

Ten ways to engage your class with digital learning content

You might be thinking, *"I get it. Jing and Camtasia can record my screen and voice. But what does that really mean for me?"*

Good question. This document offers a range of things that might interest you. You might be surprised how some uses offer a lot of value with little effort. If you have a good example and are willing to share, tell us! d.mccollom@techsmith.com

Here are ten ways educators use Jing and Camtasia in the classroom:	
1. Give richer, more detailed feedback to students. (And be more efficient too!)	2. Reduce time spent on in-classroom lecture
3. Create an orientation video or add a video component to your newsletter	4. Kids teaching kids (or adults)!
5. Support diverse learning styles	6. Record a lecture that students can refer to later—especially absent students
7. Make classroom content more relevant to students' daily lives	8. Record your lessons, or helpful tips, on an electronic whiteboard
9. Create a video portfolio	10. Make a video yearbook!

1. Give richer, more detailed feedback to students. (And be more efficient too!)

Students submit their work in a digital format. Open the work and record your screen. Use the mouse to draw attention to areas you want to elaborate on. Don't worry about getting all fancy with editing. Just produce the video and send it to Screencast.com. You receive a little link to the video, which you give to the student. It is very private. The only people that can see the video are the people who have the link.

Examples:

- Provide Thorough and Personalized Feedback to Students (Jing): <http://bit.ly/9gvfQD>
- Duke students use Jing for peer review: <http://bit.ly/NDdmn> | <http://bit.ly/etPYo9> (peer review)
- Giving students audio-visual feedback: <http://bit.ly/FvgTY>
- Teach paperless – An Example of Jing Used to Comment on Student Work Online: <http://bit.ly/bsgVQQ>

2. Reduce time spent on in-classroom lecture

Students need some directions or base level of knowledge in order to complete an assignment or project. Instead of using class time for this, record your presentation or instructions beforehand. The expectation is that students would watch your video in advance of coming to class. Class time would then be used for answering questions, working, and helping students.

Examples:

- **Aaron Sams and Jonathan Bergmann**, Woodland Park High School Chemistry Teachers. They have become known around the world as the first teachers to flip the classroom. In the flipped classroom, the students watch video lessons made by their teachers and then use class time to do more hands-on activities and work with their teacher on difficult topics. <http://bit.ly/bundles/tsc/a> | <http://learning4mastery.com/> | <http://bit.ly/bSG8Ik>
- **Marilyn McClelland**, North Carolina Central U prof creates short, instructional videos. Results in a surprising number of views, deeper content mastery, and increased confidence among students - Show Me! On Demand: Budget Friendly Instructional Videos <http://bit.ly/cO5qzM>
- **Stacey Roshan**, Bullis School, Potomac, MD - Recording AP Calculus lessons to replace lectures. <http://bit.ly/c1ugbM>

3. Create an orientation video or add a video component to your newsletter

The big idea here is just increasing the quality and clarity of communication with parents. For example, instead of writing about what the class is working on, you could actually show what they're doing. The webcam integration (Camtasia or Jing Pro) is a nice way to add some personality or show things that aren't on a computer screen.

Examples:

- **Jean Kent** - North Seattle Community College - create an orientation video for a distance learning course, to make a personal connection and help students engage from the start:
 - o Course orientation example - <http://bit.ly/98Oazp>
 - o Camera video example - <http://bit.ly/clvKrf>
 - o Course page - <http://bit.ly/9PZj8Q>

4. Kids teaching kids (or adults)!

You know the saying how you don't really understand a subject until you can teach it? Having students work individually or in small groups to create videos is a great way for students to:

- Demonstrate understanding
- Learn presentation, organization and video skills
- Create something that others will benefit from

Examples:

- **Eric Marcos**, middle school math (Camtasia Studio):
 - o Interview - <http://bit.ly/at8bQr>
 - o Kids Teaching Kids - <http://bit.ly/cxlrmd>
 - o Mathtrain.tv - <http://bit.ly/g2qmp>
 - o ISTE 2010 Presentation - <http://bit.ly/93evMc>
 - o How Kids Teach Kids About Math - <http://bit.ly/b8TooA>
- Student Groups Create Video Presentations - <http://bit.ly/9EB2gX>

5. Support diverse learning styles

Better address the needs of students who learn at different speeds

The great thing about video is that it's accessible 24/7. Even if your video isn't "fancy" or the audio isn't great, content is king, right? You have good information available that can be replayed, paused, and accessible anytime.

Examples:

- **Dan Spencer**, Michigan Center High School - Individualized instruction... Learning at their own pace:
 - o ISTE presentation - <http://bit.ly/93evMc>
 - o Newspaper article - <http://bit.ly/4YkN4A>
- **Jonathan Boyle**, deputy headmaster, Walsall Academy, a secondary school in the U.K.
 - o Case Study - <http://bit.ly/9jojWb>

6. Record a lecture that students can refer to later—especially absent students

I use the word "lecture" loosely. Get in the habit of recording whenever you have a chance. Check it out—even if nothing's on your screen you can just use the audio—and it's virtually a podcast. In today's day and age, making, storing, and sharing videos is free and easy. It's not like if you record it you have to post it either. There's a delete button for a reason.

Examples:

- **Kelly Carrier**, Okemos High School Science Teacher.
 - o Article - <http://bit.ly/dsk1Lu>
 - o Blog post - <http://bit.ly/98SgAd>
- Make a Video for when You or Students are Absent
 - o Lesson idea - <http://bit.ly/9uQAtP>
- **Lisa Wickman**, Haslett Public Schools - records lessons for substitute teachers to show when she's away from the classroom (Camtasia Studio): <http://bit.ly/cz4zPr>
- **Katie Regan**, Middle School ELA and Computer Teacher - Katie was going to be absent from class, but made these videos available to her students so they could still learn the Writing Portfolio process (and review it) without her being present.
 - o Hosted on Screencast.com - <http://bit.ly/erjExz>

7. Make classroom content more relevant to students' daily lives

It's more effort than some of the other examples listed, but you can get a little creative with video—especially live video and make potentially dry topics more relevant. For example, working on centrifugal force or adhesion? Record some bike action or in the latter case, sprinkle some water on your smart phone's screen (or not).

Examples:

- **Tricia Miller**, *Lowell High School*
 - o *One cool EdTech idea* - <http://bit.ly/bhZOoW>

8. Record your lessons, or helpful tips, on an electronic whiteboard

If you are a lucky one and have an electronic whiteboard in your classroom, then why not fire up Camtasia Studio or Jing and record your lessons? It could be an entire lesson, or just helpful tips to share with your students for playback later. This is also a great way to get your students involved, by recording them working through problems on the whiteboard and posting them online for reference during homework or while studying for tests.

Examples:

- **Shauna Hedgepeth**, *Oak Grove High School*
 - o *Mini Math Lessons* - <http://bit.ly/dhmnua>
- **Tech & Learning** - *Used Jing in this example, but Camtasia Studio could also be used*
 - o *Interactive White Board article* - <http://bit.ly/fi6upO>

9. Make a video yearbook!

Get or borrow a little Flip or Kodak Zi8 video camera and record some interviews or special school events. Drop the footage into Camtasia and edit down the footage. Maybe add some music and a nice intro. Remember, Camtasia for Mac and Camtasia Studio are primarily designed for screen recording—and less for live video so keep your expectations realistic, and you will likely have more success with several short videos you edit separately and stitch together later in a master video.

10. Create a video portfolio

Rotate students so about once a semester everyone gets a chance to record a bit about what they've accomplished. Students should have an outline about what they will go over, or maybe you give them a rubric. A webcam would add a lot to the video.