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Bringing Modules to Life: Collaborative Teams
Creating Dynamic Video Introductions

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In your experience with online learning or course design, what helps students feel the instructor's presence the most?

Why Focus on Instructor Presence?
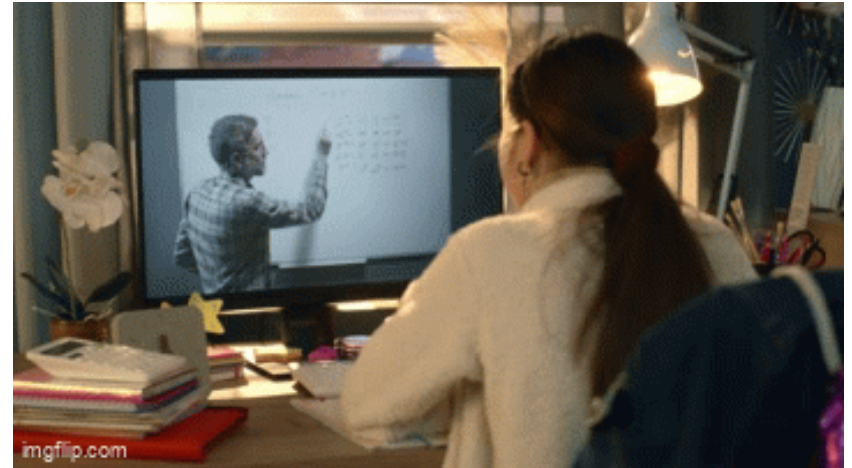
- It builds connection
- It predicts student success
- It shapes perceptions of quality
- It sets the tone for learning

Instructor presence isn't about being visible all the time – it's about being *felt* at the right times.

How do you currently introduce new modules in your online courses?

Module Introduction Evolution

Module 1 Overview: Globalization

Introduction to Module 1

This is the first of five modules in Part 1 of course on globalization and national differences. Module 1 is on globalization.

Module Introduction Evolution

Module 1 Overview: Globalization ᴀ⁺

Introduction to Module 1

Please watch the video below for an overview of Module 1. This is the first of five modules in Part 1 of course on globalization and national differences. Module 1 is on globalization.

MAN3600_Brant_M1 Overview

Brant (2020), Module 1 Overview [Streaming Video].

What if the first few minutes of your module could spark curiosity and connection?
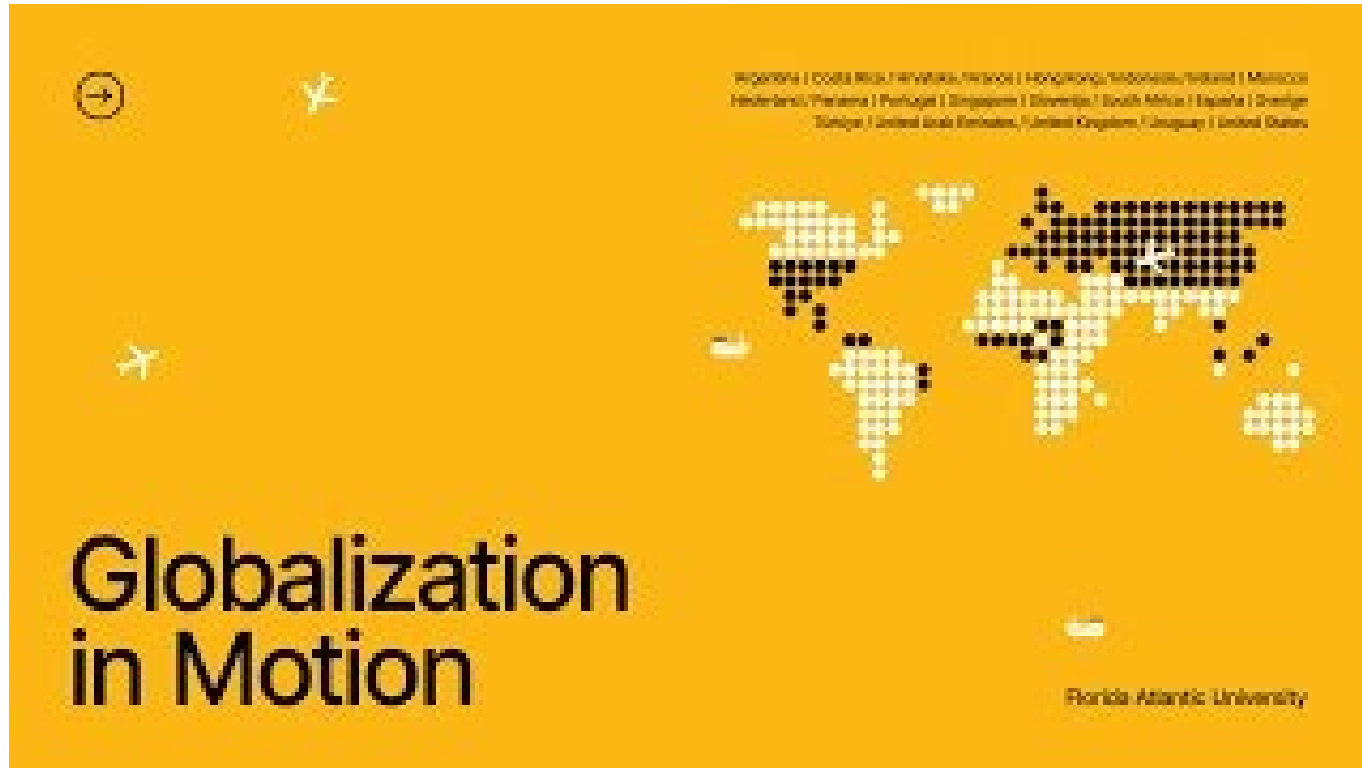
CCJ4644

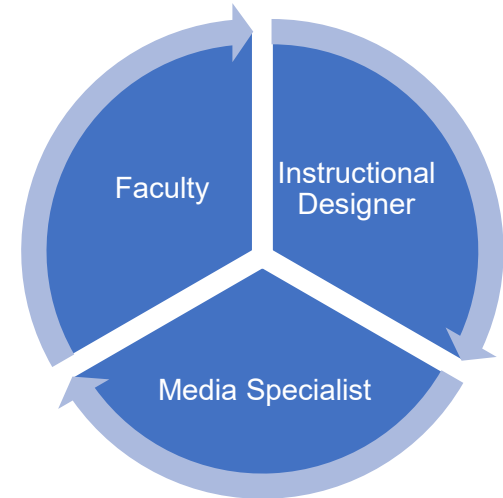The Discovery of
White Collar Crime

INTRO TO MANAGEMENT & ORGANIZATIONAL BEHAVIOR

FAU Center for Online and Continuing Education Approach to Course Design

6 Step Process for Designing a Course :

1. Initial Meeting
2. **Planning* (Plan Module Introduction Videos)**
3. **Course Content* (Create Module Introduction Videos)**
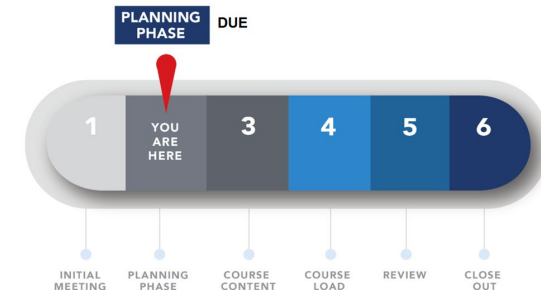4. Course Load
5. Review
6. Close Out

Planning Phase

3 Key Questions:

1. What should students be able to accomplish this week? ⇨ **Objectives**

2. How will they prove their learning? ⇨ **Assessments**

3. What will you provide them with to enable their learning? ⇨ **Instructional Materials**

COURSE PROGRESS TRACKER

Global Environment of Management
Katarina Brant

PLANNING PHASE DUE

| 1 | YOU ARE HERE | 3 | 4 | 5 | 6 |

INITIAL MEETING | PLANNING PHASE | COURSE CONTENT | COURSE LOAD | REVIEW | CLOSE OUT

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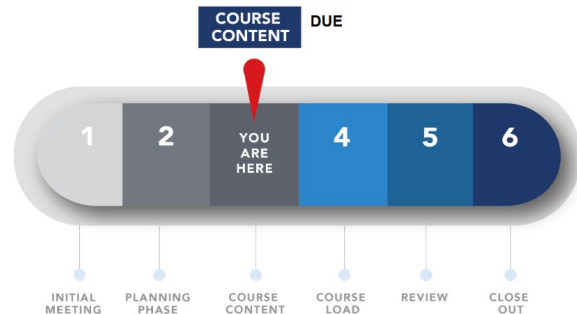Center for Online and Continuing Education

Course Content Phase

- Move from design to production
- Create course content such as module introduction videos

COURSE PROGRESS TRACKER

Global Environment of Management
Katarina Brant

COURSE CONTENT   DUE

| 1 | 2 | YOU ARE HERE | 4 | 5 | 6 |

INITIAL MEETING | PLANNING PHASE | COURSE CONTENT | COURSE LOAD | REVIEW | CLOSE OUT

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Production Process

Pre-Production - Production - Post Production

Pre-Production

- Concepts
- Sketching
- Storyboarding
- Create Shot List
- Location Scouting
- Finding Talent / Crew

Production

- Filming
- Lighting
- Voiceover
- Record Audio
- Makeup / Stylist
- Graphic Design

Post-Production

- Import Footage
- Review Footage
- Optimize Video
- Digital Editing
- Sound Design
- Motion Graphics
- Animation
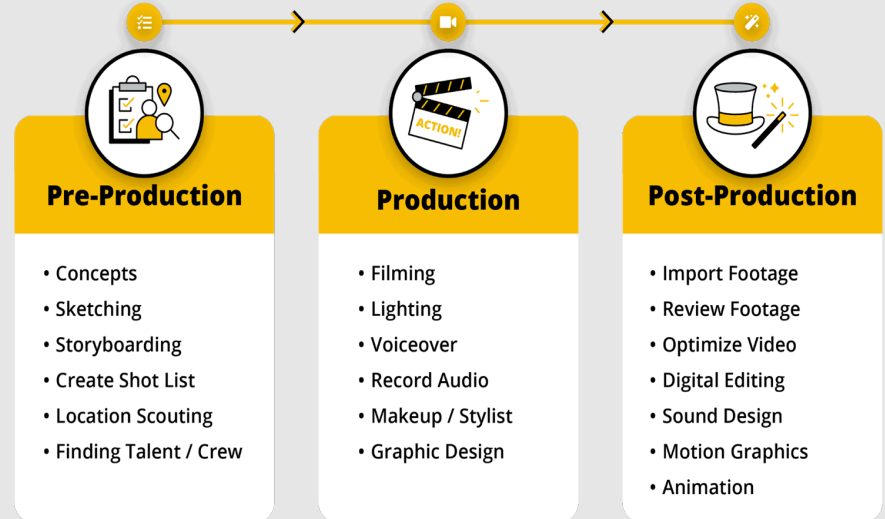
Pre-Production

- Discuss media options in our "Initial Meeting" phase
- Plan out the videos and scripts in the "Planning" phase
- Review the "Style" for each type of video we record
- Media Partner reviews & improves scripts
- Schedule recording dates to move onto production

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- Showing up to the recording studio on time and well prepared
- Having scripts ready and good to go on a teleprompter
- Recordings can last from 30 minutes to a couple of hours
- Having good lighting, backdrops, cameras, and audio equipment are helpful

Post-Production

- The Media Partner handles the majority of the work
- The software mainly used for media is the Adobe Creative Cloud. Specifically, Premiere Pro for all video, audio, and vfx editing.
- Additional tools are used to make the video the best it can be. These tools include...

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Google Gemini

ChatGPT

Sora

Davinci Resolve

MidJourney

RunwayML

Artlist

Envato Elements

ElevenLabs

Google Veo

Free Software to Get Started

Planning: ChatGPT/Google Gemini for ideas, helping with scripts, organizing everything for your media

Production: CapCut/Davinci Resolve for free editing software that requires no subscriptions

Equipment: Phone, lavalier, tripod, backdrop

Assets: Pexels for free Stock video, FreeSound for Sound VFX, Youtube Royalty free for Music

Live Idea Board: What's one new idea you're inspired to try for your next online module introduction?

Presenting with animations, GIFs or speaker notes? Enable our   Chrome extension

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Thank you!

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