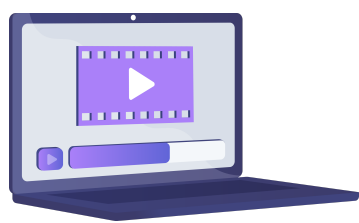# Using Video in Online Courses

So You Want to Use Video in Your Online Courses... But HOW?

Video is a great way to humanize an online course and inject your own personality into it! However, before incorporating videos, it's really important to ask yourself the following questions:

1 What do I want the students to do or learn?

2 Why do I want or need to use video to meet my instructional objectives?

3 Is video the best tool to use or is another tool more effective?

4 If I use video, how should I record, edit, share, and store it?

Navigating the video maze

There is a myriad of tools for video recording, editing and storing, each with their different pros and cons, but which is the best choice for you? Deciding which tool or combination of tools to choose is a matter of identifying your particular need. Here's a quick overview:

- **Canvas Studio** is embedded into Canvas. It offers screencast and webcam recording, some limited editing tools and video storage.
- **Zoom** can be used to record lectures to the cloud or your computer. Storage is limited and it offers no editing tools.
- **Playposit** and **VoiceThread** are interactive media tools that allow you to embed a video and create interactivity within it.
- **3C Media, YouTube** and **Vimeo** are all video delivery and storage tools.

Selecting the best video option for your need

Take a look at the scenarios below and see which option might be the best choice for your situation.

? Record a short screencast lecture using Powerpoint or Google Slides

Studio: Built-in screencasting tool with or without a webcam thumbnail. Some basic editing tools. Video stored in Canvas.

Zoom: Record shared screen with or without a webcam thumbnail. No editing tools. Best practice: save recording to your computer.

Studio: The built-in screencasting tool features basic editing tools such as trim, cut, adjust volume etc.

Other video editing options: *Camtasia* (educational pricing), *Screencast-o-matic Video Editor* (monthly pricing plans)

Make edits to a screencast or video recording ?

? Embed a video into a Canvas page, assignment or quiz

Studio: Built into Canvas. Easy to embed video from the Rich Content Editor.

3C Media: Use Rich Content Editor in Canvas to embed a video uploaded to 3C Media. Click on this icon:

YouTube: Copy/paste video link into Canvas. Press return. Or, click **share** under video and copy embed code into Canvas HTML. `</>`

Studio: Request auto-generated captions for uploaded video in Studio. Edit & publish caption file.

YouTube: Upload video to YouTube channel. Auto-generated captions. Can download caption file to edit. Then upload to YouTube, Studio or 3C Media.

Quickly add captions to a video and make edits to them ?

? Store and archive a large video file from a Zoom lecture

3C Media: Unlimited storage (for now). Individual file upload limit = 1GB. Canvas integration.

OneDrive: Available at SRJC through Office 365. Large storage capacity. Organize into folders. Share files.

YouTube: Storage and file upload size appears to be unlimited. Large uploads need good bandwidth.

Google Drive: 15 GB of free storage. Individual file uploads limited to 1TB. Organize into folders. Share files.

Studio: Embed Canvas quiz questions in a video and automatically connect to the gradebook.

PlayPosit: Attach a variety of interactive features to videos from YouTube, Vimeo and 3C Media. Can be connected to Canvas gradebook.

VoiceThread: Insert video, images, PDFs and other files. Webcam, audio and text commenting options. Can be connected to Canvas gradebook.

Add interactive features including quizzes to embedded videos ?

? Do you have more questions? Do you need individual assistance?
To book a one-on-one appointment with our technology experts, use our Signup Calendar