



ENHANCING ONLINE TEACHING THROUGH MEDIA

These media recommendations are designed to keep faculty out-of-pocket expenses and technical know-how to a minimum. We feel that each of the following media formats will add variety and dynamism to online learning experiences. As always, the suggestions center on improving student engagement and retention.

Screencasts/Desktop Recording



Sometimes it's better to show *and* tell. For instance, curriculum taught with specialized software can require extra time installing and explaining how to use it. A screencast is a desktop recording that will allow you to record a demonstration of those rote tasks, giving you more time for teaching valuable concepts. Recording yourself presenting a PowerPoint is another way to make a screencast that delivers useful content for students.

Required Technology: Computer microphone, screen-recording software (i.e., Zoom, Kaltura, etc.)

Difficulty: 

Pro Tip: Use built-in annotation tools in Zoom to highlight important information. Create a script to ensure that you deliver the information accurately.

Advanced Options: Obtain a license from IT for Camtasia, which will allow you to record your webcam, edit the recordings and built-in titles and graphics. Mac users can use iMovie to record and edit their webcam.

Recording Interviews with Industry Professionals & Experts



Students benefit greatly by hearing firsthand from successful business professionals. Perhaps a previous student of yours has become a business owner, or you have access to impactful professionals in your social networks. We think that you'll find that many professionals are receptive to sharing their insights with students.



ENHANCING ONLINE TEACHING THROUGH MEDIA

Recording Interviews with Industry Professionals & Experts Cont.

Required Technology: Video conferencing software with recording capability (like Zoom), a computer with a webcam and microphone.

Difficulty: 

Pro Tip: Collaborate ahead of time with your interviewee to create a document with questions and answers that you will discuss together.

Advanced Options: In addition to the screencast, set up your iPhone or other camera on a tripod to record an additional angle of you sitting at your desk while you're on the video call.

Convert PowerPoint to the CDE Template



Make an impression in your Zoom classes by taking your existing PowerPoint decks to the next level. The CDE has created PowerPoint [templates](#) using the Olin brand style guide. These templates are designed to guide your students' eyes to key concepts in your presentations.

Required Technology: Computer and PowerPoint.

Difficulty: 

Pro Tip: Our 16:9 slide size matches a standard video frame. Treat text as talking points to keep each slide short and to the point.

Advanced Options: Use the annotation tools built into PowerPoint to highlight important information. Annotation is a great way to keep your students' attention.

Podcasting/Soundcasting



Audio recordings stimulate the imagination in a way that allows for in-depth storytelling. This is an opportunity to dive deep into a concept, share a powerful story that teaches an idea or practice or discuss current trends and research.



ENHANCING ONLINE TEACHING THROUGH MEDIA

Podcasting/Soundcasting Cont.

Audio is also portable, so students can consume lessons on the go with their mobile devices.

Required Technology: Audio recording/editing software such as Audacity, Garageband, microphone and headphones.

Difficulty: 

Pro Tip: Upgrade your microphone to a USB model and record in a quiet room with no echo (e.g., clothes closet or bedroom). Avoid rooms with tiled floors and hard surfaces like kitchens and bathrooms.

Infographics



Sometimes a complex idea can be cumbersome to explain verbally. This is where an infographic can save you time and energy and grab your students' attention more efficiently and effectively. Infographics can be presented to students in Canvas and repurposed for video and other digital media.

Required Technology: [Canva](#) or [Tiki-Toki](#).

Difficulty: 

Pro Tip: Create beautiful 3D multimedia timelines with Tiki-Toki.

Mobile Device Video



Students are eager to connect with their professors and video is a personable way to foster meaningful relationships with them. While it's possible to record yourself in Zoom, we know that you are more than a talking head in a Zoom box. We encourage you to utilize alternate locations or backgrounds that tell your students more about you. A change in environment can transport your students to a new place and way of thinking about a subject and gives context to your course.

ENHANCING ONLINE TEACHING THROUGH MEDIA

Mobile Device Video Cont.

Required Technology: Mobile device

Difficulty: 

Pro Tip: Use an inexpensive tripod or selfie stick to stabilize your camera, or enlist the help of a family member to film you. This will also add distance between you and the camera so that your viewers will see more of your surroundings.

Advanced Options: Record outside, in a garden or take a walk in the park.

Multimedia



Combine two or more of the media types above into one video.

Required Technology: Various.

Difficulty: 

Pro Tip: Pay attention to sound levels. In your editing software, adjust audio levels of each recording to keep the volume consistent.

Advanced Options: Combining media recordings usually requires more work on the front end to ensure that the pieces fit together in the end—specifically, think about how your media links thematically as well as technically. Plan ahead and be prepared for things to change in the editing process.

If you have further questions, please contact the
Center for Digital Education at olin-cde@wustl.edu or [our site](#).