

Quick Guide for College Faculty

Creating High-Quality Multimedia for Online Courses

1. Choose the Right Multimedia Format

Crawford (2025) emphasizes that multimedia in online learning extends beyond video, and faculty should select the most effective format based on instructional goals.

- **Audio:** Ideal for announcements, interviews, and feedback (Killingback et al., 2019).
- **Voiceover Slide Presentations:** Effective for short lectures with key visuals (French & Kennedy, 2017).
- **Screencasting:** Best for demonstrating software or processes (Mayer & Moreno, 2003).
- **Video:** Useful for instructor presence and hands-on demonstrations (Borup, West, & Graham, 2011).
- **Immersive Videos (360°/VR):** Engaging but requires additional resources (Radianti et al., 2020).

2. Focus on High-Quality Audio

- Use an external microphone (unidirectional for lectures, bidirectional for interviews).
- Record in a quiet space to minimize background noise.
- Speak close to the microphone and conduct test recordings.
- Audio feedback is often preferred by students over written comments (Parkes & Fletcher, 2017).

3. Effective Visual Design

- Use large, easy-to-read fonts (Ali et al., 2013).
- Minimize text—use keywords, not full sentences (Mayer, 2001).
- Include relevant images (diagrams, graphs) instead of excessive text.
- If screencasting, use zooming, highlighting, and animations to focus attention (Guo, Kim, & Rubin, 2014).

4. Best Practices for Video Production

- Keep videos short (under six minutes per segment) to optimize learning (Afify, 2020).
- Maintain eye contact with the camera to engage students (Wang & Antonenko, 2017).
- Demonstration videos should focus on the task, not just the instructor's face (Van Wermeskerken & Van Gog, 2017).
- Provide captions and transcripts for accessibility.

5. Instructor Presence and Engagement

- Start with an introductory video to build connection and social presence (Dennen, 2007).
- Be energetic and clear, expressing enthusiasm for the subject.
- Use video sparingly—mix it with other multimedia for better engagement.

Final Tips

- Keep videos concise and structured.
- Use Canvas Studio to host, caption, and interact with videos.
- Test playback before publishing to ensure quality and accessibility.

Source: Crawford, S. (2025). *Beyond Video: Harnessing Multimedia for Engaging Online Courses*. Quality Matters. Retrieved from <https://qualitymatters.org>