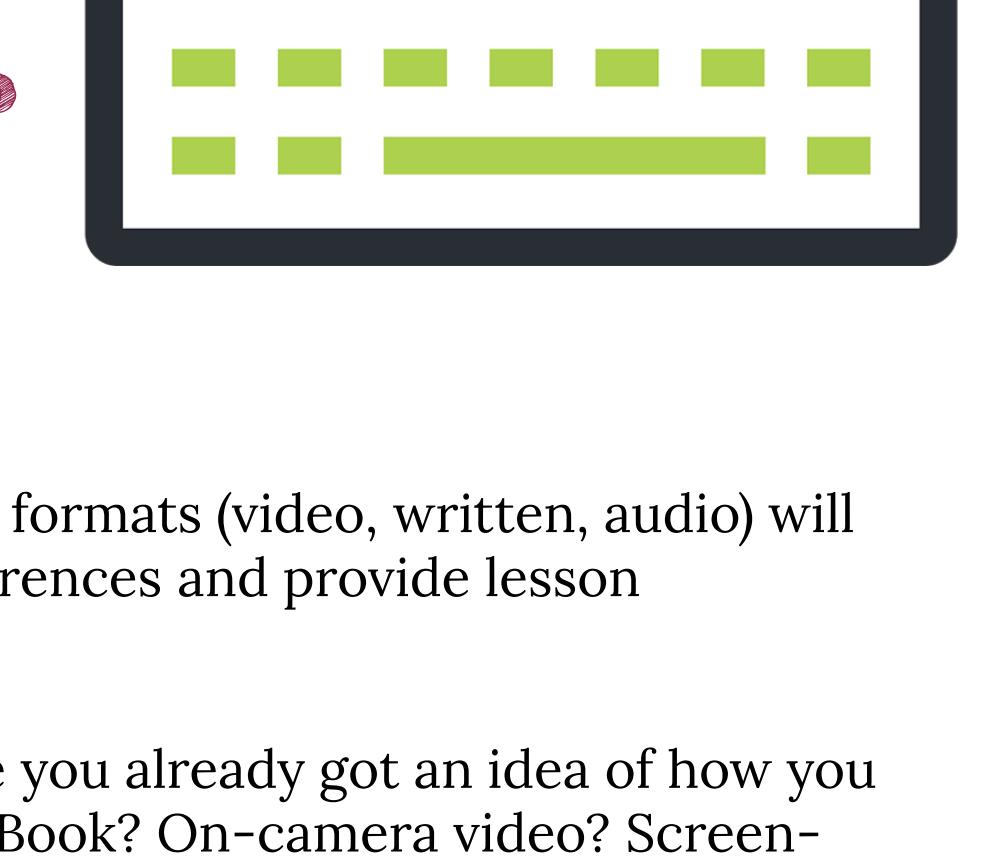
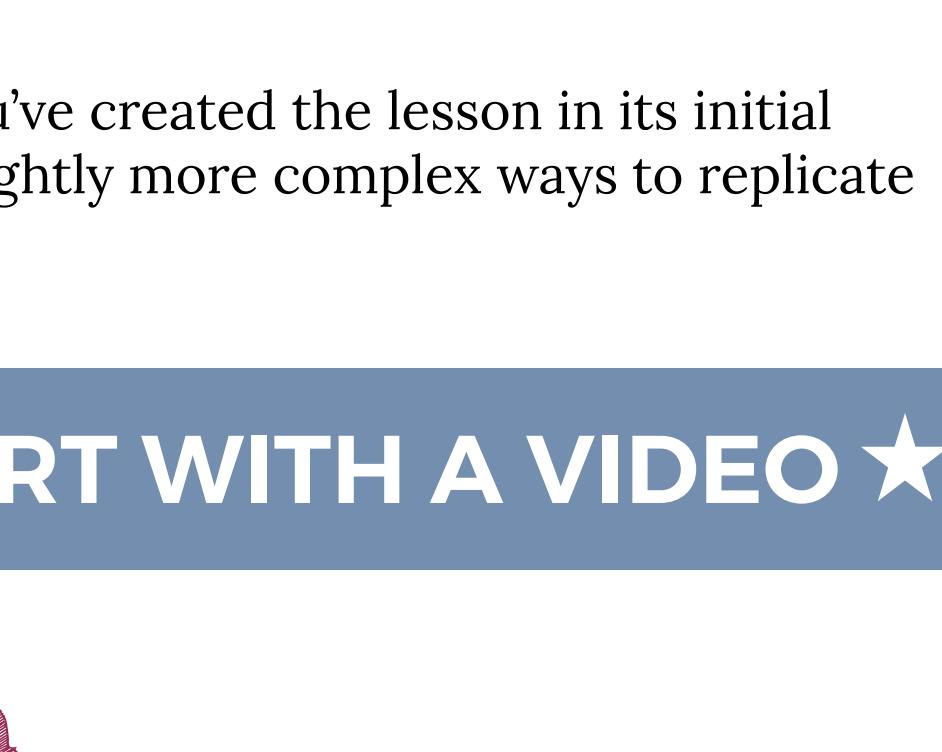


Create Your Online Course Lessons in Multiple Formats

And Get Your
Students to their
Learning Goals



**Multiple lesson
formats aren't hard to
create and they are
key to your student
success.**



Presenting a single lesson in multiple formats (video, written, audio) will address your students' learning preferences and provide lesson reinforcement opportunities.

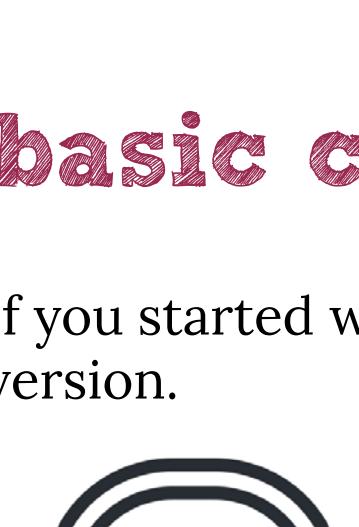
So, let's dig into how this works. Have you already got an idea of how you imagine presenting your materials? eBook? On-camera video? Screen-capture video? Live webcast event?

Great. Now understand that once you've created the lesson in its initial format, there are both speedy and slightly more complex ways to replicate lessons in other formats.

★ WHEN YOU START WITH A VIDEO ★

basic conversion

If you start with video, many students will appreciate simple transcript and audio versions to supplement that lesson (as well as time stamping on the video for speedier review). A transcript or audio version lets your students revisit the lesson in a way that might be more efficient for them or that let them reinforce their learning.



WRITTEN

Once your video is rendered, have a transcript made from a service like Rev.com. You'll upload the video and they'll return a transcript to you within 24 hours. Be sure to format your transcript to identify headers and even subheaders. Make it easy for your students to scan through and find the points they want to review. If you wrote a script for your video, you could use that.



AUDIO

Once you've made and rendered your video, now render an audio version. Check the output settings for your video editor to find the one that will let you make a simple audio.

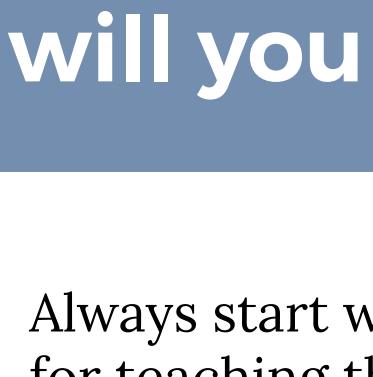
take it farther...



E-BOOK

For a more elaborate eBook version of the video, you can use stills from the video to illustrate either a complete transcript or an abbreviated quick guide.

The most detailed version would combine stills with the complete video transcript to create an eBook. This would work well with a video that was created with slides, since you've got ready-made and relevant illustrations.



QUICKGUIDE

A quicker pdf version (which just might be more useful because of its scanability) provides a quick guide to the full video lesson. To make this pdf, export still images from the video lesson as JPG files. Choose these stills to illustrate the key points of the lesson. Place the images into a pdf with key steps listed. This eBook functions as a roadmap to the work. The video fleshes out more details and is an essential first stop for students.

★ WHEN YOU START WITH ★ WRITTEN LESSONS

basic conversion

If you started with an eBook, an easy-to-make supplement is an audio version.



AUDIO

Simply read the book and record this audio.



DIRECT-TO-CAMERA VIDEO

If you're comfortable with the material, consider filming yourself in front of a white board, talking through the materials and recording a classroom-style lecture. An easier direct-to-camera option is to get your eBook text into a teleprompter (you can buy one to work with your tablet for less than \$150) and record yourself teaching.

SCREEN CAPTURE VIDEO

To begin, you'll need images to illustrate the sections of the book in your eBook. These images might come directly from your eBook. You might use stock photos. Or you might take photos yourself. Once you've got these illustrations, put them into a slideshow (PowerPoint or Keynote). Then use a "screen-capture" video tool (Camtasia and Screenflow are my top recommendations for this) and a good microphone. Read the book (with feeling!) as you show the images in the slideshow. You'll capture these images with your screen-capture tool and then render to an mp4 video you can share.

so what is your preferred format? And how will you be adding supporting materials?

Always start with your students and their goal and the best primary format for teaching the content.

From there, consider it a given that you'll add those easy-to-create supplemental materials so that your students have an easy way to revisit the material, whether to clarify fine points or simply to revisit and absorb your content. Then consider going the extra steps to turn a video into an eBook or to turn an eBook into a video.

