

## **Producing Instructional Videos with Zoom + Canvas Using low-tech methods for two general purposes**

This document and revisions are available at:

<https://espace.bsu.edu/rds>

[Screen shots forthcoming - MJS]

**Overview.** In this document, you will learn or at least be aware to:

1. Use Zoom to record all your videos; Use Canvas to distribute the links to Zoom recordings to your students. Use the Zoom menu app in Canvas to streamline this even more.
2. Design and record live class sessions Zoom productions in which students are engaged.
3. Produce pre-recorded content (e.g. lectures) custom to each class section if you can.
4. Practice eye contact and good screen composition. For the Zoom audience, your laptop light is their eyes.

### **The Workflow: Zoom + Canvas**

In all these methods below, the most efficient workflow for most purposes is a Zoom + Canvas combo in which you record in the Zoom menu app of your Canvas course. This combination will streamline the production process for you and the secure access process for your students.

**First, add the Zoom app to your course menu in Canvas\*.** Do this via the Canvas course Settings menu under Navigation. This menu app manages your authentication (and your students') into your BSU Zoom account but as a course-specific "space" in your Zoom account. No separate uploading is necessary. Just record your session in Zoom (to the cloud) and it's done.\*

**Second, decide on your tech tolerance.** In this document, I'll describe the two lowest tech solutions. Yet each will produce fine content that can still capture the best pedagogy.

### **Purpose #1: Recording a class session**

**Assumptions:** You're teaching in front of a classroom of students with content projected on the whiteboard. Another assumption is that some students are online in zoom or absent and you want to record the session and "capture the engagement" (and not just make a recording of you lecturing...see below).

#### **Lowest-tech method: Project/Record/Zoom from one computer using your laptop's camera.**

In this method, you're going to record within zoom using the built-in camera of your laptop. In this case, you'll want to place the laptop in front of you, perhaps on an empty desk so that its camera can

capture your movement in front of the room (not too much) AND the projected content of the board. Decide if you are also sharing the content with your students in Zoom. If you've made your content (say Powerpoint) available to them offline, don't share it in the Zoom session because they will see it with you, projected on the whiteboard, in the video being streamed. As they take notes, they can follow along in their Powerpoint or review that later (there are cognitive advantages to this method\*).

Once you are set up, **press record to the cloud in Zoom and** the video is going to the protected space in your course's Canvas Zoom menu app under recordings. If you want to password protect that content to release only to students who could not attend, you can easily do that in Zoom.\*

**Note:** With this one-computer-does-it-all method, you'll probably want to connect your laptop to the room projector with a cable (**HDMI**) instead of wirelessly to free up bandwidth for zoom. Using HDMI also routes your output audio to the room's speakers so your in-room students can better hear the Zoom students.

### **Method enhancements:**

**The Fletcher Method.** This is named after the scholar who developed this high-tech enhancement. It involves grabbing an unused chair in the room, setting it on the teacher's table in the room, and placing your laptop open on the chair facing your teaching. This gets the camera to your eye height (assuming you are standing). The only catch is that you can't sit down (this is probably good anyway) and that some of your in-class students might be obstructed. If the laptop is about 6 feet away from you, you have plenty of freedom of movement.

**Two-computer method with an assistant.** The one-computer method could be a bit taxing on your computer's processing speed and bandwidth, so if you have one computer to use for in-room projection AND another for Zoom, that might be wise. Furthermore, you could make it a task for a student or a GA to run the Zoom computer while you focus on teaching with the content projection computer.

### **A little more tech: Add an external webcam**

#### **Tools:**

- USB webcam with a tripod mount
- Tripod (a small one for the tabletop where you're teaching)
- USB-A to USB-C adapter (if needed for your laptop)

**Method:** If you attach a simple external USB webcam (e.g. the popular Logitech C922) to your computer AND put it on a small tripod, you can use it with Zoom to capture the students in the classroom. This gives them much more of a role in the class session. The audio won't be perfect for students far away but it isn't in normal times either. You can toggle in Zoom's video button between the webcam (of students) and the built-in camera of your laptop to show you. It takes some practice but is very doable or can be assigned to an assistant.

**Make sure to: Press record to the cloud in Zoom\***

**Results:** and when you're done, the video will be available in your course's Zoom menu in Canvas. You can make simple edits (crop, cut) of the video in Zoom later. You can also password protect the videos to be made available only to students who were absent.

**Benefits: Facilitating student engagement.** This method is more useful if you are having some students participate in the session via Zoom since it comes closer to replicating the in-class experience of a session. It also promotes higher student engagement and less didactic lecturing on your part... (unless that's what you want...see below).

**Drawbacks:** It can keep you sitting at your desk more since you are running cameras as you teach.

**Enhancements:** Consider adding a good quality, omnidirectional mic as your Zoom mic source to the setup to better capture students in the room.

### **Purpose #2: Recording a lecture or "podcast"** for pre-recorded content with no student engagement

**Assumptions:** You want to record your best lectures or other supporting content that your students can access outside of class time. Collegial suggestion: Don't record or zoom non-engaging content during the students' class time. Another assumption is that you want to produce these quickly without a lot of technology.

**Tools:**

- Your laptop and its built-in webcam. You can enhance this with a document cam or a deluxe mic if you want.
- But Zoom + Canvas is an easy, quick, secure, flexible and effective combination for this purpose too.

**Method 1: Record from the comfort of your office.**

- Get all your visual content ready, e.g. Powerpoint slides\*
- Start a Zoom session with just you\*. Note, if you are recording content that might be used in multiple sections of the same course, don't record using the Zoom app in a course menu in Canvas. It will be available only to that section. Instead, start a Zoom session in your personal meeting room. Later, you'll copy the link to the video and paste that in your Canvas course somewhere accessible to your students (consider the Canvas podcast method\*).
- Make sure to compose your video screen so that your talking head is well-placed in the frame.†
- Test sound and practice.
- Press record to the cloud.\*

**Method 2: Record from a classroom or other space**

**Assumption:** This method is better if you teach better on your feet or if you want to capture your work on a whiteboard. Again, if you're not going to engage students, don't do this during class time.

**Method:** You can set up like a classroom settings described above and record to the cloud in Zoom. It might be handy to have an assistant with camera work and maybe even serve as an audience to motivate you.

\* The details of many steps in the document are beyond the scope of this document. If you need help with Canvas and Zoom, contact DOSL or your department's tech rep.

† See <https://espace.bsu.edu/rds/eyestudio> for the sciences and best practices of eye contact and screen composition in video conferencing.