



Screencasts, Infographics, Bitmojis — Oh, My!

Lacey Finley Ph.D.

Agenda

- Background
- Screencasts
 - How – When - Where
- Infographics
 - How – When - Where
- Bitmojis
 - How – When - Where
- Questions



Background

- Lacey Finley
 - Ph.D. – Curriculum & Instruction
 - Emphasis: Educational Computing, Design, and Online Learning
 - Master of Science in Business Education
 - MBA
- Teaching Focus:
 - Business Communication
 - Business Education
 - Professional Development
- Research Interests:
 - Passion for best practices in online education
 - Interested instructor-student interaction in the online learning environment
 - Interested in technology in the online learning environment
 - Driven by a desire to help students succeed

Screenscasts

- Digital computer screen capture recording with audio
- Web-based
- Results in a synchronized file that can be shared
- Requires screen capture software and a microphone

Screencasts – When/Why

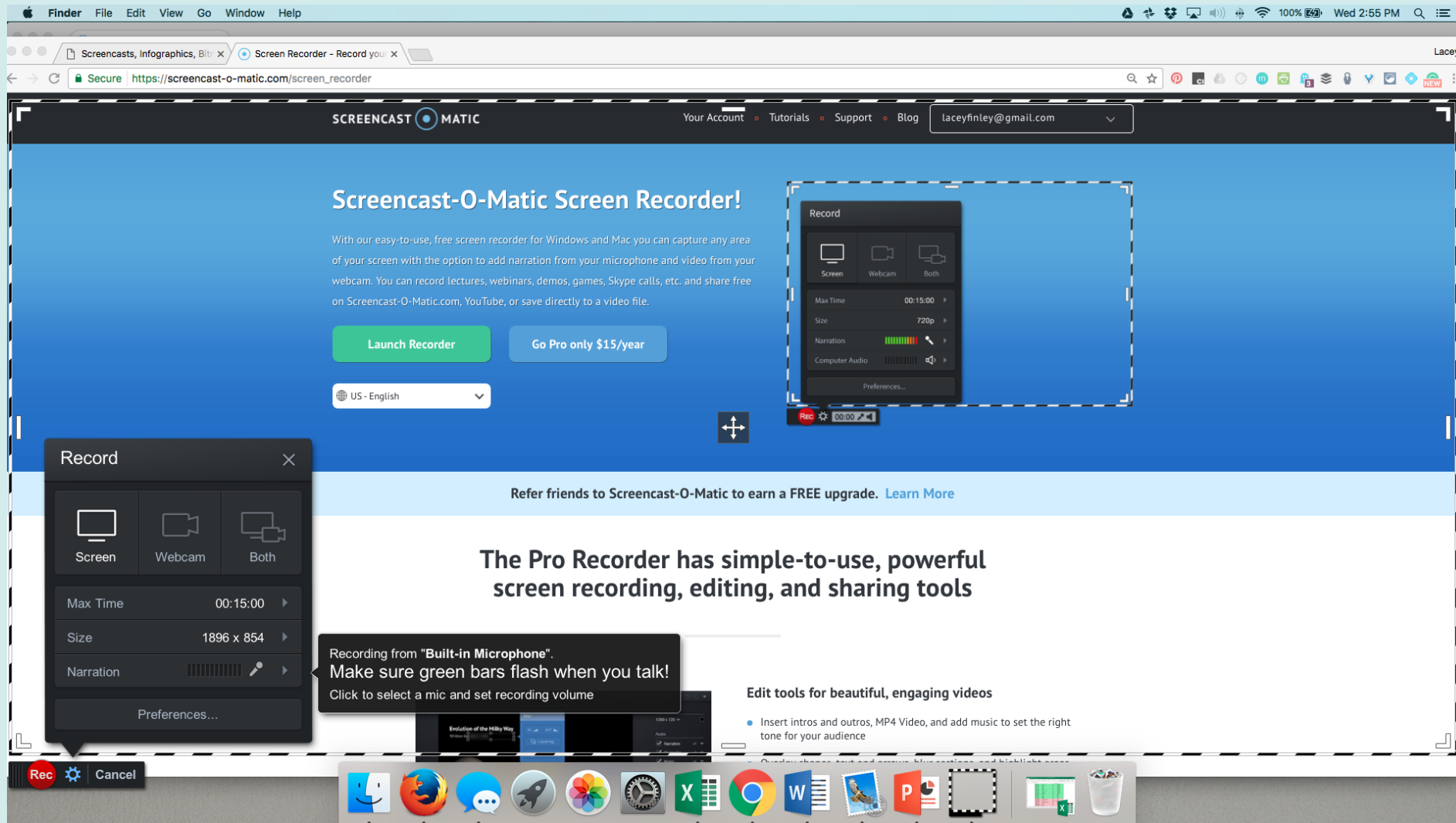
- Each Unit
 - Do Not Reinvent the Wheel
- Extra Help
- Course Content Lectures
- Discussion the Plagiarism Lecture

Screencasts - How

- Easy and Free Creation Options:
 - Screencast-o-Matic (Presenter's Choice Award)
 - ScreenToaster
 - Jing!
- Advance and Costly Creation Options:
 - Articulate Storyline
 - Camtasia

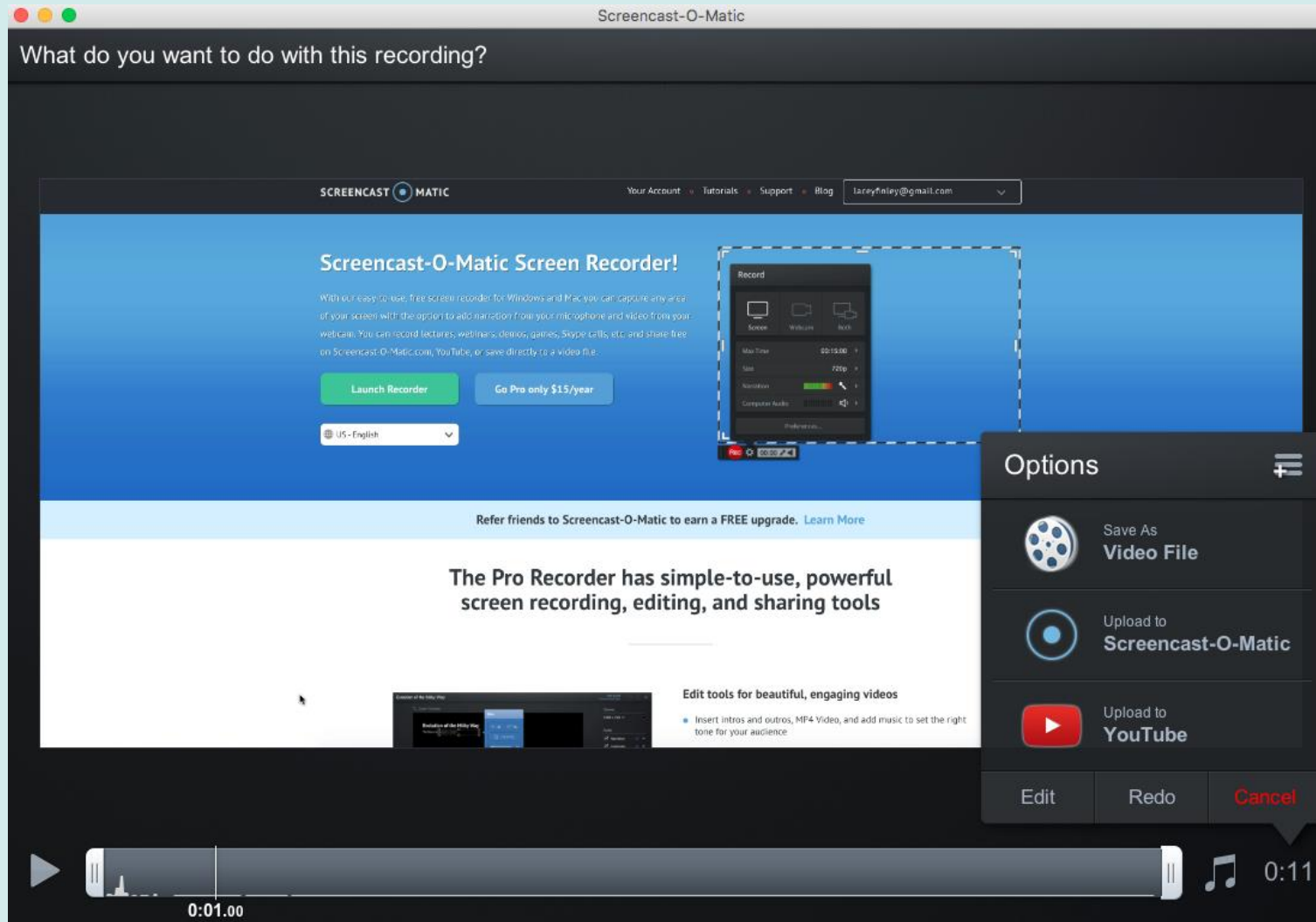
Screenscasts - How

Finicky in Chrome – Use Firefox to launch



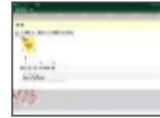
Screencasts - How

Save to Screencast-o-Matic website (with account) or YouTube



Screencasts

Direct – Download or Embed



Link, Embed, Download

GB320 - Week 13 - Informal/Information Report Assignment Lecture

Direct Link:

<https://screencast-o-matic.com/watch/cD6Fbajgkv>



Custom Link:

<https://screencast-o-matic.com/u/n2qa/>



Embed Code:

Choose width:

Full (1280px)



> Show Advanced

```
iframe width=1280 height=576 frameborder="0" scrolling="no" src="https://screencast-
```

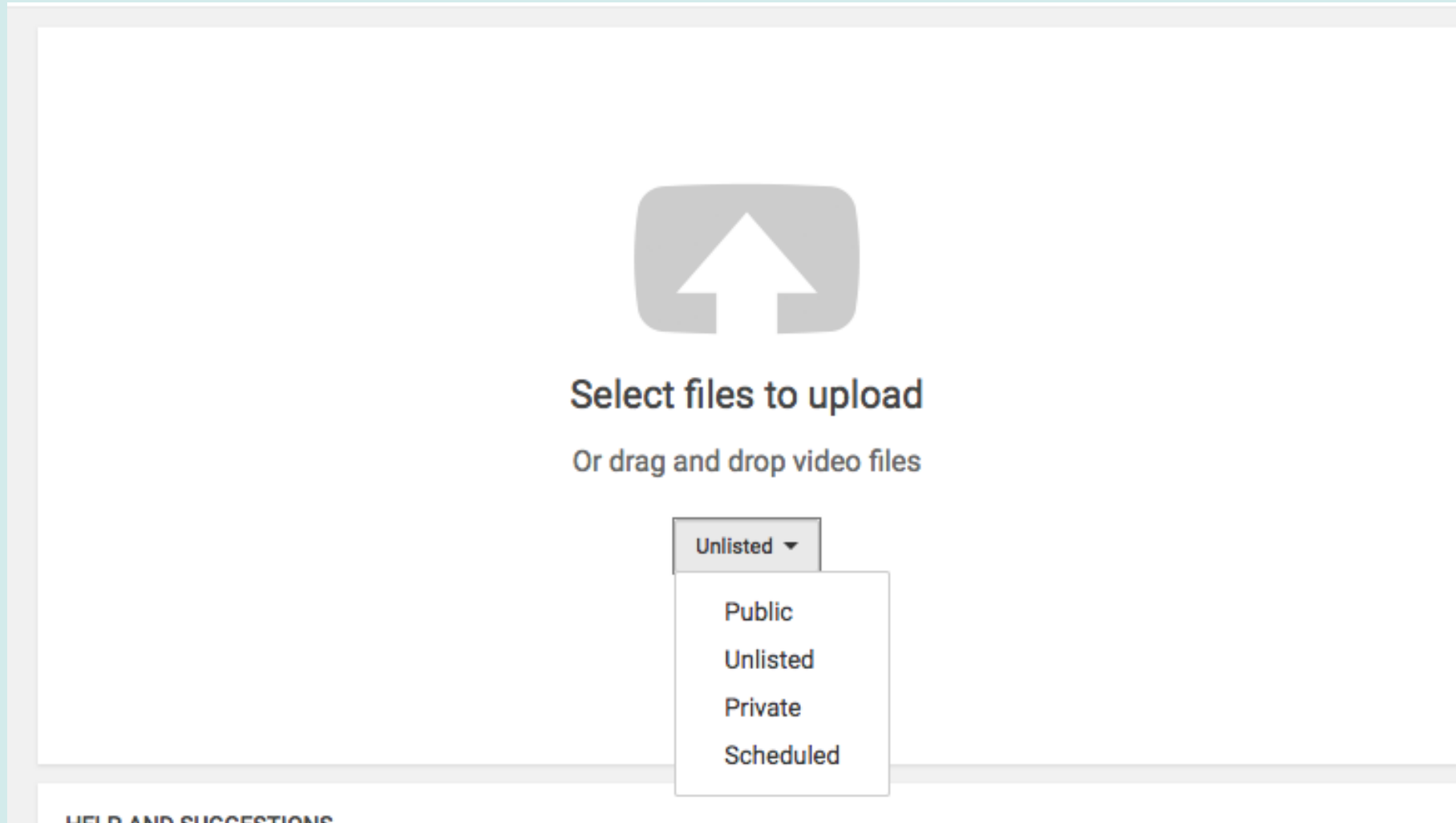
Download:

Download MP4

Done







Screencasts

Upload to YouTube for simple embedding




Screenscasts

Upload to YouTube for simple embedding




Analytics


Video Manager




GB320 Direct Request Screencast





Lacey Finley



 Channel settings

103 views

 Add to

 Share

 More

 0  0

Share

Embed

Email

×

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/XkzeSd1HFbc" frameborder="0" allowfullscreen></iframe>
```

SHOW MORE

Screenscasts

Embedded Example

HTML code view

☒ Word Wrap

```
<p></p>
<p>Class,</p>
<p>I am excited for you to complete your first writing assignment. Please note that you writing
a LETTER, not an email. The YOUR TASK information on page 275 states that you should write an
email but the assignment is a Direct Request Letter.</p>
<p> </p>
<p> I encourage you to start this project right away, if you have not done so already. Do not
wait until Sunday to start. It is important that you address any questions before the
weekend. </p>
<p> </p>
<p>I developed a Screencast tutorial regarding the Direct Request Assignment. Please copy and
paste the link below into your browser and press the play button. This tutorial gives you
additional guidance and detail. Please contact me right away if you have questions regarding
this assignment.</p>
<p><iframe width="560" height="315" src="https://www.youtube.com/embed/XkzeSd1HFbc"
frameborder="0" allowfullscreen=""></iframe></p>
<p><a href="http://screencast-o-matic.com/watch/conFbleCPa">http://screencast-o-
matic.com/watch/conFbleCPa</a></p>
<p> </p>
<p>This assignment, along with the rest of the Week 6 deliverables, is due at 11:59pm on Sunday.
</p>
<p> </p>
<p>Lacey Finley</p>
<p></p>
```

Screenscasts

Student View

Direct Request/Positive Message Letter Screencast

Posted on: Monday, June 19, 2017 12:30:00 AM CDT

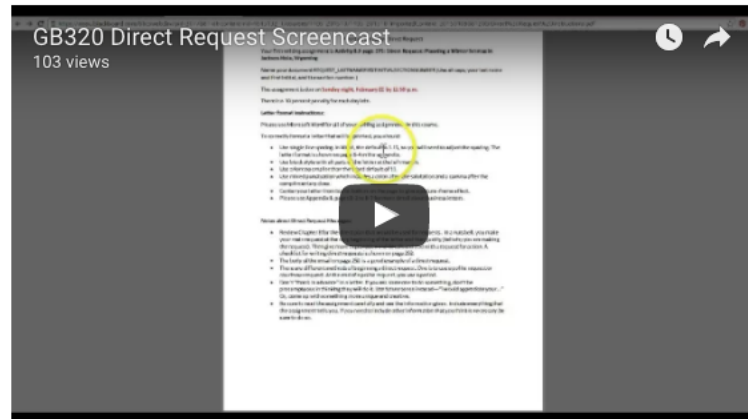
Posted by: Lacey Finley
Posted to:
201760_GB_0320_Business
Communication_50_INET

Class,

I am excited for you to complete your first writing assignment. Please note that you writing a LETTER, not an email. The YOUR TASK information on page 275 states that you should write an email but the assignment is a Direct Request Letter.

I encourage you to start this project right away, if you have not done so already. Do not wait until Sunday to start. It is important that you address any questions before the weekend.

I developed a Screencast tutorial regarding the Direct Request Assignment. Please copy and paste the link below into your browser and press the play button. This tutorial gives you additional guidance and detail. Please contact me right away if you have questions regarding this assignment.



<http://screencast-o-matic.com/watch/conFbleCPa>

This assignment, along with the rest of the Week 6 deliverables, is due at 11:59pm on Sunday.

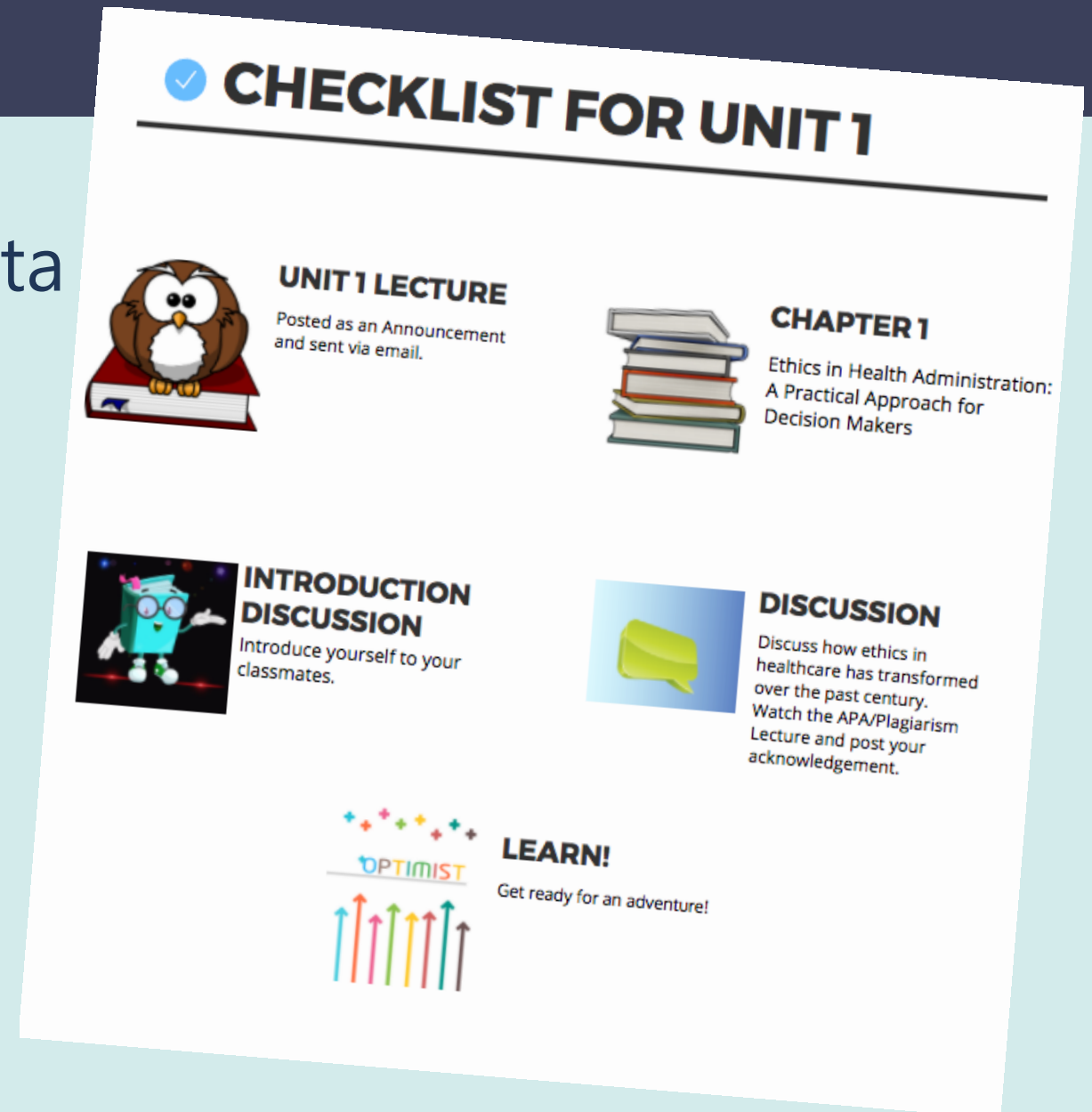
Lacey Finley

Screencasts - Questions



Infographics

- Visual image
- Represents information or data



Infographics - When/Why

- Step by Step Guides
- Check List
- General Information
- Creative Assignments for Students

UNIT 1

1

Develop Your Self Logo

The logo should contain your name and diagram. You are only limited by your imagination. You are to develop a logo that represents you. The information you provide will be a picture of how you see yourself.

Write Your Speech Outline

Use the Standard Speech Outline - Sample Outline located under Handouts to create an outline based on your logo. Complete the entire outline based on the sample. This includes the General Goal, Topic, Purpose, Intro, Body, Points, Sub-points and Transition Sentences.

2

Submit Your Speech Outline

Attach your outline to the Self Logo Speech Outline (OUTLINE ONLY) Assignment link. Speech outlines will be graded/approved at the beginning of Unit 2. Do not record your speech until you receive a grade/approval.

3

UNIT 2

1

Receive Instructor Approval or Corrections

Either: (1) Receive notice that you can move forward or (2) Make corrections and resubmit to Dr. Finley via email by the resubmission date provided in the assignment feedback.

Record Your Speech

Thoroughly review the Important Course Notes provided on the course Main Page before recording your speech. All students are expected to adhere to the speech recording/submitting expectations.

2

Submit Your Speech URL and Approved Outline

Upload your speech recording to YouTube. Copy the YouTube url and paste it into the assignment submission link. Attach your approved speech outline as a Word document.

3

Post Your Speech URL

Post your speech url in the Self Logo Speech and Speech Critiques discussion forum for peer feedback and encouragement.

4



CHECKLIST FOR UNIT 1



UNIT 1 LECTURE

Posted as an Announcement and sent via email.



CHAPTER 1

Ethics in Health Administration:
A Practical Approach for
Decision Makers



INTRODUCTION DISCUSSION

Introduce yourself to your
classmates.



DISCUSSION

Discuss how ethics in
healthcare has transformed
over the past century.
Watch the APA/Plagiarism
Lecture and post your
acknowledgement.



LEARN!

Get ready for an adventure!

Assignment Submission Guide

YES

Microsoft Word



Optimal Resume Documents

Adobe Portable Document Format



NO

Rich Text Format



ASSIGNMENT

Business Communication Assignment:

For this assignment students will develop a visual to communicate a business message of their choice. Students will select one visual creation resource from the list below to produce the visual. Follow the stops below to complete this creative assignment.

Select a data set, concept, idea or piece of information to present in a visual. Pay special attention to Table 9.1 and Table 9.2 in the textbook. Student may select any business or career related topic to communicate. Use fact based information.



ASSIGNMENT

Examples include:

A flow chart presenting a business concept

A graph presenting the revenue of five companies

An infographic displaying your employable skills

A 1 Year Plan Illustration

Select visual creation resource provide below to create the visual:

- Canva (<https://www.canva.com/>)
- Visme (<https://my.visme.co>)
- Microsoft Excel or Google Sheets
- Microsoft PowerPoint or Google Slides

Download or take a screenshot of the visual. Place the visual in a Word document for submission. Important


Note: All visuals must include your name and the date created directly on the visual for verification of authenticity. Visuals submitted without the student's name and the creation date within the visual will not be accepted for a grade.




Infographics - How

- Canva (Presenter's Choice Award)
- Visme
- Microsoft Excel or Google Sheets
- Microsoft PowerPoint or Google Slides

Infographics - How



Lacey Finley
laceyfinley@g...




Create a design


All your designs

Shared with you


Create a team


Your brand


Explore templates 

 Get more folders

2/2

 Math Handbook


 Park

 Trash

Upgrade


Learn to design

Get design inspiration


 Empowering the world to design

Create a design


Popular design types




Poster




Large Rectangle (IAB)




Infographic




Invitation



Blog Graphic




Presentation




Flyer


Social Media Posts




Twitter Post




Social Media




Pinterest Graphic




Facebook Post



Facebook App




Tumblr Graphic




Instagram Post


Documents




US Letter




Presentation (16:9)




Presentation




A4




Letterhead (US)




Magazine



Letterhead (A4)

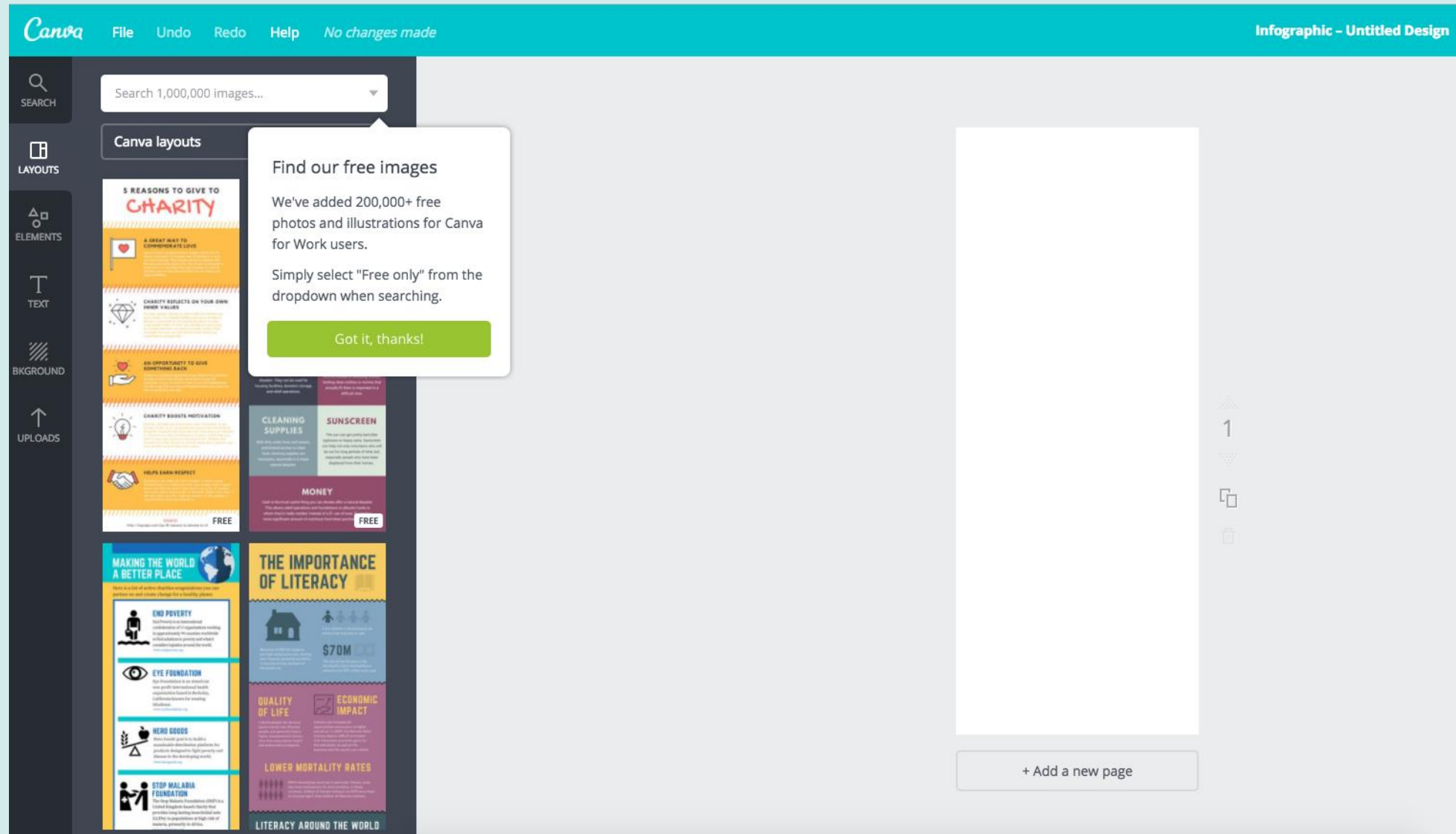


Résumé



Certificate

Infographics - How



Infographics - How

The screenshot displays the Canva design platform interface. On the left is a dark sidebar with the user profile 'Lacey Finley' and a 'Create a design' button. Below this are navigation options: 'All your designs', 'Shared with you', 'Create a team', 'Your brand', 'Explore templates', 'Get more folders' (with a '2/2' badge), and a folder list including 'Math Handbook', 'Park' (selected), and 'Trash'. At the bottom of the sidebar is an 'Upgrade' button and the Canva logo with the tagline 'Empowering the world to design'.

The main workspace has a teal header for the project 'Park', which contains '5 designs'. Below the header, three infographic templates are visible:

- Blog Topics** (purple background): A list of prompts for blog posts, such as 'Review a current business book' and 'Compare two TED Talks on the topic of business'.
- Email Topics** (dark blue background): A list of prompts for email content, such as 'Idea Suggestion to a Manager' and 'End of Semester Thank You to an Instructor'.
- Informal Email** (grey background): A list of prompts for informal email content, such as 'Friends', 'Family', and 'No specific style'.

Below these templates, three preview cards are shown:

- Well-designed visuals do more ...**: A card with a purple background and white text, attributed to Dale Ludwig.
- "Respect for ourselves guides our morals, respect for others guides our manners."**: A card with a teal background and white text, attributed to Laurence Sterne.

Each preview card has a 'Park' button at the bottom.

Infographics - Questions

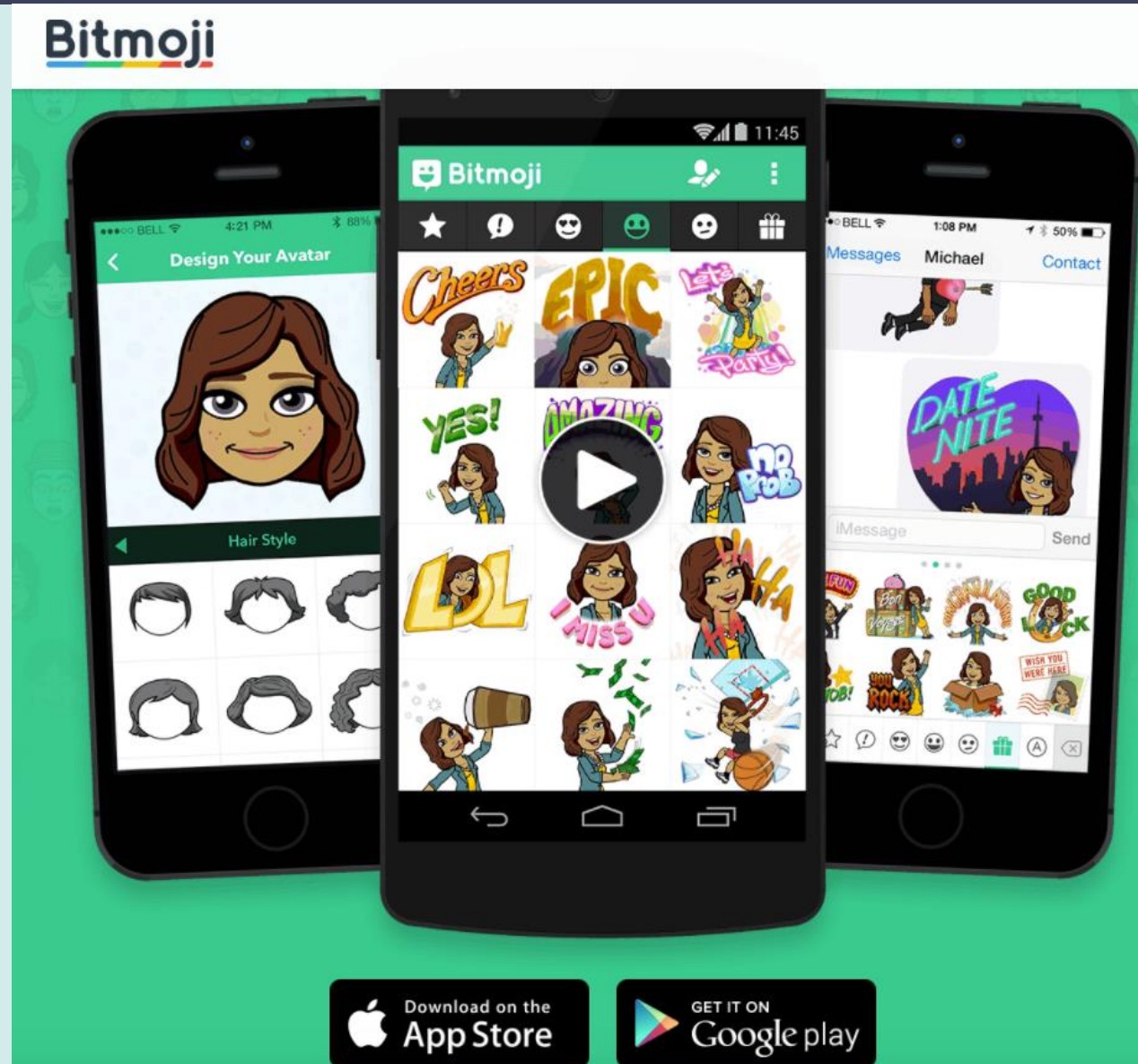


Bitmojis

- Daughters
 - 11-years & 13-years
- Begged Me!
- Got a Little Obsessive
- Realized it Could be Fun!



Bitmojis



EMAIL

Negative Message/Request Refusal Assignment Submission

Inbox x



Finley, Lacey <1517907@park.edu>

4:00 PM (0 minutes ago) ☆

to lacey.finley ▾



I noticed that you did not complete the Negative Message/Request Refusal Assignment last week. Is there anything that I can do to assist you as you move forward?

I am providing the Week 7 Assignment Lecture below. It is really important that you view the lectures for each unit before you begin working on the unit assignments.

<http://screencast-o-matic.com/watch/conZbyeEH1>

As a reminder, (per the Faculty Expectations) "Late writing assignments will receive a 10 percent penalty for each day late. If an assignment has to be returned for some reason and the second attempt is received after the due date, the penalty will be given. All discussions, quizzes, and exams must be submitted by the due date. This is the expectations set for all students. If an assignment has to be returned for some reason and the second attempt is received after the due date, a 10% penalty will be given per day late" All late assignment submission must be sent to me via email.

Please let me know if you have any questions.

Lacey Finley



EMAIL

Negative Message/Request Refusal Assignment - Way to Go

Inbox x



Finley, Lacey <1517907@park.edu>

4:01 PM (0 minutes ago) ☆

to me ▾



Grades have been updated for the Negative Message/Request Refusal Assignment. You did a great job! I appreciate that you demonstrated your understanding of providing a buffer in the first paragraph, before stating the refusal. Keep up the good work. Dr. Finley



EMAIL

Week 4 Check-In - Please Read and Reply

Inbox x



Finley, Lacey <1517907@park.edu>

4:08 PM (4 minutes ago) ☆

to me ▾



I hope that your fourth week of the course is going well. When you have a minute please reply to me in an email letting me know how the course is going for you so far. If all is well, you can reply with "I am doing great". I just like to take a "pulse" and make sure that everyone is on track.

Thank you for your continued hard work! I look forward to hearing from you.

Lacey Finley



Questions



Many Thanks!



Lacey Finley, Ph.D.

- lacey.finley@park.edu
- laceyfinley@gmail.com
- [linkedin.com/in/laceyfinley](https://www.linkedin.com/in/laceyfinley)
- Twitter - @LaceyRFinley