

Five practical ideas for professor videos



1. **Simply set up your camera, iPhone or iPad, hit record, and start explaining a concept as you would normally do.** Although this may be a little daunting at first, this quickly subsides – and many instructors find that this is the simplest and easiest way to create video content, as topics they've covered hundreds of times just roll off the tongue (and into the camera!).
2. **Video allows you to do things that you otherwise couldn't do if you were lecturing in front of a class.** Don't limit yourself to posting traditional recorded lectures – instead, consider sharing videos that show your own fieldwork. Video is a great way to expose your students to what happens on professional job sites, at academic conferences, and in the laboratories and libraries where research takes place.
3. **Check online to see if somebody else has created a great video that is related to your course and, with permission, use it with your class.** Or join forces with other faculty members in your department/university/the world and work together to create a bank of video content for the benefit of everybody's students. Knowing that your content has helped another instructor is incredibly rewarding!
4. **Have outside experts create videos for students.** Reach out to the key practitioners in your field, and ask if they'd be happy to record a five minute video for your students. This way, your students benefit from the knowledge of those who know the subject best - and because the experts can create the videos on their own terms, it's much easier than trying to schedule them to give talks during your scheduled class time. Plus, you can re-use the videos with future classes too.
5. **Have students create the video!** Instead of giving a formal presentation at the front of the lecture hall, students can create a short video that conveys their research or understanding of a topic. Students get excited about sharing their knowledge in this way because it encourages them to both communicate clearly and express their creativity.

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