

# Creating an Instructor Welcome Video

<b>Why Do I Need an Introduction Video?</b>	2
<b>What Do I Need to Get Started?</b>	2
<b>Follow These Steps to Create an Effective Instructor Video</b>	2
<i>Step 1: Create an Outline for Your Video</i>	2
<i>Step 2: Find a Place to Record the Video</i>	2
<i>Step 3: Select Your Recording Software</i>	3
<i>Step 4: Record a Test Video</i>	3
<i>Step 5: Record Your Video</i>	4
<i>Step 5: Upload to YouTube</i>	4
<i>Step 6: Place in Your Course</i>	4

Welcome videos are the perfect way to start your online students learning experience in your course. Think of an introduction video as an online equivalent to your face-to-face introduction in a seated class. It only takes a few minutes to create, but will have a semester-long impact on students.

### **Why do I need an introduction video?**

- It shows students you are a real person. They can see you, hear your voice, and this helps them make a connection.
- Your first impression to students is a video rather than a text in the course.
- An introduction video allows you to verbally introduce the course to students and communicate important information just like you would in a seated class.

### **What do I need to get started?**

- A device with a camera (cell phone, laptop, PC)
- A microphone (built into laptops and cell phones)
- Video editing software
- A positive attitude

Let's get started. Follow the steps below to create an effective welcome video for your online students.

## **Follow these steps to Create an Effect Instructor Video**

### *Step 1: Create an Outline for Your Video*

Begin by creating a simple outline for your video. Consider the following items to include in your outline

- your education relevant to the course
- your experience relevant to the course
- a fun fact about you students would find interesting (example: you have 10 dogs)
- a get started message letting the know where to begin in your course

When writing the outline, remember that the video should be brief and last no more than 5 minutes.

### *Step 2: Find a Place to Record the Video*

Find a location where you can record a brief video without major interruptions. The primary negatives that cause issues are loud, persistent background noise and poor lighting. You can stand, walk around, or sit. The key is to make sure you are not too far away or too close to the camera. Some general tips to keep in mind are the following.

- 3 feet away (arms-length) is a good distance, no more than 6 feet away from the camera is ideal for seated recordings
- For cell phone recording, remember to hold the phone steady and look at the camera.
- Place the camera close to eye level to avoid looking up or down at students.

### *Step 3: Select Your Recording Software*

You will need software to record yourself if you are using a laptop or PC. Most cell phones have a built-in record option. Below is a list of suggestions for recording from your desktop or laptop computer.

- Yuja (access through Blackboard or the CCCC Portal)
- [Screencast-O-Matic](#) (free)
- [Logitech Capture](#) (free for Logitech cameras)
- [Snagit](#) (pay)
- Your cell phone
- Zoom

### *Step 4: Locate a Camera and a Microphone*

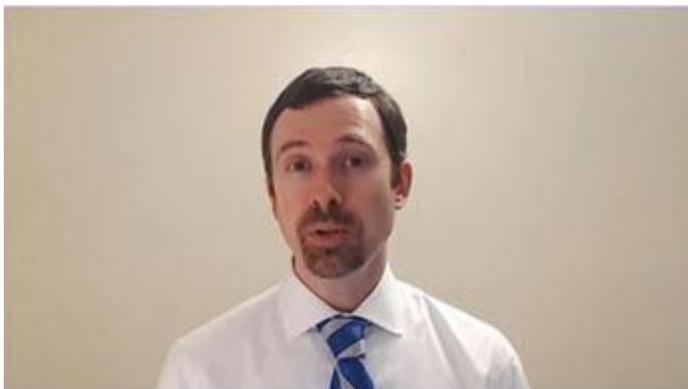
For a desktop computer, you will need both a webcam and a microphone. Most laptops have a built-in microphone and camera. Cell phones also generally have both a microphone and a camera.

### *Step 5: Record a Test Video*

Once you have selected your recording software, record a few test videos to get accustomed to the software. When watching the test video check, for the following items.

- Is the sound too loud or soft? How high do you have your computer volume to hear it?
- Is the lighting too bright or dark?
- Are you too close or far away from the camera?

Here are some screenshots of instructor welcome videos for reference, a standing video using a webcam (left), and a walking video using a cell phone (right).



### *Step 6: Record Your Video*

You are now ready! As you welcome your students, do not worry too much if you make a few mistakes. If you find yourself stopping and redoing the video often, record the video and accept a few flaws.

Focus on looking at the camera and speaking clearly. Communicate to your students that you are ready to help them learn and be successful in your course! The video should not take long to record. Treat it like you are welcoming your students and then moving onto the next part of your class.

Once complete, save your video.

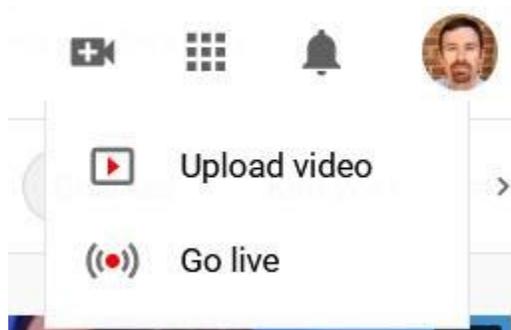
### *Step 7: Upload to YouTube*

For a detailed description of how to setup your YouTube account, see [Create a YouTube Channel](#).

Log into your YouTube account and click the camera icon with a plus sign located in the upper right corner of the screen.



Select “Upload Video” and start the uploading process.



*Step 6: Place in Your Course*

When your video is finished uploading, add it to the “Start Here” section of your course. Make sure to mention the video in your welcome announcement and direct students where to find it.

If you need suggestions on how you should record your introduction video, please contact Jaime McLeod ([jmcle@cccc.edu](mailto:jmcle@cccc.edu)) or Lisa Knight ([lknig041@cccc.edu](mailto:lknig041@cccc.edu)).