**Characteristics of an Introductory Video:**An ideal video should be scripted, short (1-3 minutes), be informative and have a positive tone.

## **Facilitation Process**

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| **Pre** | * Instructor scripts content. [Please see the provided script template] * Instructor practices script content without reading. * Instructor readies audio/video recording equipment. (This may include a webcam or digital camera, headset or microphone.) * Instructor records scripted content in a well-lit, quiet space with appropriate background, prepared wardrobe, etc. |
| **During** | * Instructor practices recording video(s). * Colleagues provide feedback on practice video(s). This step is optional, but highly recommended. [*Please see provided feedback form*] * Instructor edits or implements feedback into the final recording. * Instructor uploads final video to Panopto. |
| **Post** | * Instructor embeds the Panopto video link into the appropriate TCU Online module. |

## **Video Script Template**

Use this suggested video script template as a guide for the sequence and content of your course introduction or welcome video. Limit yourself to 1-2 sentences per box, with one idea per sentence. Write in a conversational style. **This template can also be turned into a transcript to post with your video.**

|  |  |
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| Introduce yourself | Hello, my name is \_\_\_\_\_\_\_\_\_\_\_ and I’m going to be your \_\_\_\_\_\_\_\_\_\_\_ Professor this semester. |
| Introduce the course (title, sequence, context, prerequisites, etc.) | I teach \_\_\_\_\_\_\_\_ courses here at TCU.  ***In this section you may give a brief overview of your area of study.*** For example: The course you are enrolled in with me this semester is\_\_\_\_\_\_\_\_\_\_\_\_. Prerequisites for this course are\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
| **Optional:** Tell students what they will be able to do by the end of the course (i.e., skills attained) | Our course objectives are\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. ***This section is optional and can also include some of your most pertinent info for success in your course. Mention your syllabus, academic calendar, due dates and times, testing schedule, etc.*** |
| Tell students how to contact you and your response time. | We have dedicated faculty and staff at TCU to help student support services regarding accessibility, and technology experts in place to help you with any concerns about accessing and working with your course content. They can be reached by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the syllabus, also by calling \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. Please also feel free to reach out to me at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_during my office hours:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. If you are not sure of who to contact with an issue, I will do my best to assist and resolve any concerns you have related to success in this course. |
| **Optional:** Encourage students to communicate with you and/or explain how to start work on the course | In this course your consistent participation is key to your success. Just as in a traditional face to face course establishing a pattern of study and attendance will help you achieve your academic goals. To get started \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. |
| Close on a positive note! | In closing, I would like to take this time to welcome you and I hope that you enjoy the course. |

## **Feedback Form**

Use this suggested feedback form to provide substantive comments on a colleague’s course introduction or welcome video, and vice versa. You and your colleague can incorporate specific recommendations into the final versions of your videos.

|  |  |
| --- | --- |
| What worked well in this video? |  |
| What could be improved for the final version? |  |
| Other comments |  |

## **Tips for Effective Introductory Videos:**

* After writing the script, edit your words heavily. Remember, the longer the video, the larger the file.
* Re-use the script as a transcript that can be posted with the video.
* Familiarize yourself with the script enough to be natural rather than memorizing or reciting it verbatim.
* Maintain eye contact with the camera. Try not to read the script or look away.
* Use your normal speaking speed with just a bit more volume/projection than usual.
* Avoid monotone speaking by remembering to smile, be friendly and conversational, and “punch up” certain words with emotion or enthusiasm.
* If possible, avoid wearing stripes or heavy patterns. Choose solid colors.
* Improve lighting by moving to where the light source is in front of you.
* **Time your practice video. Ideally, the final video should be between 1-3 minutes.**

## **Optional Assistance**

* Analyze a few sample videos on YouTube using the search terms “professor welcome video” to note what is and is not effective (length, camera angle, lighting, tone, content, etc…).
* Contact the [Koehler Center for teaching Excellence to schedule a Virtual Open Lab](https://tcuonline.tcu.edu/virtualopenlab/) for a consult on uploading your video to your faculty folder in Panopto.