

Welcome Video Framework

Welcome videos can prompt a sense of community and give students a feeling of being introduced to the online course. It is important to create a degree of uniformity to the videos and the following suggestions should be included in your video to assist in the process. Yet, by all means, do not be afraid to express yourselves.

As Seth Godin said, *“Sometimes, ‘never let them see you sweat,’ is truly bad advice. The work of an individual who cares often exposes the grit and determination and effort that it takes to be present. Perfecting your talk, refining your essay and polishing your service until all elements of you disappear might be obvious tactics, but they remove the thing we were looking for: **you.**”*

Practical Considerations

- Video length should be approx. 3 – 5 minutes. A good guide for producing a 3-5 minute video is a script 1 - 2 pages long using double line spacing.
- Audio - A small lapel microphone with transmitter is used to get the best sound quality, women may prefer to wear trousers and a top so that attaching the device is easier to manage.
- Clothing Colour - Green Screen technology is used in the video production so please avoid wearing shirts/tops coloured green or with blue tones similar to the UniSA blue.

Framework

- Introduce yourself
 - Tell the students who you are, what your role on the course and in the university is
 - Provide a brief history of your academic/work experiences/achievements
 - Talk about your interests/passions with reference to the course and what you want students to learn by the end
- Introduce other academic staff involved in the course
 - If there are key sessional staff members delivering the course, briefly talk about their role and direct the students to further details below (images and profiles of these staff will be placed below the video)
 - If there are staff involved (eg online tutors) who will be less permanent in delivering the course, do **not** mention them by name (this will provide better longevity for the video) however please direct them to details below video as above
- Outline course expectancies
 - Briefly outline what you expect students to do **in advance** of the course starting. This should include:
 - telling them to ensure they are familiar with the location of everything on the site and using the *Guided Tour* link if they need help with how to use the site
 - telling them to read the *Study Guide* and ensuring they understand the learning outcomes, study expectations, structure of the course and how it will be assessed
 - any other necessary preliminary work students need to do before the course begins
 - This may also like to include other things such as advising/insisting that students :
 - access relevant articles from the news or from internet news media streams
 - buy a text book
 - download materials
 - Checking they have the right equipment (e.g. headphones and microphone for Virtual Classrooms)
- Provide a brief insight into the course
 - Point out the role of the *Staff Office* and how you want students to use it
 - Tell students about the structure of the course and a bit about what they will be doing (e.g. this course has 10 topics and within each topic you are expected to....)
 - Mention any weekly assessments (quizzes) you expect students to take and why they should take them
- Outline the assignments
- Give a closing message encouraging them to contribute to the course as much as possible, what you think they will get out of the course by the end and wish them luck!!