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## A Course in Context: Video Trailers in General Education

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# **A Course in Context:**

## Video Trailers in General Education

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Worldwide Campus**

# Most Gen Ed programs use distribution requirements and universal learning outcomes.

- ✓ Writing skills
- ✓ Critical thinking and analytic reasoning skills
- ✓ Quantitative reasoning skills
- ✓ Science literacy
- ✓ Knowledge of arts and humanities
- ✓ Cultural literacy
- ✓ Knowledge of social science
- ✓ Oral communication skills
- ✓ Information literacy
- ✓ Research skills
- ✓ Ethical reasoning



# Improved communication may shift student perceptions of Gen Ed

- 83% were aware of Gen Ed requirements
- 50% disagreed with the requirements
- 33% felt they were poorly explained
- 50% Provosts feel students do not understand the requirements

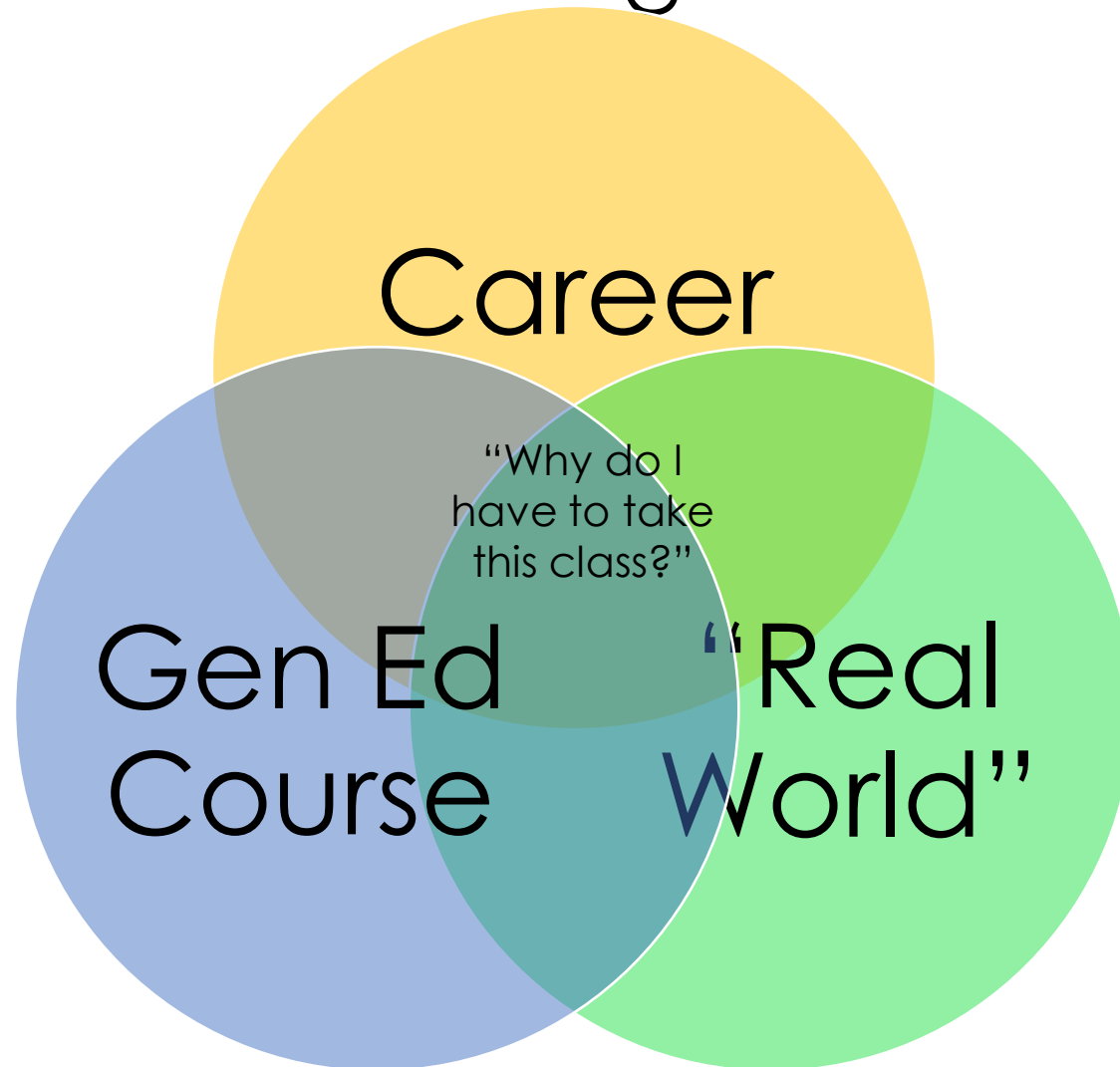


# Institutions use multiple methods to share the purpose of general education requirements

- Mission statement
- **Website**
- **Course catalog**
- Blogs
- Videos



Course trailers can be leveraged to contextualize the course within general education.



Contextualized Courses Increase:

- ✓ Student persistence
- ✓ Degree progression
- ✓ Student success
- ✓ Bridging of content
- ✓ Participation

# So you want to make a course trailer ...

Criteria	Best Practice	"Best" Videos
Length	1 -2 minutes	2:35
Speakers	Multiple Speakers	1.5
Purpose	1 Key Take-Away	-
Visuals	Varied	79 %
Contact Info	At End	13 %







# Phase 2: Production

Step 4: Record video segments

- \* Consider rough cut before professional recording
- \* Setting & Props

Step 5: Editing magic



# Phase 3: Launching

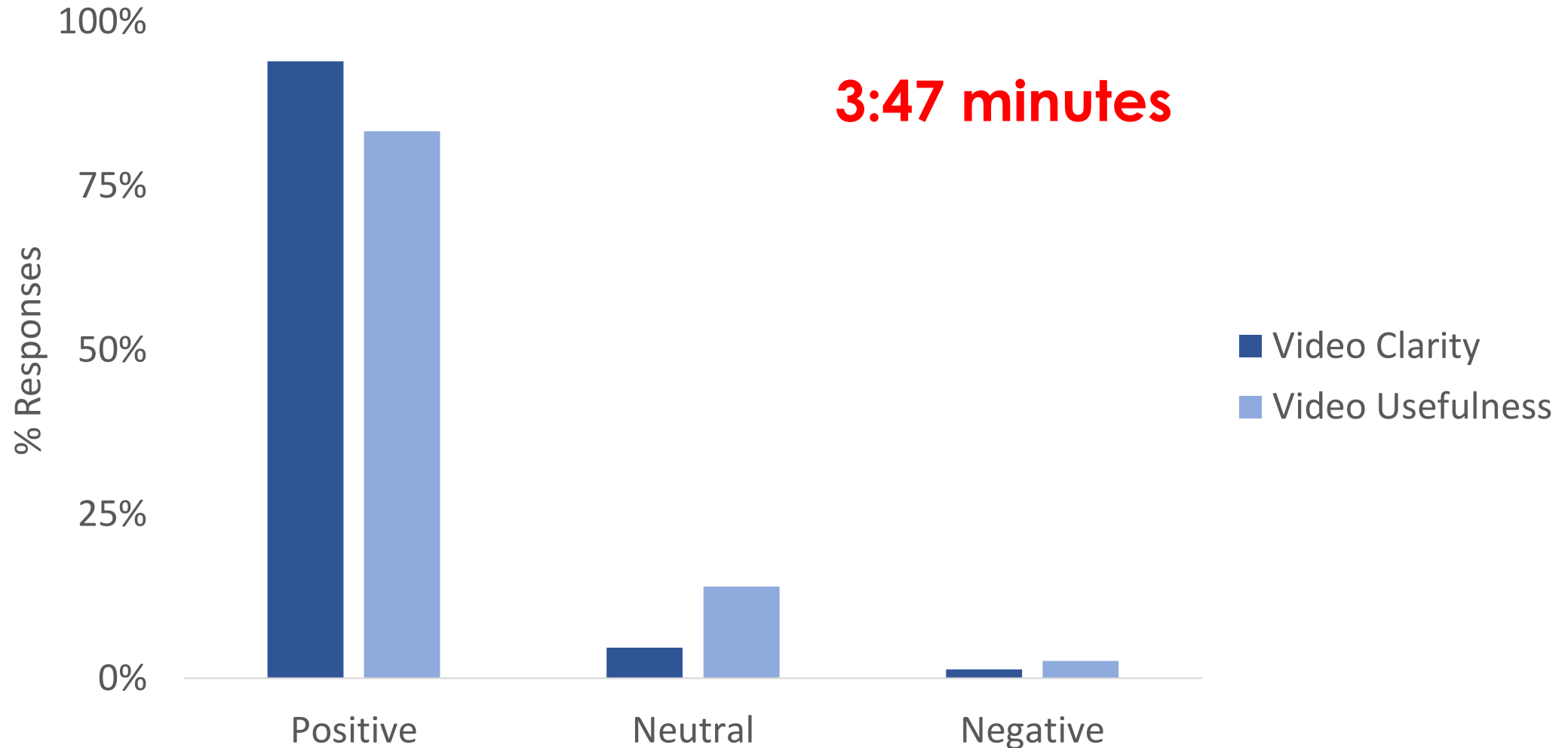
Step 6: Load video in LMS with survey link

Step 7: Collect survey data

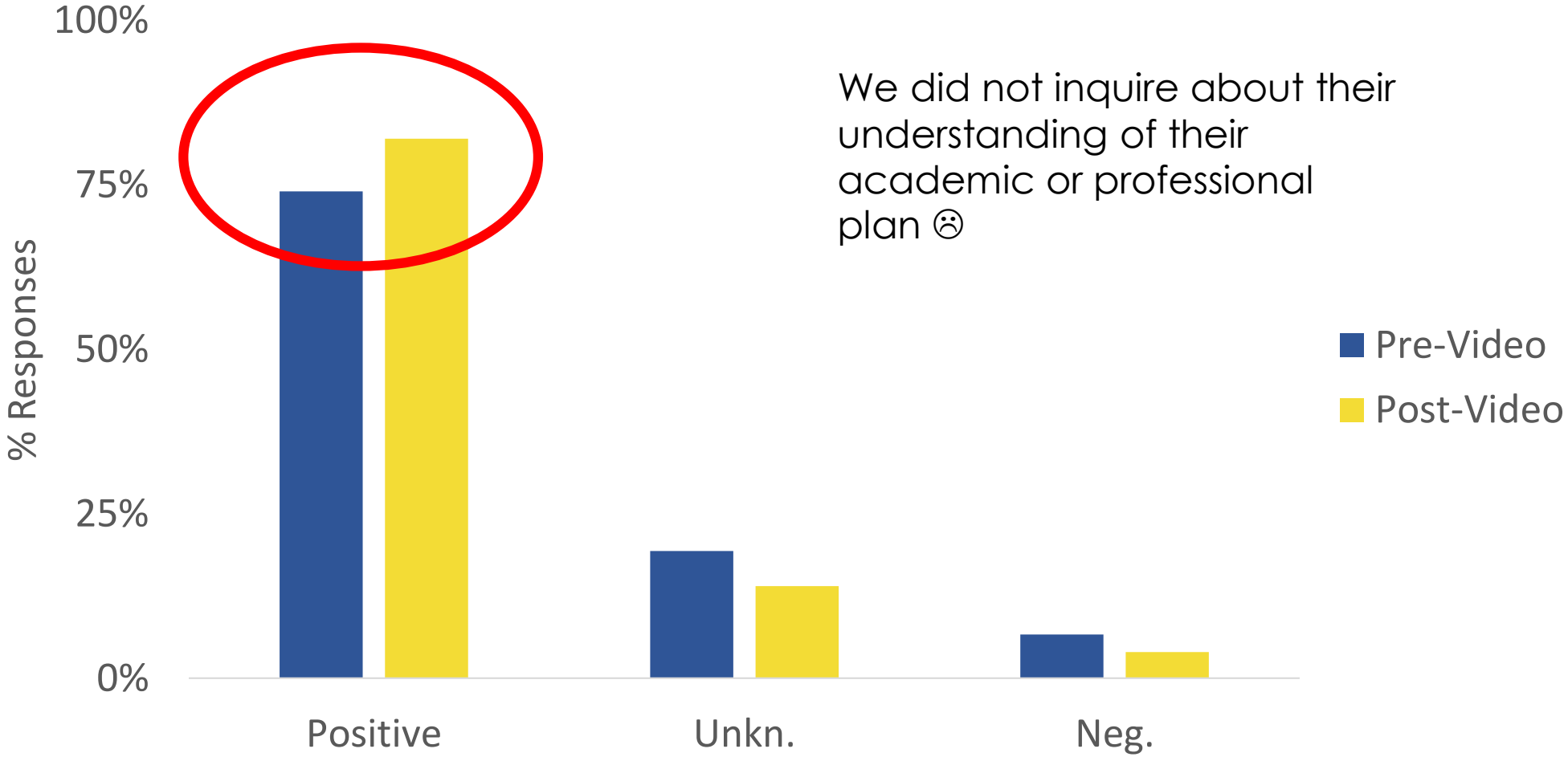
**79%**  
**response**  
**rate!**



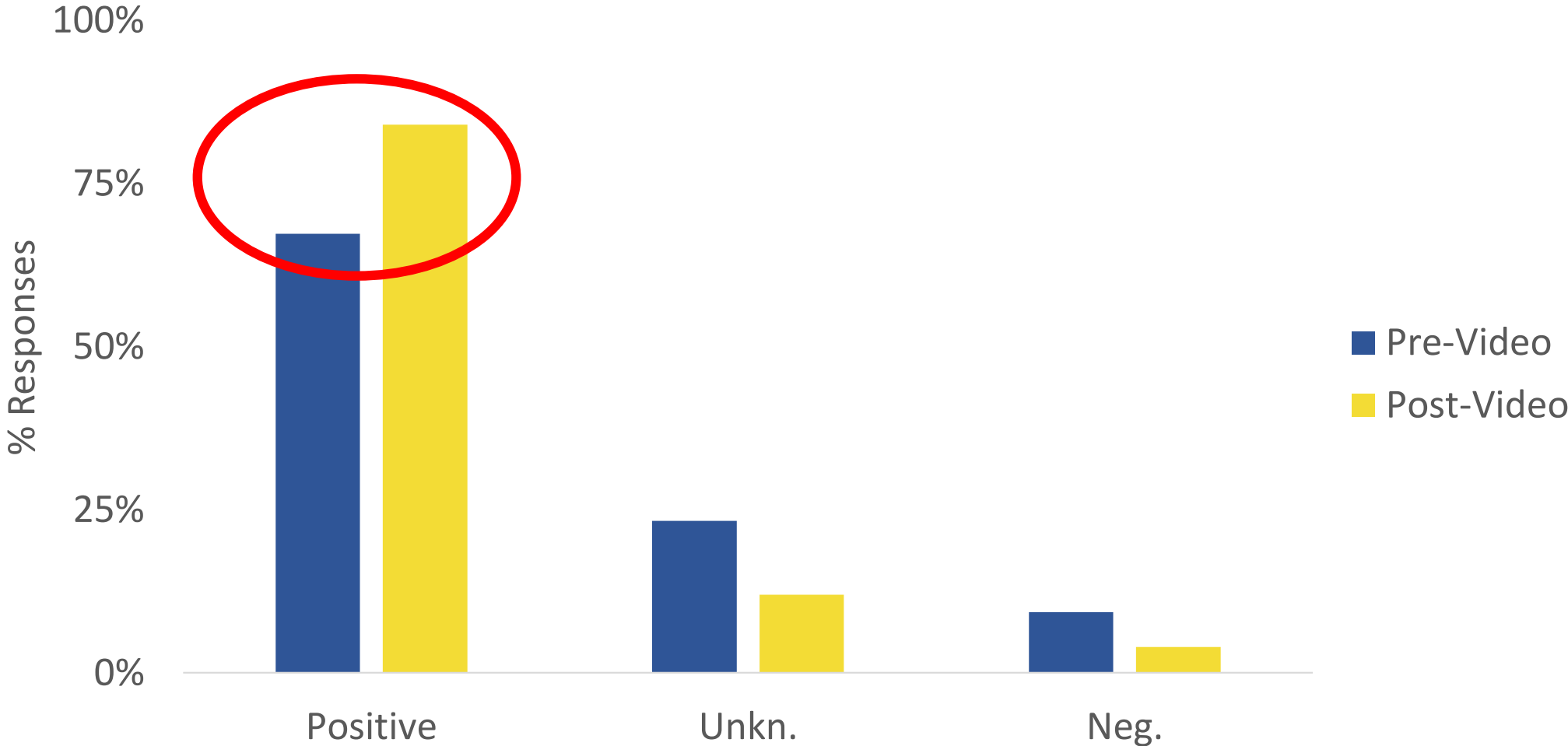
# Students felt the video was clear and useful.



# The video successfully contextualized the course in the context of **academic** plan



# The video successfully contextualized the course in the context of **professional** plan



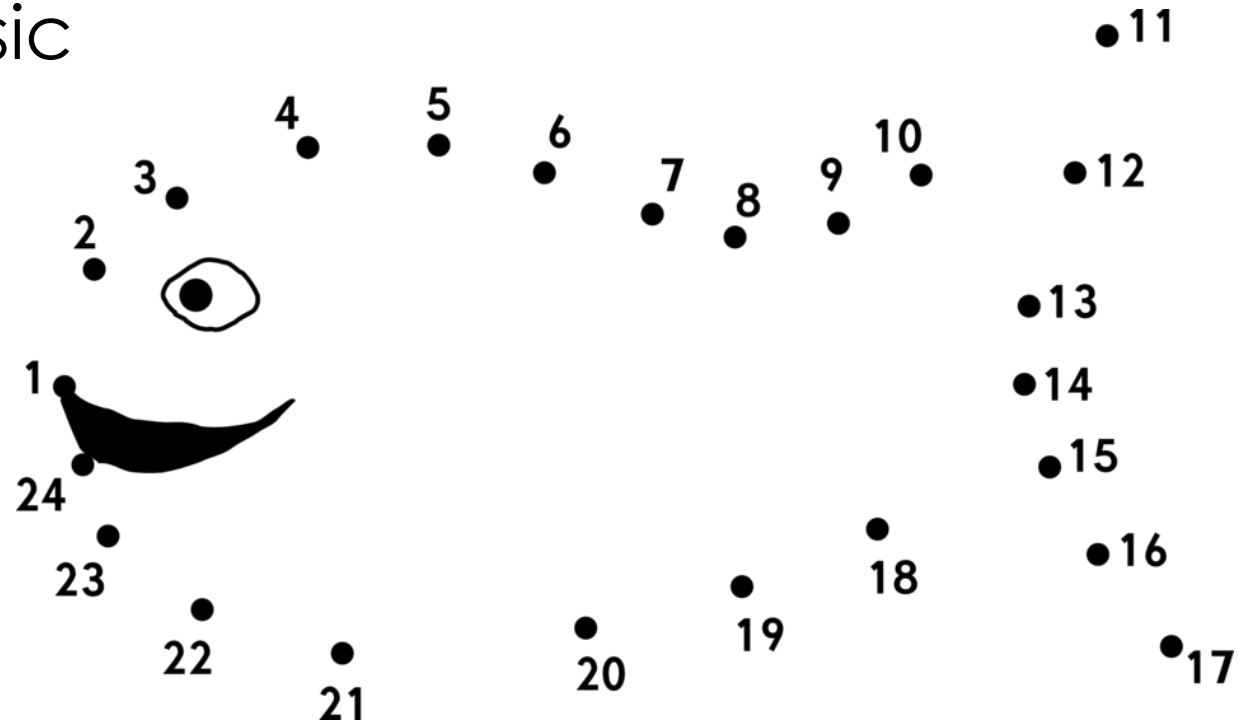
# Lessons Learned & Advice:

- You need a team & a project plan with deadlines
- Get feedback on your work
- The project will take longer than you think
- Focus on your key takeaway
- Consider using a focus group



# Key Resources:

- Digital media professional
- Adobe Premier CC
- Stock video, images, and music



The moment you've all been waiting for ...

