

Quick Guide for College Students: Creating Effective Course Videos

How to Make Engaging and Clear Video Content for Your Online Courses

1. Plan Your Video Before Recording

- Define your goal—what key message are you conveying?
- Choose the right format:
 - Presentation with voiceover (explaining slides)
 - Screencast (demonstrating software or concepts)
 - Talking-head video (direct explanation)
 - Hands-on demonstration (showing steps in a process)

2. Get Your Audio Right

- Use a microphone for clear sound—avoid built-in laptop microphones.
- Record in a quiet space to minimize background noise.
- Speak clearly and at a moderate pace.
- Research suggests that audio feedback can provide greater emotional connection than written feedback (Killingback et al., 2019).

3. Keep Visuals Simple and Effective

- Use large, clear fonts and high-contrast colors.
- Avoid too much text—stick to keywords and supporting visuals (Mayer, 2001).
- Use diagrams, pictures, or animations to illustrate points (Guo et al., 2014).

4. Keep It Short and Engaging

- Aim for three to six minutes per video (Afify, 2020).
- Use pauses to give viewers time to process information.
- If needed, break content into multiple shorter videos.

5. Make Your Video Look Professional

- Keep your camera steady (use a tripod or stable surface).
- Use good lighting (natural light or a lamp behind the camera).
- If you're on screen, maintain eye contact and avoid reading from a script.

6. Accessibility and Engagement

- Add captions for inclusivity.
- Use Canvas Studio's interactive features to add questions or comments.
- Ensure all visuals are clear for students with visual impairments.

Final Checklist Before Submitting

- Clear audio and visuals.
- Short, focused content.
- Includes captions or transcript.
- Well-structured with a beginning, middle, and end.

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