

CTEL Course Resource Guide

How to Create a Micro Video Using Zoom

Key Concepts & Highlights

This resource explains how to create short, purposeful videos that enhance student learning and strengthen instructor presence. Using Zoom's recording and screen-sharing features, instructors can clarify complex concepts, demonstrate a process, or introduce a new module in a personal and accessible format.

Recommended Strategies & Practices for Implementation

1. Strategy: Record Efficiently in Zoom

Why it matters:

Zoom provides a simple, accessible platform for capturing instructor video and optional screen shares for brief demonstrations.

How to implement:

- Use Zoom to record a short video focused on one specific task or concept.
- If the topic involves a digital tool such as D2L, include a brief screen share to support the explanation.
- Clearly narrate each action, highlighting where students should click and what details they should notice.

2. Strategy: Prepare with Key Talking Points

Why it matters:

Reading from a word-for-word script can sound stilted. A short list of talking points supports a more natural, conversational delivery.

How to implement:

- Speak directly to the student, as if you were explaining the concept during office hours.
- Use three to five key bullet points to guide your delivery and keep the video focused.
- Allow for minor imperfections. An authentic delivery can help strengthen instructor presence and rapport.

3. Strategy: Use Relatable, Actionable Storytelling

Why it matters:

Connecting a learning outcome or concept to a real-world application can make the content more relevant and easier for students to understand.

How to implement:

- Identify one or two targeted objectives or learning concepts for each video. If the topic is too broad, divide it into additional videos.
- Briefly explain why the topic matters by identifying a common student challenge or its connection to future success.
- Connect personally to the material by sharing a brief anecdote, challenge, or motivation related to the strategy.

Quick Tips

- Keep videos between one and two minutes to support student engagement and focus.
- Tell students why the information is important to their learning.
- Record in a quiet space. Clear audio is often more important than high-definition video.
- Include closed captions and a transcript, and ensure that all videos meet accessibility requirements.

Additional Resources

[Zoom Recording Features](#): Zoom support and guidance for recording audio and video.

[Openverse](#): Find openly licensed visuals for screen-shared demonstrations.

[CTEL Webpage](#): Access additional faculty resources and professional development offerings.