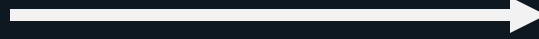


Should I really make a video?

Raf Lehaen, Annelies Calmeyn

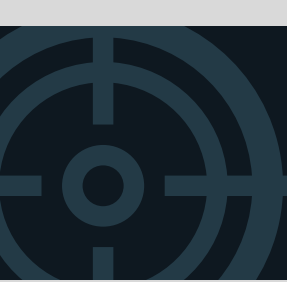
existing learning materials



(bad) talking-head video



Format doesn't match content & context



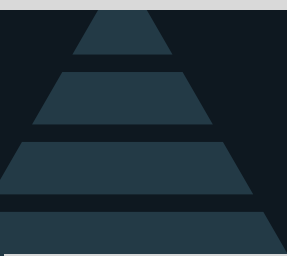
Scope



Target audience



Learning goals



Course outline



Learning activities > ABC design



Acquisition

Explanation
Interactive exploration
Timeline
Interview
Testimony
Demonstration
Animation
Panel discussion
Story
...



Inquiry

Prior knowledge quiz
Teaser
Opinion poll
Research assignment
Reflection question
Reading assignment with
questions
Looking for case
...



Practice

Knowledge check
Exercise
Case application
Research assignment
Mindmap making
Summarizing
...



Discussion

Share results
Share ideas
Back-and-forth discussion
Argumentation
Inspire
...

Case: coffee production



Scope: a short (1-hour) online course on coffee production



Target audience: Bachelor students



Learning goals

- Can describe basic facts, figures and the scale of coffee market
- Have a basic understanding of the production chain of coffee
- Can locate the major production countries and interpret coffee trade flow diagrams
- Begin to develop awareness of the impact of global markets on local farmers

Coffee: from seed to cup

Welcome

Teacher introduces herself in video in coffeeshop and explains the goal of the course

Who are you?

Students present themselves, where they are from and why they follow the course

Coffee market

Talking head

Coffee production

Talking head

Producing countries

Talking head

Coffee trade

Talking head

Test

Knowledge check

Coffee: from seed to cup

Welcome

Teacher introduces herself in video in coffeeshop and explains the goal of the course

Who are you?

Students present themselves, where they are from and why they follow the course

Coffee consumption

Look up how coffee consumption has changed. Look online but also in your network/region.

Coffee market

Talking head on coffee market size

Research and compare

Compare the size and change of coffee to bottled water and sugar industries.

What do you already know?

MCQ to see what you already know (and what surprises you)

Coffee production

Interactive infographic on the different steps of coffee production

Test

Knowledge check

Showcase coffee farmer

Documentary-style showcase of Brazilian farmer - introduction

Coffee producing countries

Talking head + slides on major coffee producing countries

Coffee producing countries

Documentary-style showcase of Brazilian farmer – impact of global markets

Research and compare

Look up where the coffee in your country comes from

Final test

Knowledge check to test learning goals

Goodbye and further thoughts

Teacher wraps up and gives some final reflections

Media format guide

Clear all filters

I want to...

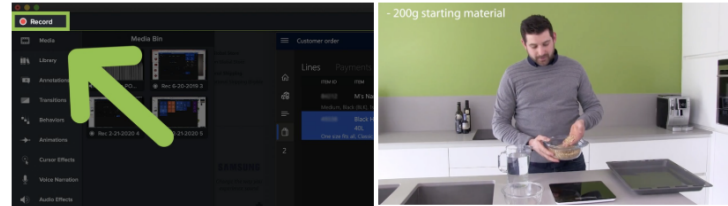
- ☐ demonstration
- ☐ explain something
- ☐ motivate/engage
- ☐ present something
- ☐ give step-by-step instructions
- ☐ introduce something
- ☐ feature an expert
- ☐ clarify a concept
- ☐ foster a discussion
- ☐ create a video
- ☐ conduct an experiment
- ☐ provide a case study
- ☐ illustrate a concept
- ☐ share a story
- ☐ get student feedback
- ☐ see all media

Demonstration video

×

What is it?

A video-recorded demonstration of a specific act, skill, process, concept or object, usually with a voice-over providing step-by-step instructions and guidance.



Use it for...

- **demonstrating procedures and practical skills: how to use soft- and hardware, perform operations, etc.**
- **engaging students**
- **conveying body language and emotion**

Avoid when...

Moving images do not add value (in that case, consider audio-only, text or a text-based image).

Combine with...

- **text and images to familiarize learners with the core concepts before they watch the video**
- **a voice-over, close-up images or video footage for clarity**
- **branching software to allow students to impact the course of the demonstration**

How?

- **Record software demonstrations via a [Kaltura/Camtastia](#) screencast and other standard demonstrations with a camera from the [lending service](#).**
- **For highly complex, sensitive and/or one-shot demonstrations, contact [professional production team](#).**
- **Use the tips & tricks on the [help platform](#).**

Time for action

Folder: assignment, case description and teaching materials

Choose which acquisitions to make

Choose a format for each acquisition using the media format guide:

<https://icts.kuleuven.be/multimediateacher/en>

