity review the videos of the other participants following the evaluation rubric provided and to receive feedback regarding their own video production.

Title of Lesson: Creating a Video Welcome Message		Date: Fall 2007
Author(s): Dena Faust		
Subject Area(s): Teaching Online		Audience: ACC online instructors
State Standards (Texas: TEKS)	Standards source <a href="http://www.sreb.org/programs/EdTech/pubs/PDF/06T02_Standards_Online_Teaching.pdf">http://www.sreb.org/programs/EdTech/pubs/PDF/06T02_Standards_Online_Teaching.pdf</a> <input type="checkbox"/> <b>Standard:</b> <i>The teacher has the prerequisite technology skills to teach online.</i> <b>Indicators</b> The teacher: <input type="checkbox"/> demonstrates the ability to effectively use word-processing, spreadsheet and presentation software; <input type="checkbox"/> demonstrates effective use of Internet browsers, e-mail applications and appropriate online etiquette; <input type="checkbox"/> demonstrates the ability to modify and add content and assessment, using an online Learning Management System (LMS); <input type="checkbox"/> incorporates multimedia and visual resources into an online module; effectively; <input type="checkbox"/> troubleshoots typical software and hardware problems; <input type="checkbox"/> demonstrates growth in technology knowledge and skills in order to stay current with emerging technologies.	
Stated Objective(s)	TLW create a video welcome message to introduce learners to an online course or to a course module.	
Anticipatory Set (Focus)	Watch examples of digital videos that could be used in an online course. See sample URL's provided in the materials section. Discuss various ways that video clips could be incorporated into an online course to enhance the learning environment.	
Explanation	<a href="http://www.microsoft.com/windowsxp/using/moviemaker/getstarted/possibilities.mspx">http://www.microsoft.com/windowsxp/using/moviemaker/getstarted/possibilities.mspx</a> Watch "Introducing Windows Movie Maker" clip	
Modeling	Model the steps for creating a video following the "Guide for Creating Digital Video." Show an example of a self created welcome video.	
Guided Practice	Work step-by-step with students through the "Guide for Creating Digital Video"	
	Check for Understanding: Take the time to help individual students and answer questions as appropriate.	
Independent Practice	Participants create a welcome video for an online course which includes components specified in the Assessment Rubric. See attached. Participant return 1 week later with finished video product which will be peer review and shown to the other participants.	

Assessment or Evaluation	Part 2: Participants peer review each other's videos using the assessment rubric. checklist (See attached)
Enrichment	Challenge participants to create additional videos for use in their classroom. Provide URL's for additional assistance and ideas. <a href="http://www.powertolearn.com/articles/teaching_with_technology/video_conferencing_for_teaching_and_learning.shtml">http://www.powertolearn.com/articles/teaching_with_technology/video_conferencing_for_teaching_and_learning.shtml</a> <a href="http://www.thirteen.org/edonline/ntti/resources/video1.html">http://www.thirteen.org/edonline/ntti/resources/video1.html</a> <a href="http://www.mtsu.edu/~itconf/2002/proposals/58.html">http://www.mtsu.edu/~itconf/2002/proposals/58.html</a>
Closure	Discuss other possible uses for digital video in an online course environment. Encourage participants to continue to work with animations in the future and incorporate into online courses. n
Materials	<p><b>Technology Resources:</b></p> <ul style="list-style-type: none"> <li>1 computer for each participant</li> <li>Windows Movie Maker software</li> <li>Digital Camcorder, web cam or other video capture device.</li> <li>Audio capture device such as a microphone</li> <li>Sample welcome video for demonstration</li> <li>Sample storyboard and script</li> <li>Digital Video examples</li> <li><a href="http://www.cmu.edu/teaching/howto/Digital_Storytelling/index.html">http://www.cmu.edu/teaching/howto/Digital_Storytelling/index.html</a></li> <li><a href="http://www.storycenter.org/stories/index.php?cat=3">http://www.storycenter.org/stories/index.php?cat=3</a></li> <li><a href="http://www.storycenter.org/stories/index.php?cat=8">http://www.storycenter.org/stories/index.php?cat=8</a></li> </ul> <p><b>Other Resources:</b></p> <ul style="list-style-type: none"> <li>1 "Guide for Creating Digital Video " for each participant</li> <li>1 Assessment Rubric for each participant</li> </ul>

## Peer Review: Creating Videos

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CATEGORY	STANDARD	YES?NO	
		YES	NO
<b>Color</b>	Choice of color is exceptionally attractive, consistent across pages, adds to the theme or purpose of the site, and does not detract from readability.	<input type="checkbox"/> yes	<input type="checkbox"/> no
<b>Titles and Credits</b>	All titles and credits are accurate, legible and add to the overall appearance of the video	<input type="checkbox"/> yes	<input type="checkbox"/> no
<b>Audio</b>	Audio clips and/or sounds are thoughtfully edited and used to support the understanding of the content	<input type="checkbox"/> yes	<input type="checkbox"/> no
<b>Purpose</b>	The video has a well-stated clear purpose and theme that is carried out throughout the site.	<input type="checkbox"/> yes	<input type="checkbox"/> no
<b>Transitions</b>	Transitions and special effect are used tastefully and add interest to the video	<input type="checkbox"/> yes	<input type="checkbox"/> no
<b>Audience</b>	Video is appropriate for the intended audience and contains a variety of techniques to interest the audience with the message.	<input type="checkbox"/> yes	<input type="checkbox"/> no