



# *Opening Up Copyright for Canadians: creating instructional videos that people want to watch (all the way to the end)*

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- Audience
- Purpose
- Resources
- Scripting
- Visuals
- Accessibility
- Interactivity
- Distribution
- Sustainability
- Execution

## Ten Key Factors for Making Educational and Instructional Videos

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### Abstract

Drawing on experiences in creating instructional videos for multiple projects, this reflective article discusses a ten-factor framework for the practical benefit of educators wishing to develop educational videos for audiences both within and outside of academic contexts. Informed by literature on best practices in video design from both cognitive scientists and other instructional video creators, the article emphasizes that there is no universal approach to making design decisions. The article explores key questions and tensions in the development process through a consideration of the elements of audience, purpose, resources, scripting, visuals, accessibility, interactivity, distribution, sustainability, and execution.

Scholarly and Research  
Communication

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<https://src-online.ca/index.php/src/article/view/423>



# Overview

- About Opening Up Copyright (OUC)
- Ten factors, 3 (of 4) phases of development:
  - Orienting the Project
  - Content
  - Usage
  - Production



The screenshot shows the website for the Opening Up Copyright Instructional Modules. At the top left is the University of Alberta Libraries logo. The navigation menu includes Home, Modules (with a dropdown menu open showing Issues, Scenarios, Jurisprudence, and Legislation), About, UAlberta Copyright Office, and Introduction to Copyright. The main heading is "Opening Up Copyright Instructional Modules". Below this is a banner image featuring a stylized 'C' logo and the text "OPENING UP COPYRIGHT". The main content area contains several paragraphs of text: "These Opening Up Copyright (OUC) Instructional Modules are open educational resources.", "If you are new to OUC, please see our module [OUC: An Introduction](#), and if you are interested in introductory modules try [Introduction to Copyright](#) and [Working with Copyright](#).", "For an overview of the series, see the [About Page](#). To leave feedback regarding any modules or to tell us how OUC modules are being used, please contact us [via email](#).", "The OUC team has prepared a number of related presentations and journal articles. Find out more on our [Scholarly Contributions page](#).", "The module series is funded through the University of Alberta's Centre for Teaching and Learning Teaching and Learning Enhancement Fund and OER Grants Program.", "These instructional modules are not intended as legal advice. All OUC modules are made available under a [Creative Commons Attribution 4.0 \(CC-BY-4.0\) International license](#)." On the right side, there is a "Modules" section with a list of links: Access Copyright v. York, Alberta (Education) v. Access Copyright, Applying Fair Dealing, Asking Permission and Transactional Licences, Berne and TRIPS Agreements, CCH v. LSUC, Collective Licensing Agencies and the Copyright Board, Copyright in the K-12 Context, Creating and Sharing Copyright Protected Materials in the K-12 Context, Educational Institutions' Policies and Practices, Finding Open and Creative Commons Content, History of Copyright, Images, Including Third Party Content in Your Work, and Interlibrary Loan and Controlled Digital Lending.

<https://sites.library.ualberta.ca/copyright/>



# Opening Up Copyright

- Grant funded series of openly licensed instructional videos on copyright
- 35 modules, most 6-8 minutes long
- Range from more introductory subjects to 'advanced modules' on *Copyright Act* and key cases
- Varied audiences including graduate students, instructors, librarians, and the general public





# Phase 1: Orienting the Project

- Who is your audience?
  - Use appropriate language, examples, and images
  - Audience motivation should inform design
- What is the purpose of this video?
  - Include clear learning objectives
  - Consider both cognitive and affective elements
- What resources do you need for this video?
  - Space, time, money



Carmen



Professor Pam



Jesse



Taylor



Kyle



Bismeeet





# Phase 2: Content

- Scripting: keep it clear and simple
  - What information is essential?
  - How can you simplify?
  - What tone or style of speech fits your intended purpose?
  - Keep running time between 3-6 minutes
- Visuals
  - How can you best use audio and images to convey this information?





# Phase 3: Usage

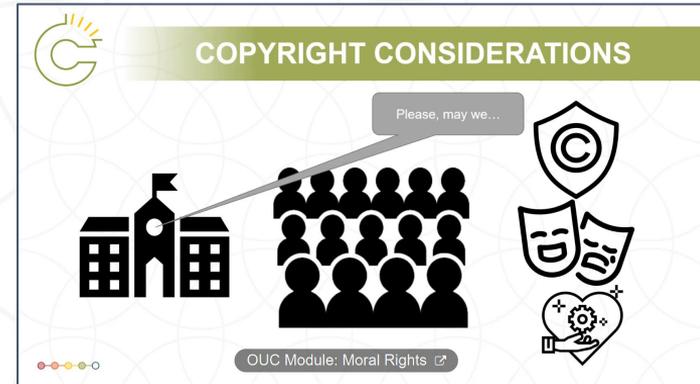
- Accessibility
  - At a minimum, use captions and audio descriptions of visuals
  - Ensure that underlying materials available in multiple formats (scripts, slides, etc.)
- Interactivity
  - How do you want viewers to engage with this video?
  - Use H5P to add pop-ups and quizzes
  - Ask viewers to pause video and complete a learning task before continuing





# Phase 3: Usage

- Distribution
  - How can you make this video discoverable by the target audience?
  - How open do you want this video to be?
  - Select a video platform that provides captions, analytics, good discoverability
- Sustainability
  - Lengthen video life by using H5P for adaptation and changing narration not visual elements, when possible
  - What might be the future uses of this video?





# OUC usage statistics

Lifetime statistics (since Nov. 2018)  
Your channel has gotten **9,087 views** so far

Views

9.1K

Watch time (hours)

610.5

Subscribers

+21

Your videos got **1,244 views** in 2023

Views

1.2K

*About the same as Jun 25 - Dec 31, 2022*

Watch time (hours)

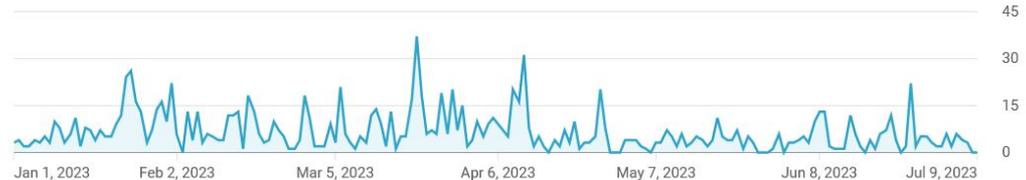
89.9

*21% more than Jun 25 - Dec 31, 2022*

Subscribers

+2

*33% less than Jun 25 - Dec 31, 2022*



[SEE MORE](#)





# OUC usage statistics - Top 5

Your top content in this period

Content	Average view duration	Views
<p>1</p>  <p><b>Moral Rights</b> Sep 25, 2019</p>	2:40 (34.2%)	939
<p>2</p>  <p><b>Including Third Party Content in Your Work</b> Mar 26, 2019</p>	4:53 (58.1%)	691
<p>3</p>  <p><b>Applying Fair Dealing</b> May 2, 2020</p>	4:51 (47.6%)	535
<p>4</p>  <p><b>Finding Open and Creative Commons Content</b> Oct 9, 2019</p>	3:24 (50.4%)	424
<p>5</p>  <p><b>Publishing Agreements</b> Mar 27, 2019</p>	5:51 (63.5%)	402





# OUC usage statistics

Average view duration

4:51

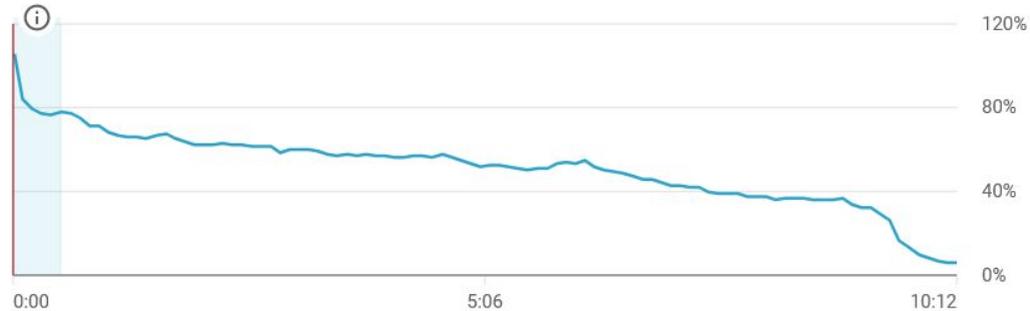
Average percentage viewed

47.6%



● This video ● Typical retention not available

Chart guide ?



77% of viewers are still watching at around the 0:30 mark, which is typical. Learn more by comparing to your other videos.





**Thank you.**

**Questions?**

Follow-up

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