The Reusable Relevant Recording: Creating Engaging and Evergreen Course Content

**GRANULAR**
- break content down to their essence; small units, chunks, or segments
- scope and right size for need

**QUALITY**
- use a good mic: people will put up with bad video but NOT bad audio
- write a script - the process will be much smoother and faster

**ALIGNED**
- tie to course learning objectives or assignments

**ENGAGING**
- good story or script
- speak with enthusiasm
- conversational tone
- stories / humor

**SHORT**
- 1-15 minutes

**SUSTAINABLE**
- beware of current events & web links
- look for concepts that do not change over time

**REUSABLE**
- content that can be used in multiple courses or disciplines
- avoid dates & lecture numbers
- sharable content provides greatest return on investment

**MODULAR**
- use smaller pieces that can fit together to make a larger whole
- break concepts into short sections or chunks

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