THEORY/CONCEPTS

This process of creation is inspired by two core theories.

The diffusion of innovations.
&
The Universal Design for Learning

By focusing these two theories educators will be able to create content that both resonates with and aids young diverse learners in digesting research content in higher education. It is highly encouraged for those creating this content to keep in mind both what will maximize both options and resources. Focus on the students/audience!

DIFFUSION OF INNOVATIONS

How will the creation of this content aid in the dissemination of your research?

How will this content increase the spread of your audience?

UNIVERSIAL DESIGN FOR LEARNING

How can you provide options and autonomy to learners engaging the content?

What can you add to maximize options for diverse learners?

The Universal Design for Learning Guidelines

CAST | Until learning has no limits™

Provide multiple means of Engagement
Affective Networks
The "WHY" of Learning

Provide multiple means of Representation
Recognition Networks
The "WHAT" of Learning

Provide multiple means of Action & Expression
Strategic Networks
The "HOW" of Learning

Access

Provide options for Recruiting Interest (7)
- Optimize individual choice and autonomy (7.1)
- Optimize relevance, value, and authenticity (7.2)
- Minimize threats and distractions (7.3)

Provide options for Perception (1)
- Offer ways of customizing the display of information (1.1)
- Offer alternatives for auditory information (1.2)
- Offer alternatives for visual information (1.3)

Provide options for Physical Action (4)
- Vary the methods for response and navigation (4.1)
- Optimize access to tools and assistive technologies (4.2)

Build

Provide options for Sustaining Effort & Persistence (8)
- Heighten salience of goals and objectives (8.1)
- Vary demands and resources to optimize challenge (8.2)
- Foster collaboration and community (8.3)
- Increase mastery-oriented feedback (8.4)

Provide options for Language & Symbols (2)
- Clarify vocabulary and symbols (2.1)
- Clarify syntax and structure (2.2)
- Support decoding of text, mathematical notation, and symbols (2.3)
- Promote understanding across languages (2.4)
- Illustrate through multiple media (2.5)

Provide options for Expression & Communication (5)
- Use multiple media for communication (5.1)
- Use multiple tools for construction and composition (5.2)
- Build fluencies with graduated levels of support for practice and performance (5.3)

Internalize

Provide options for Self Regulation (9)
- Promote expectations and beliefs that optimize motivation (9.1)
- Facilitate personal coping skills and strategies (9.2)
- Develop self-assessment and reflection (9.3)

Provide options for Comprehension (3)
- Activate or supply background knowledge (3.1)
- Highlight patterns, critical features, big ideas, and relationships (3.2)
- Guide information processing and visualization (3.3)
- Maximize transfer and generalization (3.4)

Provide options for Executive Functions (6)
- Guide appropriate goal-setting (6.1)
- Support planning and strategy development (6.2)
- Facilitate managing information and resources (6.3)
- Enhance capacity for monitoring progress (6.4)

Goal

Expert learners who are...

| Purposeful & Motivated | Resourceful & Knowledgeable | Strategic & Goal-Directed |

Getting Started

What do you need?

1 **Filming equipment**

It is recommended to utilize the best equipment available to you and your department but any device capable of capturing video footage may be used (phones, cameras, webcams, etc.) It is also recommended to use some kind of lighting apparatus such as a ring light but this will vary based upon your filming location.

Audio Equipment **2**

You have several options here if your video recording device can capture audio you can definitely use that audio or you can use personal microphones or even a singular open air microphone may be used. Keep in mind if you record with an open microphone that there may be a greater level of audio editing required in future steps.

3 **Tripods/stabilization**

For all of your equipment you will most likely benefit from a tripod or other stabilization apparatus for your filming equipment. This will ensure that videos do not come out "shakey". Additionally for audio equipment making sure that it is stable will also reduce feedback in the recording.

Headphones **4**

You will need headphones to edit your videos/audio the higher quality the better but this can be done with any type including even something like airpods

5 **Software**

Depending on your level of access to resources you may use multiple various programs in order to complete steps of the editing process. It is recommended that you find programs you can use that are capable of 1. Editing video 2. Editing audio 3. Transcribing/generating captions

PLANNING WHAT THE VIDEO IS

1

UNDERSTAND

Review and read the entirety of the research piece you want to create content for, it is crucial that everyone involved in this process fully understands what is relevant and important from the research. The best way to do this is to meet with each faculty member to discuss their piece prior to filming.

2

DEFINE

Discuss what is desired from the video content. Make sure that every person involved is aware of what you hope to communicate through the video. What is important? What do you want people to remember about the research?

3

IDEATE

Consider the style of the video. Would it make sense to structure it as an interview between two people? Or should the researcher directly communicate with the audience about their chosen piece of research?

4

PROTOTYPE

Schedule a time to film and decide upon a location. The ideal location will be a private room with decent exposure to both natural and artificial lighting. Typically the smaller the room the better the audio quality captured.

5

TEST

Get ready to film!
Make sure that all of your chosen equipment is set up and make sure that the person being filmed is comfortable by doing some test runs. This will also help you check if the audio and video are both recording correctly.

Step 2: Planning how the video will be

The Five Content Layers

LAYER 01

Introduction

In this section you will present some information about who you are and some of your accolades/acomplishments

LAYER 02

Background

In this section of the video content should be geared toward explaining the field as a whole and how it is being contributed to overall

LAYER 03

Similar Research

In this section other similar research will be presented/discussed (similar to a literature review of sorts)

LAYER 04

Overview

This is where the research piece being presented will be focused and explained as fully as possible

LAYER 05

Key Takeaways

Keep in mind that this section is meant to highlight the key takeaways from the article being focused in Layer 4

This is where the researcher themselves have a great opportunity to directly emphasis or elaborate on the specific elements of the research that they connected with and think others would benefit from.

STEP 3

Making the video

BRIEF

1

Once your equipment is set up and everyone involved is present you should preview any questions you intend to ask prior to filming so that they have time to prepare their answers.

FILM

2

Begin filming! It is recommended to film in segments so that each section can be directly targeted as necessary to achieve the content layers. Another reason for this is to reduce file sizes which will greatly aid in the editing process.

ORGANIZE

3

Be sure to save all of your video segments with labels and order then in your desired layout based on the 5 content layers and add transition screens between segments in order to aid in video editing. It is recommended to consider using a flash drive to make the transferring of files easier.

TRANSCRIBE

4

Once you have your video segments in ordered and placed how you want export them all together as a singular video file. Once you have this file transcribe the entire content. This will aid during the creation of captions/subtitles later

EDIT AUDIO

5

At this point the video should be fully edited visually. Now be sure to clean your audio and remove any filler words by utilizing jump cuts in the editing. Additionally adding a vocal filter will allow for less background noise/distortion.

REVIEW

6

Review the video alongside your transcript and captions to ensure alignment and to verify that audio quality is maximized. If everything check out you are ready to publish the video!