

TLPEC PRESENTS

# CREATING INSTRUCTIONAL VIDEOS FOR COURSES: SCREEN RECORDING



Using educational videos in courses can help better engage students and illustrate important concepts. This can work especially well for online learning but is also helpful for hybrid face-to-face classes. Video (and other multimedia) adds variety to instruction and can also be a way to engage learners in projects to illustrate what they are learning.

[Studies show](#) that including videos in college teaching improves learning.

Established universities such as [Columbia](#), [Cornell](#), [Harvard](#), [NYU](#), [Vanderbilt](#), and [Oxford](#) have evidence based practices that help guide instructors in creating impactful and effective videos. One key theme from all these institutions is encouraging videos to be brief. Anywhere from 3-20 minutes is considered an acceptable length for an educational video in a course. Most agree that the ideal length does not exceed 10 minutes.

**TLPEC  
Recommends  
Under 5  
Minutes**



When creating an instructional video, a screen record may be an option that helps provide specific guidance and examples. TLPEC has a paid subscription to Camtasia that offers advanced recording and editing features. Faculty, staff, and students are welcome to use the product in LLC 111. The TLPEC staff can also help in the process of recording and editing if needed. [Contact TLPEC](#) to set up an appointment.

For those that would like to create videos on their own, there are many recording options to choose from, including:

- [Microsoft Stream](#) \*The video length can only be up to 15 minutes long.
- [Microsoft Clipchamp](#) \*Can be accessed from the [Microsoft Store](#). Can be set up with a personal email address.
- [Zoom](#)
- [PowerPoint](#)
- [QuickTime](#) (Mac)
- [Screen Record Pro](#) (PC) \*Can be accessed from the [Microsoft Store](#).
- [Canva](#) \*The video length can only be up to 10 minutes long.

After videos are created, follow these steps to [upload](#) or [embed](#) into a Canvas course.