

# Designing Engaging Screen Lessons

## Organize content into short ‘chunks’

<b>One idea per chunk</b>	Focus on a specific aspect of content in each ‘chunk’. If you start with learning objectives, often each objective covers the right amount of content for a chunk.
<b>Keep it short</b>	Aim for a playtime of under 12 minutes per chunk.
<b>Bookend your segments</b>	State the Objectives for each segment, and summarize at the end of each chunk. This helps students assess their own understanding of the content.

## Use strong images to support your content

<b>Use images</b>	Use photos, charts, graphs, and illustrations to convey your ideas. Consider incorporating animations or video footage.  Visual assets can be your best tool for keeping student engaged if you use them to help keep the focus on key concepts and to highlight important information.
<b>Use high contrast</b>	Background color should strongly contrast with type color (white slides with black or dark blue text, dark slides with white text).
<b>Large font size!</b>	Large, clean fonts are easiest to read. >20 point is a good target.

## Engage the audience

<b>Think about your teaching style</b>	Do you use jokes? Relevant anecdotes? These can work if you’re thoughtful about it. Make sure you stay on topic and be careful about time.
<b>Examples and cases</b>	Cases can create a story and motivate students to understand your topic.
<b>Ask questions</b>	Some of the most engaging videos include questions. There are many ways to incorporate questions into the video. <ul style="list-style-type: none"><li>• Multiple choice question - ask students to pause and pick their answer</li><li>• Ask students to pause and reflect on a question you say out loud, identify an element of an image, or recall background information</li><li>• Prompt yourself with a question that you frequently hear from students, ‘I am often asked...’ ‘You might be thinking....’</li></ul>
<b>Show how you think</b>	Students can look up facts, but an expert instructor cannot only deliver facts, but also the framework about how to understand the larger context.

## Keep the screen lessons active

<b>Make slides dynamic</b>	Animations that build content sequentially are more engaging than slides that present a lot of information at once.
<b>Use annotations</b>	Drawing out ideas or highlighting will help students focus on the important points. Underlining or checking off topics can make the video more active.

## Prepare for Recording

<b>Practice!</b>	Practice your lesson before you start the recording. This will give you a better sense of the timing for the chunks and help you deliver the content smoothly.
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