

# QM Standards and Effective Objectives: “Objectifying” Course Videos as a way to increase Understanding, Familiarity, and Retention

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# Overview

- Discuss advantages of using module level objective videos in online courses.
- Discuss the concept of Alignment
- Provide suggestions for scripting videos
- Provide suggestions for creating effective and visually appealing objective videos.



# Advantages of Objective Videos

- Objective videos help to tie your module level objectives to your materials and your assessments.
- Reach students with different learning styles:
  - See it
  - Hear it
  - Read it

# Objectives for this Presentation

- You will be able to recite advantages of using module level objective videos, including how they enable courses to meet Standard 2.4, by linking activities with objectives.
- You will be able to identify the components of an effective objective video, including clear descriptions of how each course activity supports the objectives, meeting Standard 2.4.
- You will be able to recite how objective videos will reach students with various learning styles, as stipulated by Standard 8.4.
- You will be able to name available technologies that allow them to create polished and professional multimedia projects that facilitate easy use, as stipulated by Standard 8.5.



# Rubric

- Standard 2.4
  - States that there should be a narrative that explains how course activities enable students to meet the module level objectives.
  - Creating connections between objectives and activities furthers understanding.



# Rubric

- Standard 8.4

- Using video enables students who learn by listening and watching to be included in your course plan.
- In addition, students see facial expressions and other types of non-verbal communication such as tone that helps to humanize the instructor.
- Humanizing the instructor, we help to develop a relationship or connection between instructor and student.
- This may potentially help with retention, which may be an issue for distance learning students.



# Rubric

- Standard 8.5
  - Course Multimedia facilitates ease of use.
  - Using readily available tools such as Microsoft Mix allows you to create an easy to access multimedia piece that is accessible across multiple types of devices, such as PCs, Macs, iOS devices, and Android devices.



# QM Rubric

- Knowing how your materials support your learning objectives is gold.
- As a learner, understanding how what you are doing in the course relates to the objectives of the course provides the rationale for why they are doing what they are doing.
- Helps learners to understand why they are there.

# QM Rubric

- Alignment

- The QM concept of alignment stipulates that objectives be in line with course activities.
- This means that your activities must support your objectives; they must make sense in terms of what you are trying to accomplish.
- The objective video is where you, as the instructor, drive the narrative that explains how your activities support your objectives.



# QM Rubric

- Do you have module level objectives?
- If not – develop them based on your course level objectives.
  - Check with your institution to see if this is OK.
  - Make sure that they are measurable as per Rubric Standard 2.1. Base on Bloom's Taxonomy.

# Bloom's Taxonomy



# Course Level Learning Objective Example

- The student will be able to identify strategies for maintaining emotional balance and appropriate self-disclosure in the workplace, and for developing a professional presence.

# Module Level Objective Example

- LO #1 - The student will examine the importance of a first impression and social and workplace etiquette.
- LO #2 - The student will describe how online presence can impact personal brand

# Teaching to your module level objectives

- There are a number of different ways we can go about teaching them.
  - The textbook – in our case, an eText, provides will provide information to help us meet LO #1 and LO #2.



## CHAPTER PREVIEW

### LEARNING OBJECTIVES

*After studying Chapter 11, you will be able to*

- 11-1** Explain the importance of professional presence.
- 11-2** Understand the importance of a favorable first impression.
- 11-3** Define image, and describe the factors that form the image you project to others.
- 11-4** Understand how your online presence can help or hinder your personal brand.
- 11-5** Understand how life and workplace etiquette contributes to improved interpersonal relations.



# CHAPTER 11

## Developing a Professional Presence

*“Books are judged by their covers, houses are judged by their curb appeal, and people are initially evaluated on how they choose to dress and behave. In a perfect world, this is not fair, moral, or just. What’s inside should count a great deal more. And eventually it does, but not right away. In the meantime, a lot of opportunities can be lost.”*

*-Susan Bixler & Nancy Nix-Rice, Authors, *The New Professional Image**

# Teaching to your module level objectives

- In addition, I have provided other learning materials this week:
  - A TEDx talk on Personal Branding (LO #2)
  - A blog that provides tips on Personal Branding (LO #2)
  - And a tip sheet on Workplace Etiquette –produced by Columbia University. (LO #1)

# Assessing your module level objectives

- Discussion Board Question:
  - We've all likely encountered someone at work who is unpleasant to be around. Maybe they talk really loudly over their cube, eat other people's lunches, show up late to meetings, etc. What are some suggestions you might provide this person to help him or her make a good impression at work?
  - Assesses LO #1 : The student will examine the importance of a first impression and social and workplace etiquette.



# Assessing your module level objectives

- Personal Branding Project:
  - You have just been hired at organization that prepares recent college grads and 20 somethings for careers in the business world.
  - You have been tasked to create a brief, 10 slide PowerPoint presentation to help your clients develop an online presence that best reflects their personal brand.
  - Assesses LO #2 - The student will describe how online presence can impact personal brand



Course Level  
Objective:

Module Level  
Objectives:

Class Activities:

Assessment:

The student will be able to identify strategies for maintaining emotional balance and appropriate self-disclosure in the workplace, and for developing a professional presence.

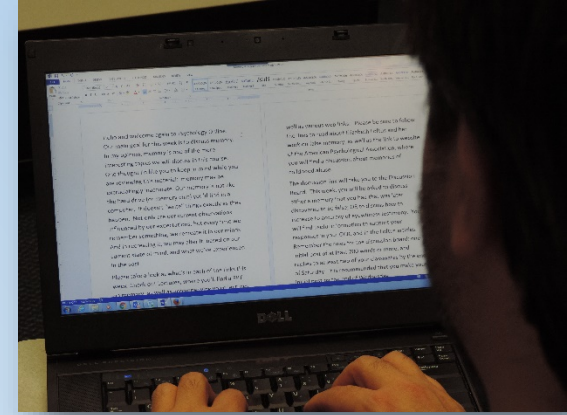
- The student will examine the importance of a first impression and social and workplace etiquette.
- The student will describe how online presence can impact personal brand

- Chapter 11 in eText
- eText PPT
- Tip sheet on Workplace Etiquette
- TEDx Talk on Personal Branding
- Blog on Personal Branding

- Discussion Board
- Personal Branding Project

# Constructing your script

- Introduce topic: Developing Your Professional Presence
- Introduce Course Level LO: The student will be able to identify strategies for maintaining emotional balance and appropriate self-disclosure in the workplace, and for developing a professional presence.
- Introduce Module Level LOs:
  - The student will examine the importance of a first impression and social and workplace etiquette.
  - The student will describe how online presence can impact personal brand



# Introducing Your Learning Objectives

Hi everyone. This week we are going to discuss how to develop your professional presence. One of the course level learning objectives states, that by the time you finish this course, you will be able to identify strategies for maintaining emotional balance and appropriate self-disclosure in the workplace, and for developing a professional presence.

This week, you will examine the importance of a first impression and social and workplace etiquette, and you will be able to describe how online presence can impact personal brand.

# Teaching the LOs – Class Activities

- Then, discuss how you will teach each of the weekly LOs. Include instructions how to access each of the materials, or where they are located, if applicable.

# Teaching the LOs – Class Activities

- In order to learn to examine the importance of social and workplace etiquette, you will read Chapter 11 in your eText, and review the PPT that you will find in the Lectures folder for this week. Pay particular attention to sections 11-2 and 11-5 in your eText. You will also learn to examine the importance of workplace etiquette by accessing the Required Resources folder, and clicking the link to view the worksheet on workplace etiquette, developed by Columbia University.



# Teaching the LOs – Class Activities

- In order to learn how to describe how online presence can impact personal brand, focus on sections 11-1, 11-3, and 11-4 in your eText, as well as the accompanying PPT. In addition, please click the links you will find under Required Resources, including a link to YouTube will you will find a TEDx Talk on personal branding, as well as a link to a personal blog which provides tips on developing your personal brand.

# Assessing the LOs

- Then, discuss assessing each LO. Include where each activity or assessment is located, and any deadlines.

# Assessing the LOs – Discussion Board

- In order to further examine the relationship on the importance of first impressions and social and workplace etiquette, our discussion board this week will focus on advice you might give to a coworker who is lacking in workplace etiquette. What would you tell them about first impression on their clients? How much you steer them in the direction of appropriate workplace behavior? Be sure to read the question carefully, and remember the rules and deadlines for the discussion board, which can be found under Course Information if you need a reminder.

# Assessing the LOs - Project

- Finally, in order to describe how online presence impacts your personal brand, you will imagine that you have been hired at an organization that prepares recent college grads for careers in the business world and have been tasked with creating a PPT presentation that will help your clients develop an online presence that best reflects their personal brand. Your 10 slide presentation should provide your new clients solid advice on developing an effective online presence that they can use to present themselves to potential employers.

# Assessing the LOs - Project

- As I've mentioned in previous weeks, you will find detailed instructions for this project under Course Information. You will also find them under this week's assignments folder.
- You will submit your presentation via the link in the Assignments folder.
- Your presentation is due by Saturday evening, at 11:59 PM, as usual.

# Wrapping it Up

- Then, wrap it up. Remind them that you are there to support them with any questions.
- Remind them of how to contact you.
- Humanize yourself; build the relationship.



# Wrapping it Up

- If you have any questions about any of the material we will cover this week, or about the project, please contact me either via email, Skype, or the Ask the Instructor Discussion Board.
- If not, I will see you during our regular weekly discussion.
- Have a great week, everyone!

[Link to Produced Video](#)

# Part Two – Tips for a professional looking and sounding video



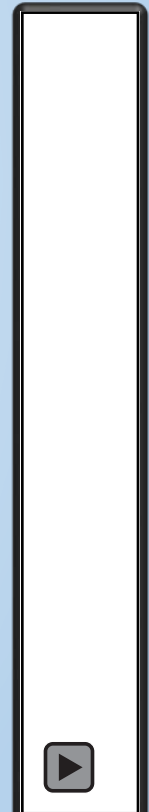
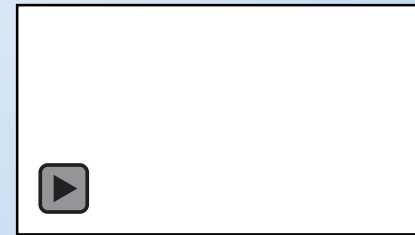
# Different Approaches to video production

- Video with webcam and Microsoft Mix
- Video with HD video camera Premier Pro



# Elements to include to create a Great Video

- Clean video
- Clean audio
- Appropriate imagery







# Camera

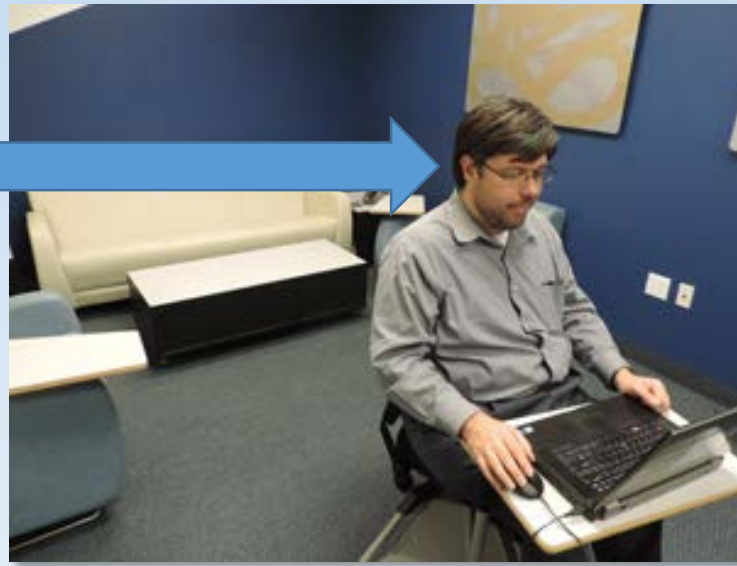
- Subject placement
- Webcam placement



# Camera

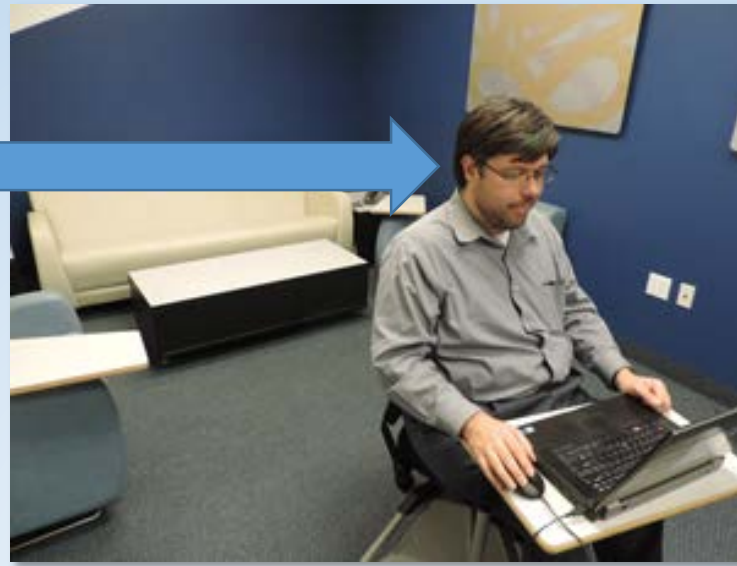
- Subject placement
- Webcam placement





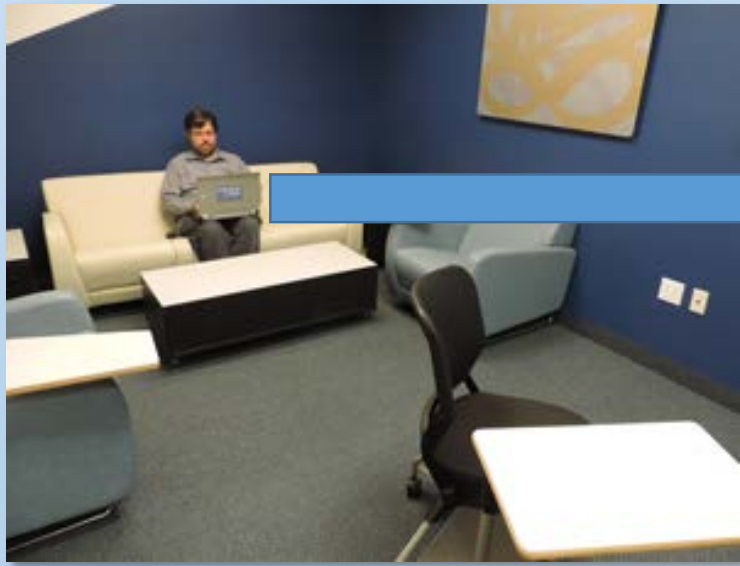
# Camera

- Subject placement
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# Camera

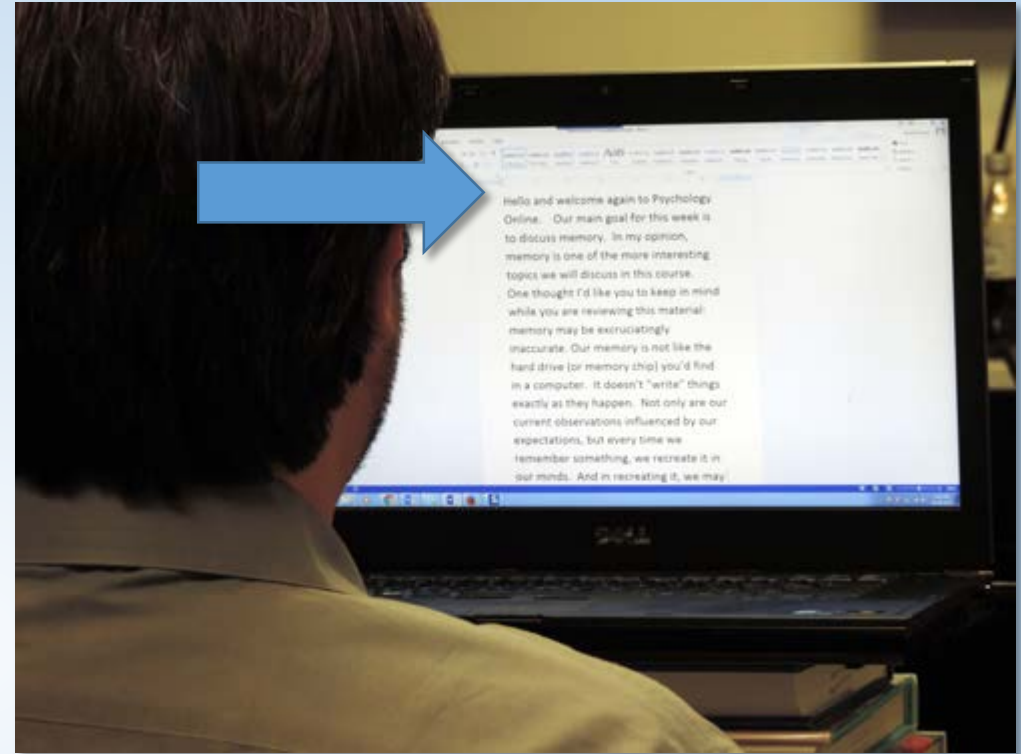
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# Camera

- Subject placement
- Webcam placement



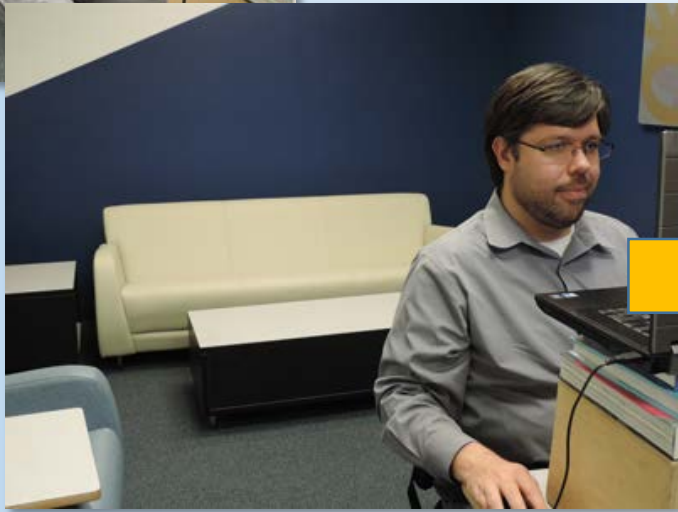


# Script

- On screen
- Word processing program
- Large font
- Scroll with mouse – just under lens



Clutter



No Clutter



## background elements

- Reduce clutter / visual distractions
- No mirrors or windows behind

# Lighting



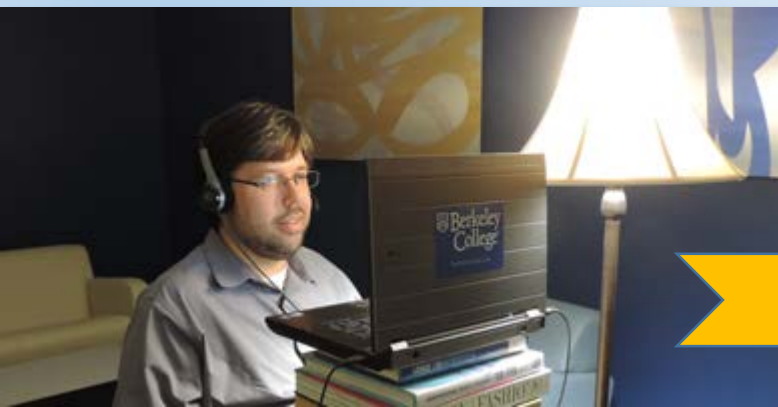
Overhead Lights



- Good Lighting
- Bright lit room
- House lamps / placement



Light from computer screen



Household Lamp







- **Wikimedia Commons:**  
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<http://freeimages.com>
- **PixaBay:**  
<http://pixabay.com>

## Images

- Appropriate to subject matter
- Copyright awareness



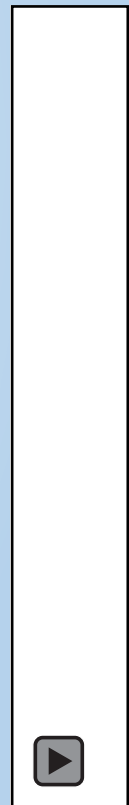
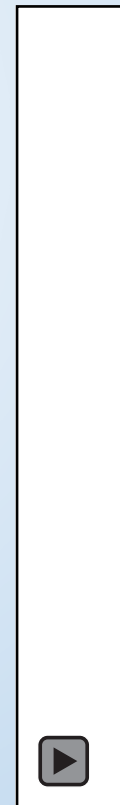
## Audio – Location

- Quiet room
- Free from distractions
- Air conditioner is your enemy – turn it off



# Audio – Microphone

- Microphone placement
- Set volume

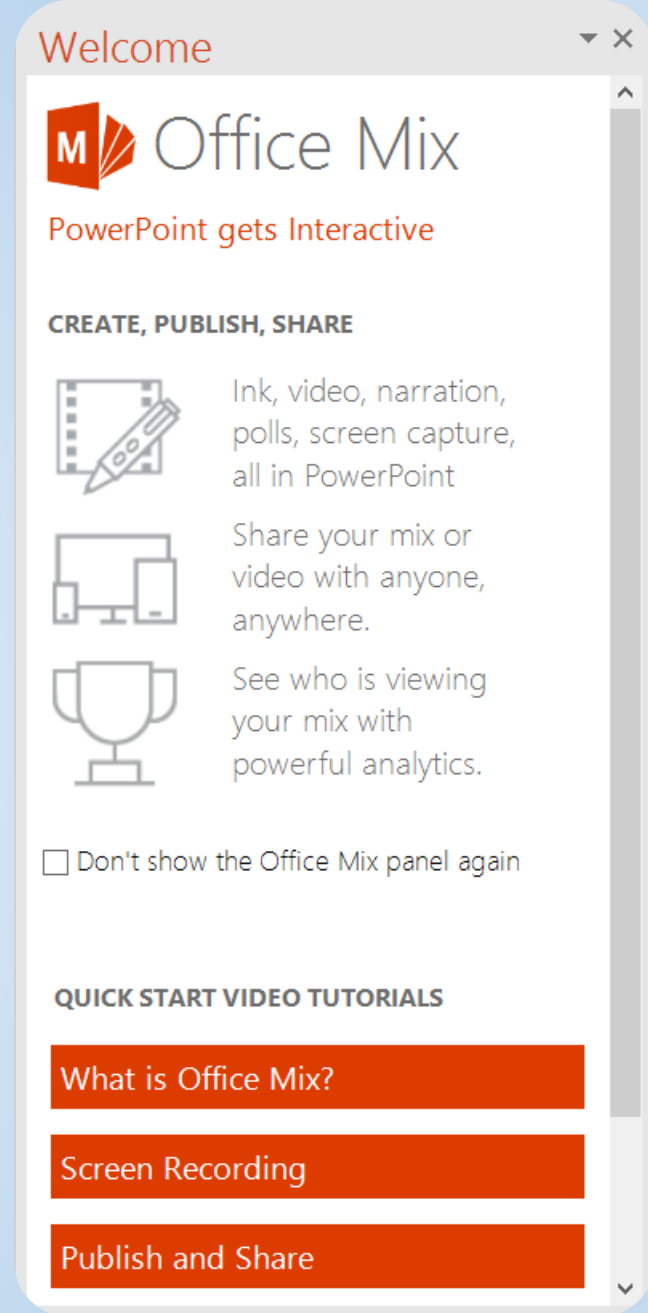
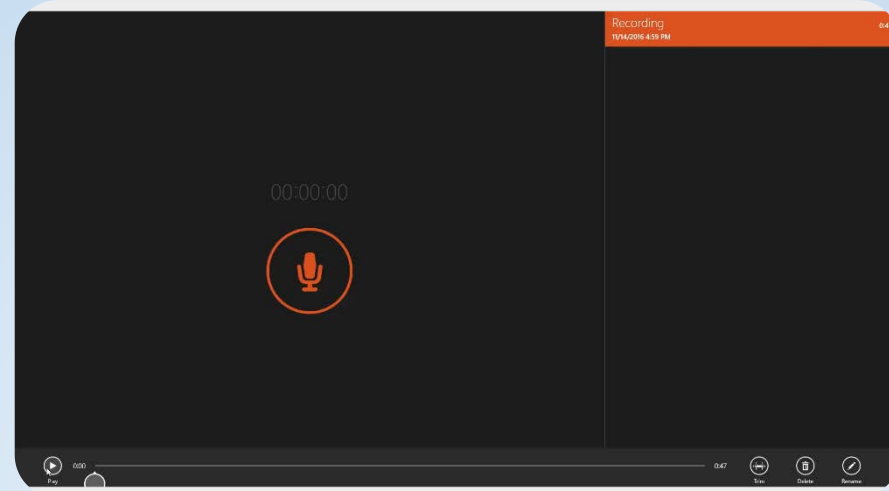






## Audio – Microphone

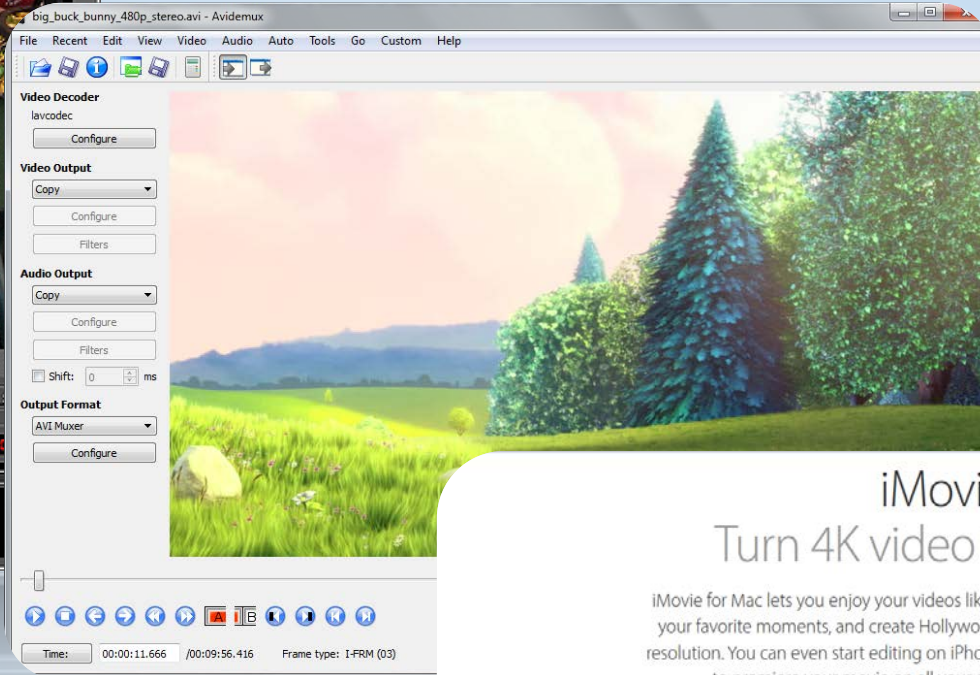
- Headset
- Blue Snowball / Blue Nessie
- Built in computer microphone as a last resort



## Software PC based

- Microsoft Mix
- Windows Sound recorder
- Windows 10 Camera App





# Software Mac based

- Avidemux
- iMovie
- Kdenlive
- JahShaka

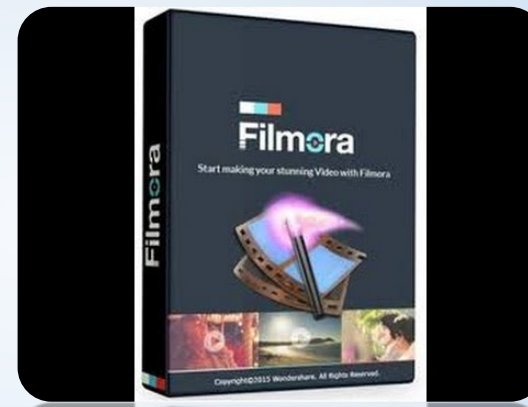
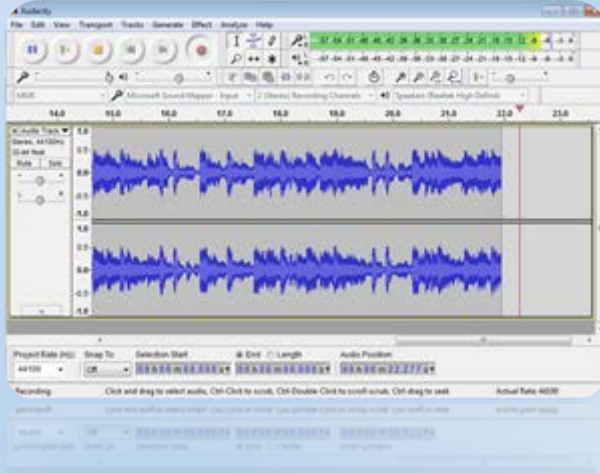
## iMovie for Mac Turn 4K video into movie magic.

iMovie for Mac lets you enjoy your videos like never before. Browse your clips easily, instantly share your favorite moments, and create Hollywood-style trailers and beautiful movies at a stunning 4K resolution. You can even start editing on iPhone or iPad, and finish on a Mac. And when you're ready to premiere your movie on all your devices, iMovie Theater rolls out the red carpet.

[Download iMovie for Mac](#)



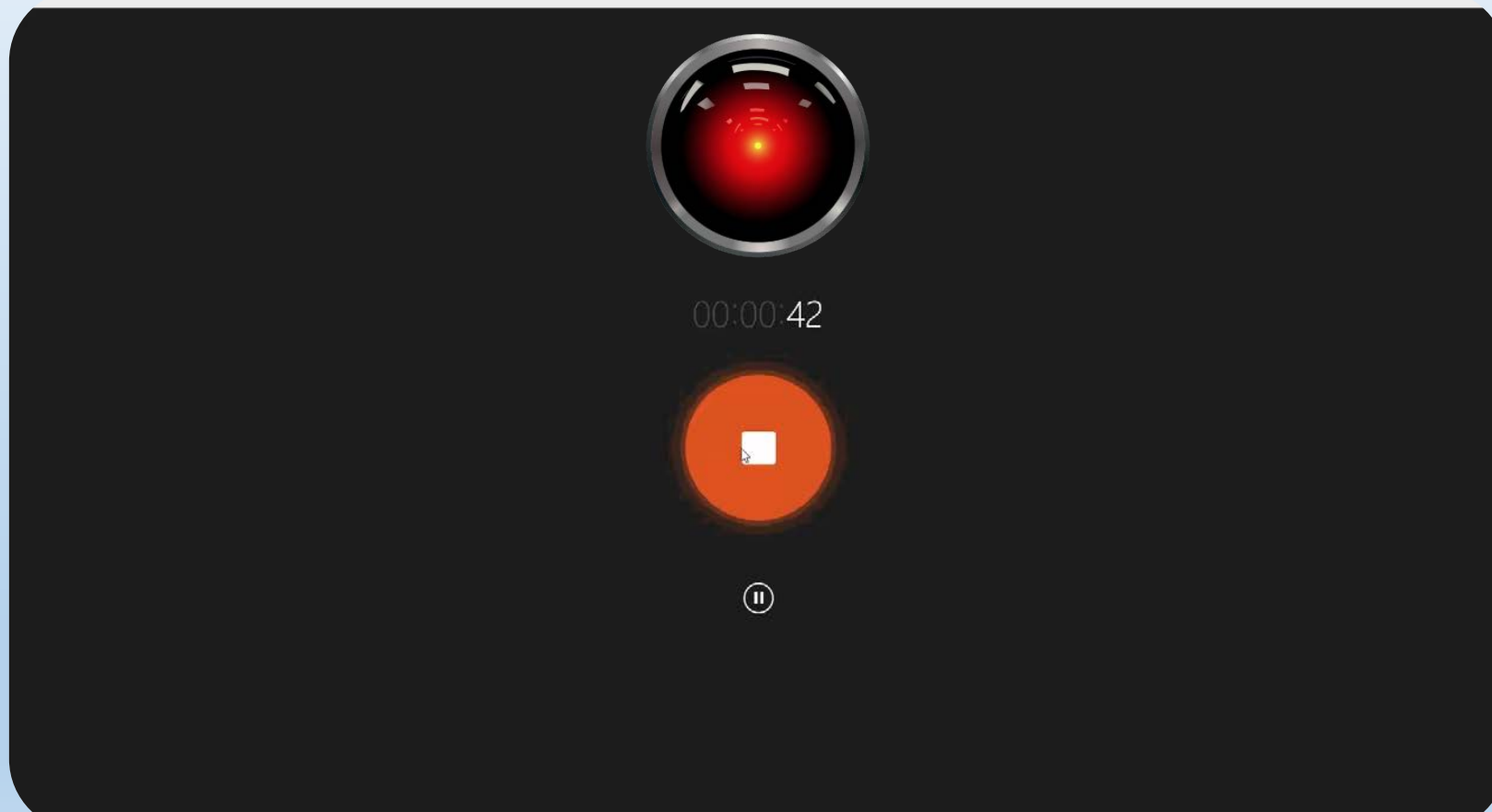


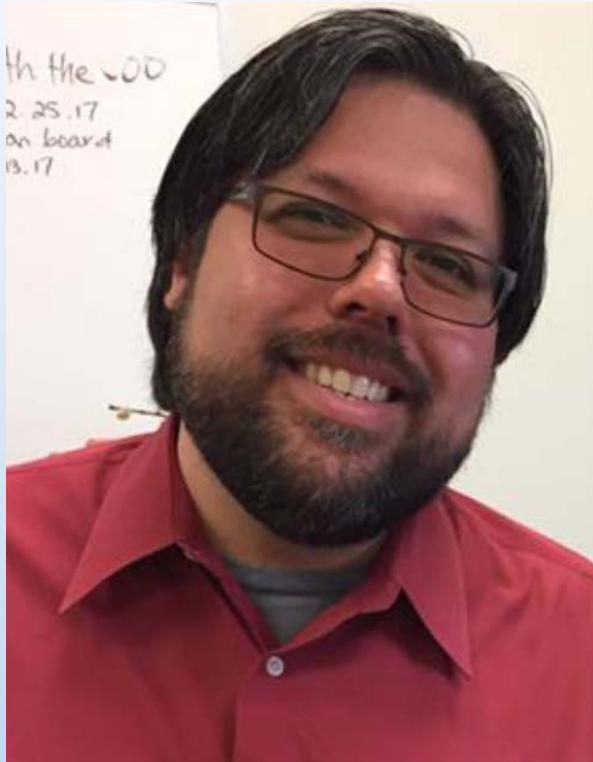


# Software PC and Mac based

- Audacity
- Sony Movie Studio
- YouTube
- Filmora Video Editor

# QUESTIONS?





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