

A woman with voluminous curly brown hair and a bright smile is wearing a blue sweater. She is holding a black video camera in front of her, which shows a blurred image of her on its screen. The background is a white wall covered with various colorful sticky notes (yellow, green, pink) and a yellow star sticker. A camera on a tripod is partially visible in the lower-left corner.

How to Create **VIDEO LESSONS**

A guidebook for K-12 educators

If you're new to creating videos for online learning, this guide will help make that process a bit easier for you.

There are **3 big ideas to keep in mind with video: it needs to be engaging, concise, and easy to watch.** To support you with that, this guide includes:

1. A video with an overview of planning, creating, and sharing a video presentation. We do this from the perspective of creating a PD session, but you can easily use this for any lesson or teaching experience you're recording for online use.
2. A video editing cheat sheet with the 7 steps you'll need to edit and share your videos (this is great to use alongside the video presentation).
3. A list of video recording resources you can use which are simple, yet effective.
4. Key tips for making your video shine

If you find yourself getting overwhelmed, take a breath and step away for a few minutes. You CAN do this! But video creation and editing requires a learning curve. So just acknowledge that you're learning and give yourself some grace. Then, come back to your project and keep trying.



Tutorial: How to Create a Video Lesson

Step 1: Watch this Video Tutorial

In this 2-part video, you'll be able to follow along as we build a video lesson from scratch using both iMovie and WeVideo.

[**WATCH HERE**](#)

EDITING

CHEAT SHEET

You've gotten your video presentation recorded - congrats! Now it's time to edit it and put all of the pieces together. Here's a quick tip sheet to help you edit your video as smoothly as possible.

STEP ONE

Get everything together.

Using your desktop or laptop computer, be sure you have your video recording, any images you want to overlay, any photos and any sample footage all in one location so you can easily access it and pull it into your editing software.

STEP FIVE

Export.

Export your video with a setting of at least 720p, as either an .mp4 or an .mov file and with your lesson name in the title. Use faster encode, rather than highest quality. It will save you space.

STEP TWO

Choose your editing software.

We recommend using either iMovie (Mac) or Windows Movie Maker (PC) as they are free and are already available on your computer. If you don't like either of those options, you can also use Google's WeVideo software which is found as a Chrome app.

STEP SIX

Upload Final Video to Dropbox, Google Drive or Youtube.

Choose whichever filesharing service you'd like to upload your video. If uploading to Dropbox or Google Drive, make sure the video is listed as "shareable" so that it can be embedded or downloaded from your link.

STEP THREE

Upload your presentation content into your editing software.

Open up your chosen editing software and then import ALL of your media - your video(s), images, etc - that you want to use for the project.

STEP SEVEN

Share the link to your Final Video

Copy the link to your finished video and share it in your LMS. You can either simply paste the link to view or embed the video on the page. You can also share the link in an email or other communication tool.

STEP FOUR

Piece it together.

Now it's just a matter of playing with the storyboard in the editing software. Drag and drop your main video in first. Then overlay any images (like your slides or photos) over your main footage in strategic areas of your presentation. If you want to embed additional video footage, you can also "blade" or "cut" your main footage in specific areas and then drag the additional footage in between where you made your blade/cut.



CELEBRATE! You've created your video lesson for the world to see. Relax and enjoy all the learning that's about to happen!

VIDEO RECORDING

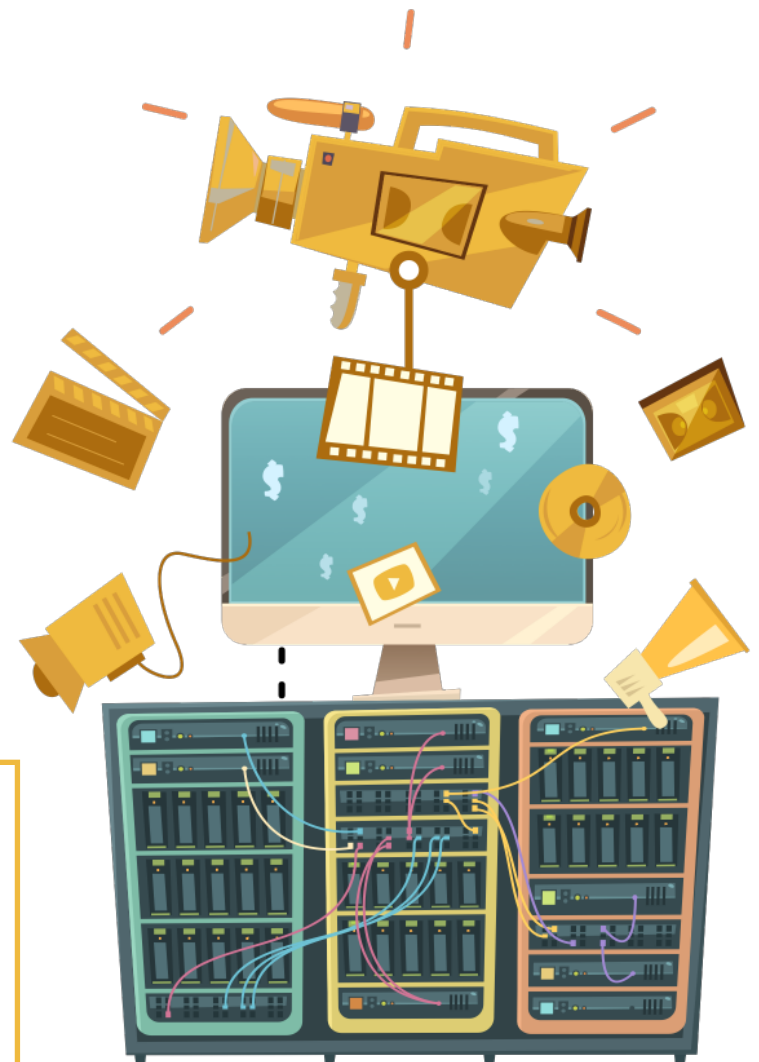
RESOURCES

Here are some simple, easy tips for recording your video:

- 1** Keep it simple! Don't try to get super fancy. Use your phone camera, webcam, computer camera - anything that can capture video.
- 2** Record at the highest quality setting possible. This will enable you to get the best picture possible.
- 3** If you're in a large room, try to ensure there are rugs, desks, or other items to fill the space. This will help you have better audio quality. Large rooms often have lots of "live" space - which means echo. Filling that space with items helps the sound quality increase. Otherwise, try to record in a space with carpeting or a smaller area. People will forgive picture quality, but they won't forgive poor audio. If it's hard for them to understand you, they will tune out.
- 4** If you're using your phone to record, use a tripod. This will stabilize your video.
- 5** If you want to show slides in your presentation, you can either download an app that lets you record yourself and your screen simultaneously, or you can add the slides in as .jpgs in the video editing process. If you'd like to use an app to record both you speaking to camera and your slides, I'd suggest the Google Chrome Extension for Screencastify.
- 6** Record lots of times. Practice, practice, practice. You never know when a practice session will be the one you want to use.
- 7** Backup your work. Save your video immediately to at least 2 places before editing. This way, if something goes wrong, you have a safety net.
- 8** If you want to show a top-view of you working on something or providing a tutorial (so they can see you using your hands as a demo), you can view this tutorial session for lots of great tips.
- 9** For beautiful stock images that are free to use, we recommend going to unsplash.com

Having trouble adding YouTube videos to Google Classroom?

[Watch this video tutorial](#) on how to make them accessible for your students.



KEY TIPS FOR

MAKING YOUR VIDEO SHINE

You don't have to be a Hollywood producer to make your video production stand out. In fact, the less effects you add, the better! Instead, focus on these 3 areas to make a big difference in your video quality.

1 LIGHTING

Having good lighting helps people see and connect with you.

PRO TIP: Use natural light from a window or lots of lamps set up behind the camera. Don't have lights behind you as it will cast a shadow.

2 SOUND

People will often forgive poor video quality, but they will not forgive bad sound quality! When recording, try to be in a room with carpeting or rugs to dampen any echo.

PRO TIP: use a microphone if you have one or headphones with a mic. Speak clearly and a bit slower than your normal pace.

3 VIEWING AREA

Make sure you're using a tripod or your recording device is being held steady by another device. NEVER hold your camera to shoot video.

PRO TIP: Check the angle of your camera to your face. It should either be straight on or slightly above you. Do NOT look down at the camera - all people will see is your nostrils.

BONUS TIP

To capture a similar feeling of being in-person, you'll need to be a bit more animated on camera. Make sure to smile often, use hand gestures, and add movement where appropriate.