

# Best Practices for Online Undergraduate Videos

## Helpful Tips When Developing Lecture Videos

### 1. **Separate Greetings & Lecture Videos**

It's good practice to keep your weekly overviews (such as greetings) separate from your content-related weekly lectures.

### 2. **Web-Based Video Platforms**

Use web-based video programs to develop your videos. Here are some examples:

- a. Zoom
- b. Loom
- c. Photo Booth
- d. Canva

### 3. **Moodle and MP4 Video Files**

Due to storage limitations, please **do not submit MP4 video files** directly to Moodle. Please upload your videos to YouTube, Vimeo, Loom, or another preferred platform, and share the link with us so we can add it to your Moodle course.

### 4. **Google Ads or AdSense Accounts**

LPU lecture videos should **NOT** be linked to Google Ads or AdSense accounts.

### 5. **Time-Bound, Date-Specific, or Year-Specific Videos**

Avoid using a time-bound, date-specific, or year-specific video. The content of this video is specifically tied to a particular time frame, making it irrelevant to future semesters. Unfortunately, these types of videos will require you to develop a new video for the next time your class is offered. An example of these videos is the "*Navigating through a syllabus*" video with the following:

- i. Specific-semester/year
- ii. Specific due dates

### 6. **Attire & Location**

As a representative of LPU, when recording lecture videos, be sure to wear business or business/casual attire and always develop your videos in a quiet, clutter-free, and well-lit place.

### 7. **Naming Conventions**

Use specific "weeks" or "topics" as the title for your videos. Examples:

- i. ENG 211: Week 1 Lecture
- ii. HIST 145: Renaissance

## Helpful Tips When Developing Weekly Check-In or Overview Videos

Weekly check-in or overview videos are great tools to use to “connect” with your students and to give your students updates or questions to reflect on. Here are some of the reasons LPU professors develop these types of videos:

- To remind students of an upcoming assignment or project
- To encourage students to stay on course
- To provide students with a weekly devotion or prayer

### Some Things to Consider:

- Consider a relational, encouraging, less formal approach than lectures (*"We're almost halfway through the course, how's it going?" as you are sitting on your back patio...*).
- Aim for 3-5 minutes in length.
- *Do not* refer to *specific dates*. An example of a date-specific announcement is: “Your final project is due on October 20<sup>th</sup>” – You can transform this to *"Your final project is due on Sunday, and I am looking forward to reading them all."*
- When naming your videos on YouTube or Vimeo, *always* include the "week #" in the title (for example, "*Week 1 Greetings*").