The Reusable Relevant Recording: Creating Engaging and Evergreen Course Content

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SHORT 1-15 minutes
ENGAGING
GRANULAR
REUSABLE
SUSTAINABLE
**Granular**
- Break content down to their essence; small units, chunks, or segments
- Scope and right size for need

**Modular**
- Use smaller pieces that can fit together to make a larger whole
- Break concepts into short sections or chunks

**Quality**
- Use a good mic; people will put up with bad video but NOT bad audio
- Write a script - the process will be much smoother and faster

**Aligned**
- Tie to course learning objectives or assignments

**Engaging**
- Good story or script
- Speak with enthusiasm
- Conversational tone
- Stories / humor

**Short**
- 1-15 minutes

**Sustainable**
- Beware of current events & web links
- Look for concepts that do not change over time

**Reusable**
- Content that can be used in multiple courses or disciplines
- Avoid dates & lecture numbers
- Sharable content provides greatest return on investment
References

Brame CJ. (2016). Effective Educational Videos: Principles and Guidelines for Maximizing Student Learning from Video Content


