
Create a Video to Share Your Interests and Background

Students are motivated by instructor enthusiasm, which you can share at the beginning of your course. To capture students' attention and motivate them to learn, create an introductory video sharing your excitement for the topic, the discipline, and for teaching (Nilson & Goodson, 2018).

Write a basic outline of what you plan to say. Consider addressing the following questions:

- What excites you about the course topics, including how they connect to real-world issues or events? What do you want students to get excited about?
- What inspired you to become an instructor in the subject you are teaching? How did you overcome academic hurdles? What do you love about teaching?
- What do you enjoy doing outside of academia?

Be sure to let students know that you are there to help them and they should not hesitate to reach out to you.

Record yourself. Videos can be very informal and creative.

Use non-verbal communication. Keep eye contact, vary vocal tone and speaking pace, change facial expression, smile, and use hand gestures.

Use your webcam or smartphone. Make sure you choose a relatively quiet place with good lighting. If using your smartphone, consider using a tripod to keep a steady, centered frame. To make the video more personal, you may also want to record in a fun or relevant setting.

iMovie. If you are a Mac user, you can use iMovie to turn your pictures, music, and text into a movie trailer-style course introduction. For more information visit <https://www.apple.com/au/support/imovie/tutorial/>.

Adobe Spark for Education. Try this free tool to create narrated lectures using PowerPoint, Word, or even a website with ease: <https://spark.adobe.com/edu/>.

Caption or transcript. It is helpful to all students, not just those who have disabilities, to provide a transcript and/or captioning for all videos. Contact your educational technology department or disability office for more information.