A FOUR-PART FRAMEWORK FOR DESIGNING INSTRUCTIONAL VIDEOS

These four approaches show how to create educational videos.

**RELATE**

"Relate" videos get the student to feel connected to the instructor, and they seek to establish instructor presence.

**NARRATE**

"Narrate" videos share stories, anecdotes, or case studies that illustrate a concept or put the learning in context. They tap into the power of narrative to make learning sticky.

**DEMONSTRATE**

"Demonstrate" videos illustrate how to do something in a step-by-step way.

**DEBATE**

"Debate" videos are perhaps the most important if you want students to change the way they think.

More info at onlinestudio.asu.edu