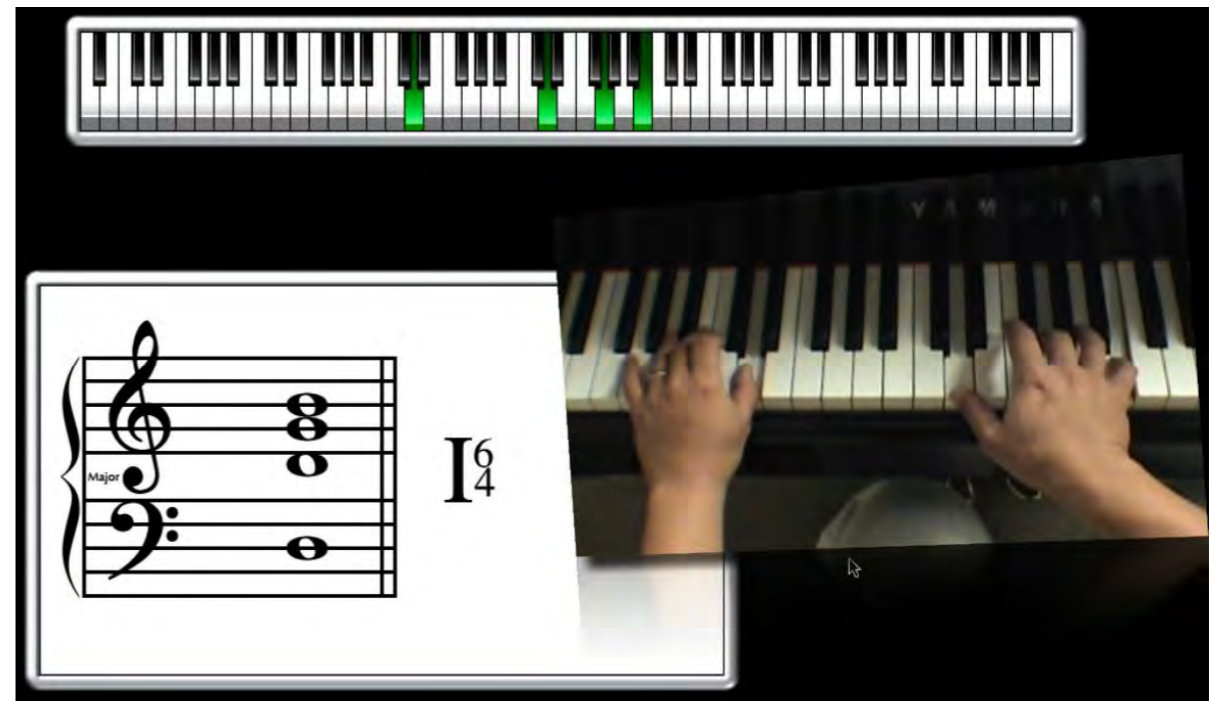


Beyond the Piano Studio: How to Make Engaging Instructional Videos for Your Students

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Why create online videos?

- **Most mobile devices have video capability**
- **Share directly to email, text (SMS), social media, or dropbox**
- **student reference for in-between lesson**
- **create custom mini-lessons for distance learners**
- **fun, fun, fun!**

Keeping It Simple

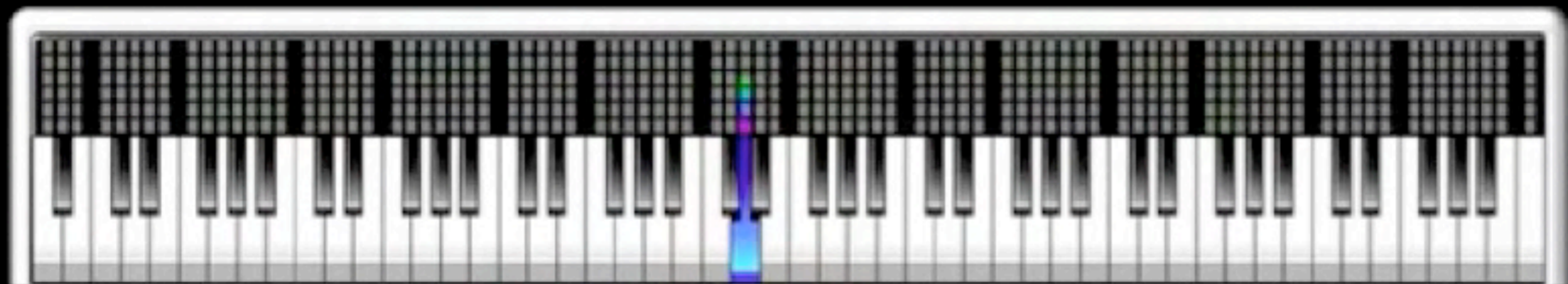


Macha, Zambia





Macha, Zambia



19.4

Percentage of viewers who abandon an online video after 10 seconds

44.1

Percentage who abandon it after 60 seconds



Vine

vine.co



Video Considerations

- Length and Content (Under 10 minutes)
- Make videos applicable to a wider audience
- Edit to focus on what's most important to viewer
- Use various media to accentuate points (*video*, *sound*, *text*, *graphics*)



Getting Started



- **Personal Computer**
- **Video Recording Device**
- **and/or microphone**



Free Video Editing Software

- **iMovie** (Mac or iOS)
- **Movie Maker** (Windows)

Screen Recording+ Software



ScreenFlow

www.telestream.net/screenflow



Camtasia

www.techsmith.com/camtasia.html



Classroom Maestro

- Keyboard displays full range of 88 keys
- Real-time notation display in various modes
- Smart analysis display of notes, intervals, scales, harmonies
- It comes in different colors



www.zenph.com/cm3



ScreenFlow Demo

Making Engaging Instructional Videos for Your Students

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