

# Best Practices: Create Engaging Educational Videos

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- Whether you are delivering “live” (synchronous) recorded (asynchronous) lectures for your students, here are a few things to keep in mind:



Keep it short



Use visual and audio information well



Segment your content



Signal important information



Design active viewing



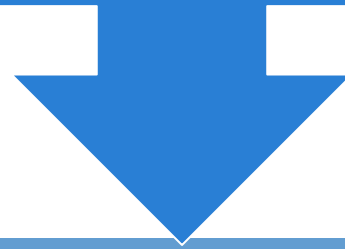
Be present

All videos are  
not created  
equal.

Keep it short  
and focused.

Use visual and audio information wisely.

Auditory and visual information is processed through different cognitive channels.



Avoid cognitive overload by:

Refraining from narration, animation and written text on screen at the same time

Reinforcing your audio messages with complementary visuals (like in [this video](#)),

Accompanying problem resolution, or explanation of phenomena with graphic illustration ([Khan Academy example](#))





Design active,  
not passive,  
viewing.

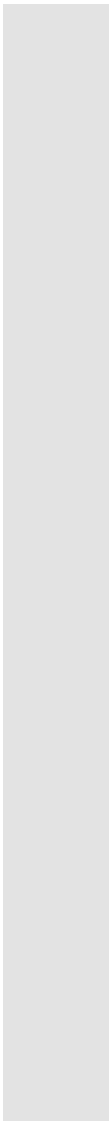
Help your students actively process the information and monitor their understanding.

Give guiding questions to be answered while watching your video.

Give students control over the video. Making a recording available will allow students to replay and repeat complex passages at their own pace.

Embed questions or polling at opportune moments to check for understanding and engagement. [Here](#) is a video tutorial for doing this in Moodle.

Use asynchronous videos and follow-up questions as preparation for class.





Be present for  
your students.

# Summary

Keep it short, keep it focused.



## References and further reading

Brame, C.J. (2015). Effective educational videos. Retrieved May 14, 2020 from <http://cft.vanderbilt.edu/guides-sub>