Overview

Talking Head

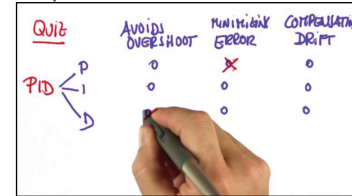**Presentation Slides with Voice-Over**

Picture-in-Picture

Text-Overlay

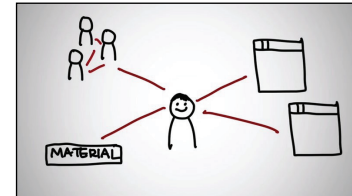**Khan-Style Tablet Capture**

Udacity Style Tablet Capture

Actual Paper/Whiteboard
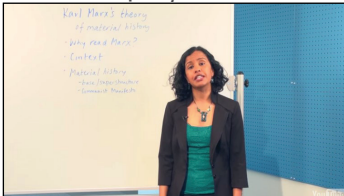
Screencast
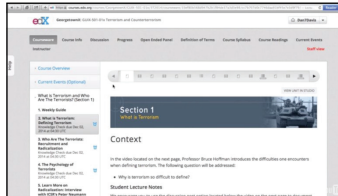
Animation

Classroom Lecture

Seminar

Interview
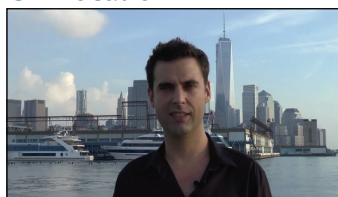
Conversation

Live Video

Webcam Capture

Demonstration

On Location

Green Screen

Talking Head

Source
Knowledge Base,
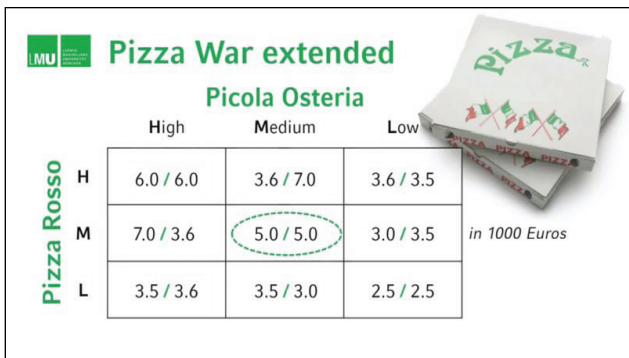Alexander von
Humboldt Institute for
Internet and Society

Description
- Common style, typically shot in a studio
- Can be used to build a connection between the person on-camera and the viewer
- Multiple camera angles may be used for easier editing and to break monotony

Questions to Ask
- What does a video like this add for the viewer that isn't gained by just listening to the audio track?
- Does the speaker's personality come across in this format?

Presentation Slides with Voice-Over

Source
Coursera course
"Competitive Strategy"
(Ludwig-Maximilians-
Universität München)

Description
- Could be Powerpoint or any other presentation format, with voice-over and slides visible full screen
- Annotations on slide can be used to highlight information or draw the viewer's attention to a specific detail

Questions to Ask
- Does the voice-over complement the content of the slides and vice-versa?
- Are the slides clear and visually engaging?
- Is the text big enough for mobile device viewing?

Picture-in-Picture
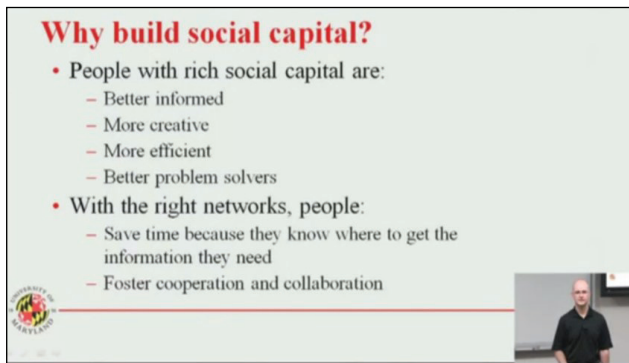
Source
Coursera course "Developing Innovative Ideas for New Companies: The First Step in Entrepreneurship" (University of Maryland, College Park)

Description
- Ability to show slides and instructor at the same time

Questions to Ask
- Is there a good reason why the slides and the instructor should be visible at the same time?
- How will the viewer know what to focus on, the instructor or the slide?
- Are the text and the small picture suitable for viewing on mobile devices?

Text Overlay

Source
Coursera course "Configuring the World: A Critical Political Economy Approach" (Universiteit Leiden)

Description
- Text or graphics overlaid onto a video
- Can be used to summarize main points, highlight keywords and phrases, or visualize what is being discussed

Questions to Ask
- Does text overlay complement, enhance, and emphasize what is being said, or is it distracting to the viewer?
- Does the text overlay require so much reading that it reduces the viewer's ability to listen to the speaker talking?
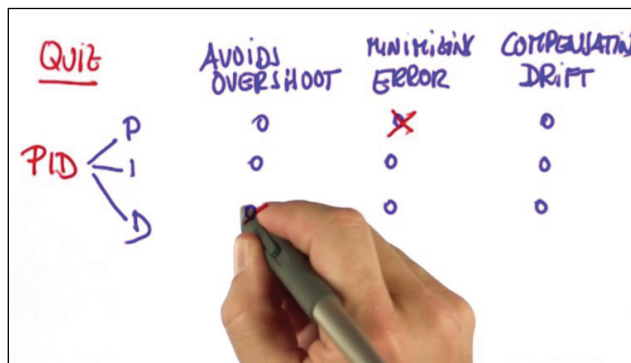
Khan-Style Tablet Capture

Description
- 'Chalk and talk' style made on a digital tablet
- Relatively cheap and easy to produce
- Presenter typically uses a conversational tone

Questions to Ask
- Is the handwriting legible?
- Will students benefit from seeing step-by-step how an instructor assembles or creates complicated ideas?

Udacity-Style Tablet Capture

Description
- Digital whiteboard with visible writing hand and instructor voiceover
- Presenter's hand is captured using an overhead camera, but made semi-transparent in post-production so writing is not obscured

Questions to Ask
- Is the handwriting legible?
- Will students benefit from seeing step-by-step how an instructor assembles or creates complicated ideas?
- What is added by showing the hand of the presenter?

Actual Paper / Whiteboard
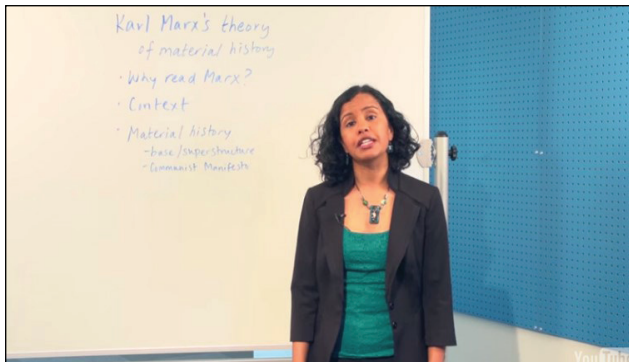
Source
edX course "SOC108x
Introduction to Global
Sociology" (WellesleyX)

Description

- Low-tech alternative to digital tablet capture
- Could be an upright whiteboard, or an overhead shot of a piece of paper on a desk

Questions to Ask

- Can the viewer easily read what is being written?
- Is the content obscured as it is being written?
- What is added by recording physical writing, rather than digital? (consider also things like erasing a whiteboard or tearing off a used sheet of paper)

Screencast
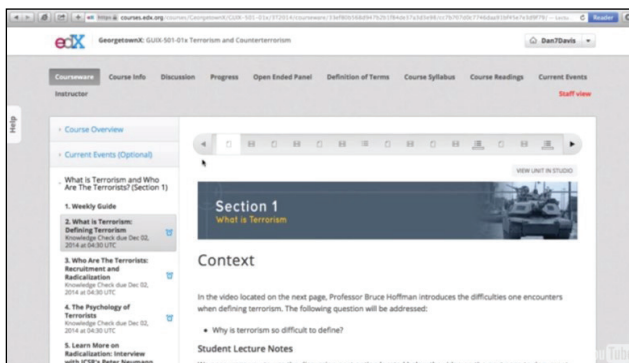
Source
edX course "GUIX-
501-01x Terrorism and
Counterterrorism"
(GeorgetownX)

Description

- Recording whatever is on the instructor's screen and adding a voiceover
- Very versatile, can be used for any type of on-screen content
- Commonly used for technical trainings, software trainings, and step-by-step video tutorials
- Relatively cheap to produce

Questions to Ask

- Can the viewer easily follow along with the steps being shown?
- How does a viewer know where to direct her attention?

Animation
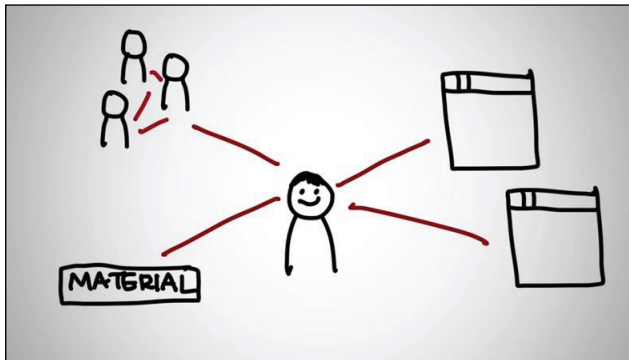
Description
- Useful for visualizing abstract concepts and relations
- Can range from very simple to highly sophisticated (e.g. RSA Animate-style)

Questions to Ask
- Does the added value of the animation for student learning justify the resources needed to produce it?

Classroom Lecture

Description
- Filming a traditional lecture in a classroom

Questions to Ask
- How will this type of offline lecture work in an online setting?
- Is there a risk that online learners may feel secondary to on-campus students?

Recorded Seminar

Description
- Recording a seminar discussion, often with the professor and current or past students of the course
- Can be useful to give viewers the feeling that they are in class together with other learners

Questions to Ask
- Is the discussion hard to follow or awkward because it is too unstructured or too scripted?
- Will the viewer feel part of the conversation or removed from it?

Interview

Description
- Good way to involve outside experts from a particular field
- Gives viewers access to a leading expert's opinions and ideas about a relevant topic

Questions to Ask
- Are the questions asked relevant and engaging?
- Does the interview surface ideas and commentary that would be hard for students to find elsewhere?

Conversation

Source
Coursera course
"Understanding
Violence" (Emory
University)

Description
• Informal conversation about a particular topic, typically featuring the instructor(s) and perhaps a guest
• Typically unscripted, authentic conversations, which may help build a connection between the presenters and the viewer
• Can be used as a method for reflecting on discussions and happenings within the course

Questions to Ask
• Does the topic of conversation stimulate and engage viewers?
• What is added by the unscripted/informal nature of this format?

Live Video

Source
Coursera course "The
Changing Global
Order" (Universiteit
Leiden)

Description
• Live virtual office hours can help instructors establish a presence in the course
• Hangouts-on-Air can also be useful to bring in external experts
• Gives students a chance to get their questions answered live

Questions to Ask
• Do you have a stable and fast internet connection?
• Do you have a good microphone and acceptable audio quality?
• Is your live event scheduled at a time that works well for the multiple time zones represented by your student audience?

Webcam Capture

Dr. Joris Larik
Leuven Centre for Global Governance Studies, KU Leuven

Source
iversity course "The
European Union in
Global Governance"
(various universities)

Description
• Relatively cheap to produce, webcams are easily accessible
• Similar to a talking head style video, but more informal and not shot in a studio

Questions to Ask
• Does your webcam record in a resolution that produces an acceptable quality of video?
• Is the background distracting?
• Is your lighting and audio setup acceptable?

Demonstration

Source
Coursera course
"Mechanics: Motion,
Forces, Energy and
Gravity, from Particles
to Planets" (UNSW
Australia)

Description
• Allows viewers to see a concept or process in action, rather than just seeing someone talking about it
• Can give viewers special access to artifacts/art/tools, etc.
• Very useful for showing experiments that viewers would not otherwise be able to see or do on their own

Questions to Ask
• Can the viewer adequately see all steps and results of the demonstration?
• Is filming a demonstration better than talking about it?

On-Location

Description
- A great way to take viewers to places that they might otherwise not be able to go or allow them to see things from a new perspective
- An uncontrolled environment makes this format more risky to film

Questions to Ask
- What is added for the viewer by being in a particular place?
- Can I avoid excessive background noise and achieve clear audio?
- Do I have a back-up plan in case of inclement weather or other unforeseen circumstances?

Green Screen

Description
- A green screen can be used to substitute different backgrounds
- Requires proper equipment, lighting, and post production

Questions to Ask
- Is the presenter able to convey the required actions in the studio?
- Does the green screen provide enough added value to justify its use?
- Will your viewers be distracted by the background or will it contribute to the learning experience?