

HOW DO I...?

Using Adobe Spark Video to Create Explainer Videos

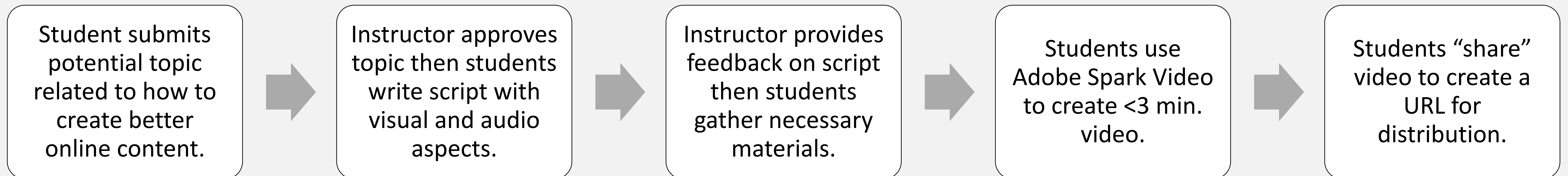
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Introduction/Need for Innovation

- Learning by teaching effect nurtures a greater understanding and knowledge retention of a subject (Fionella & Mayer, 2013; Graesser et al., 1995; Roscoe & Chi, 2007; Webb, 1982).
- One approach to integrate learning by teaching is the creation of explainer videos, which are videos that convey “complex facts to a target group within a very short time” (Kramer & Bohrs, 2017, p. 254).
- An option to create explainer videos that requires little pre-existing knowledge is Adobe Spark Video.
- Students in an advanced agricultural communications course used Adobe Spark Video to create explainer videos about online communication concepts, techniques, or skills thereby demonstrating the learning by teaching effect.

Steps to Create Videos



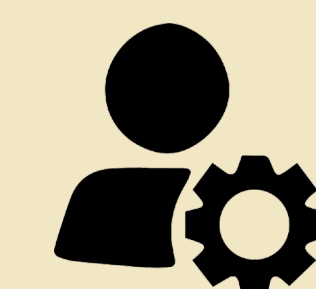
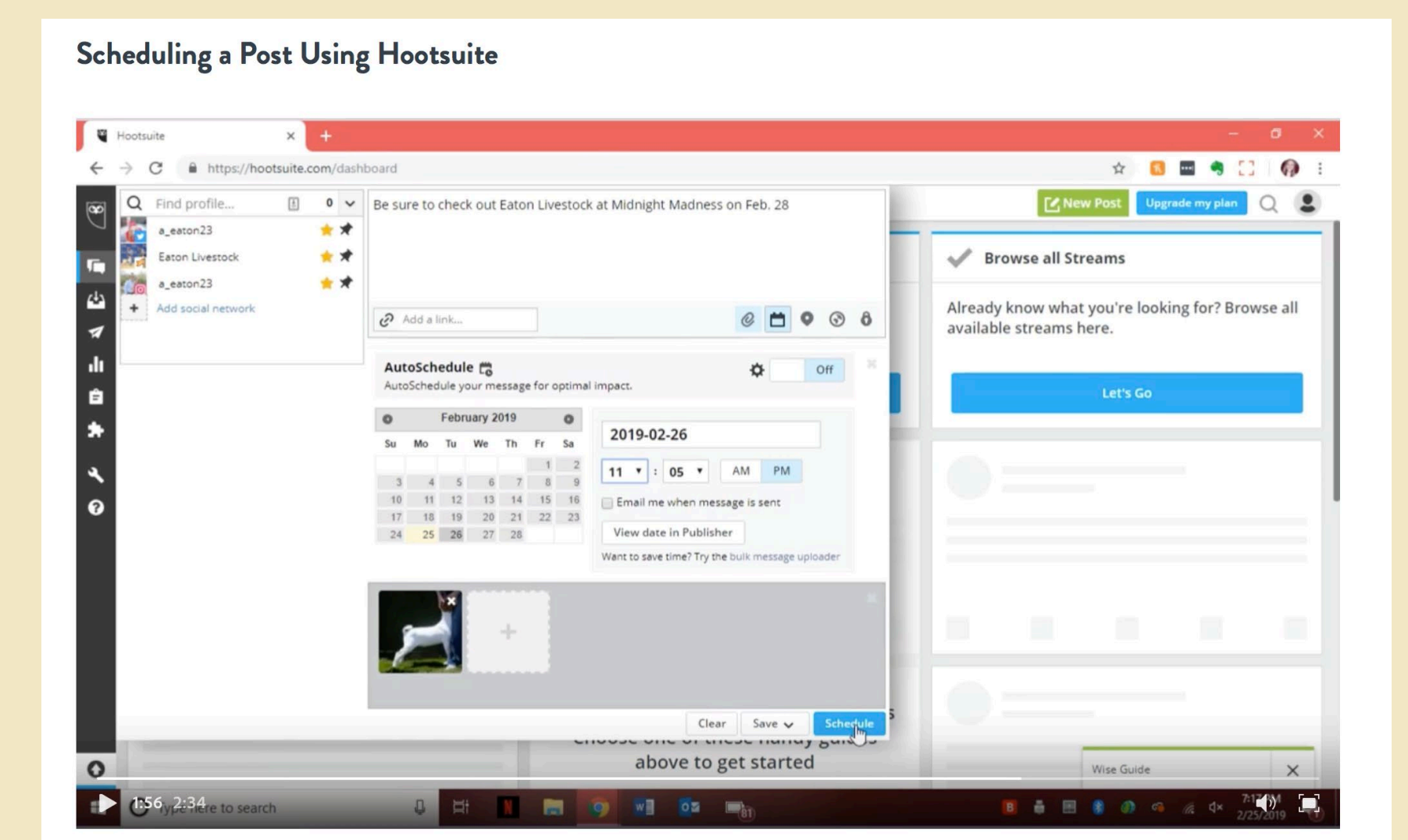
Results to Date

50

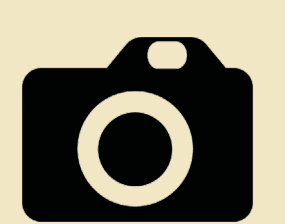
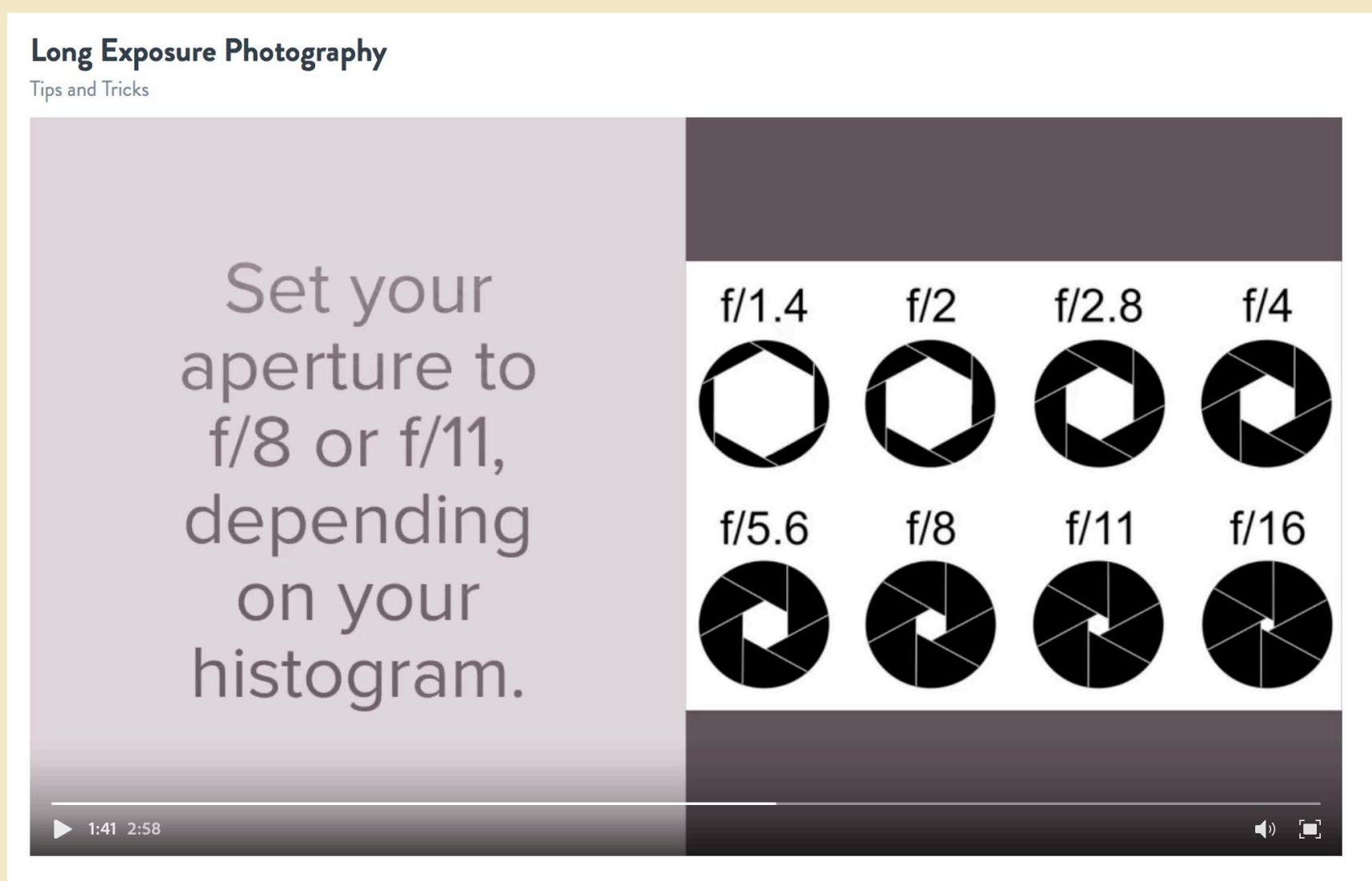
Explainer videos on a wide range of topics.



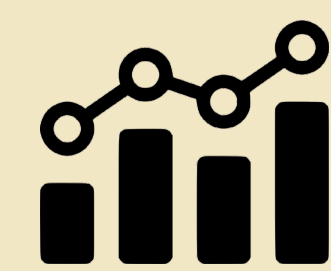
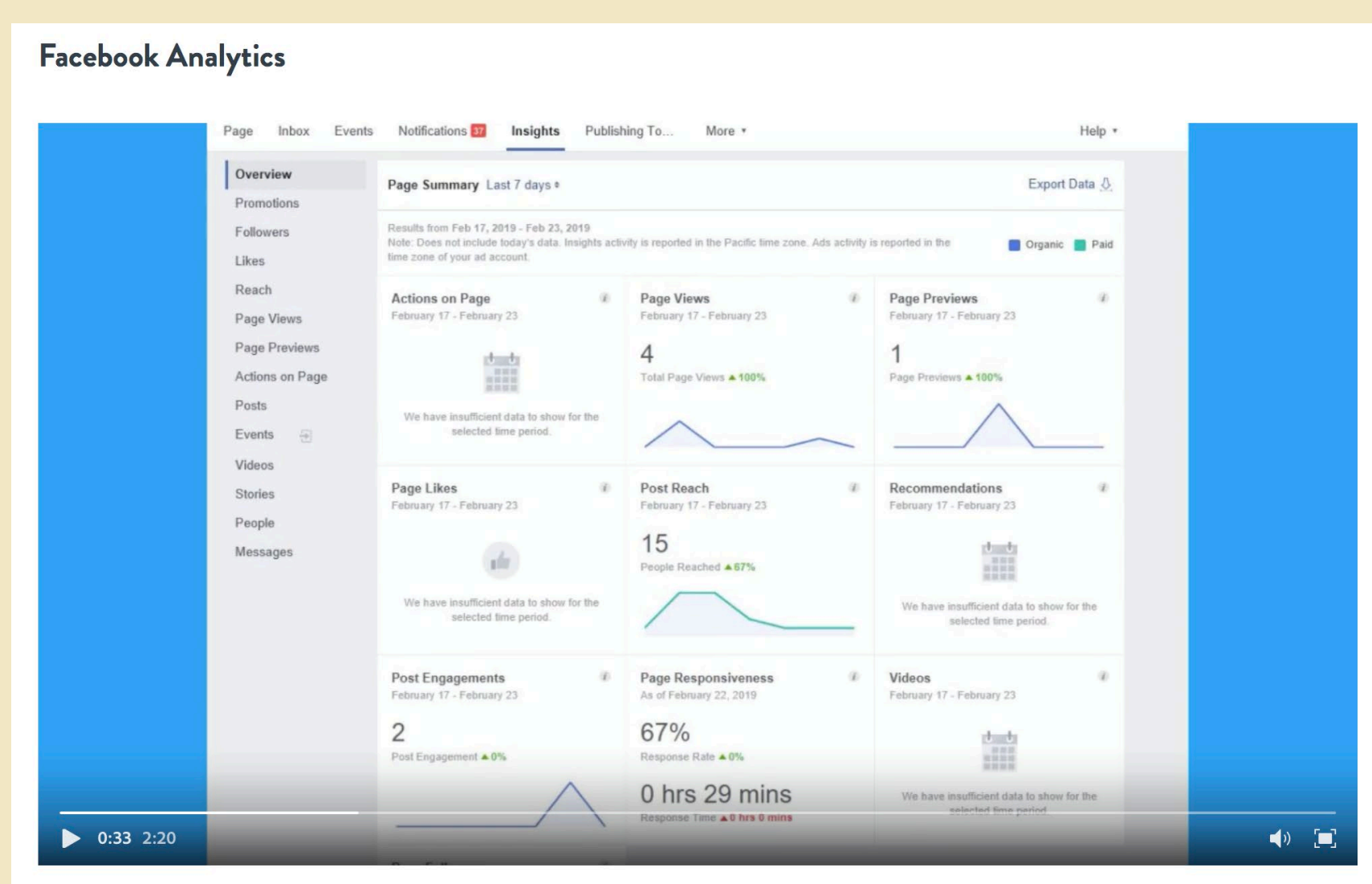
Described trends in online communication



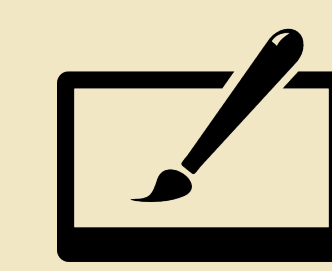
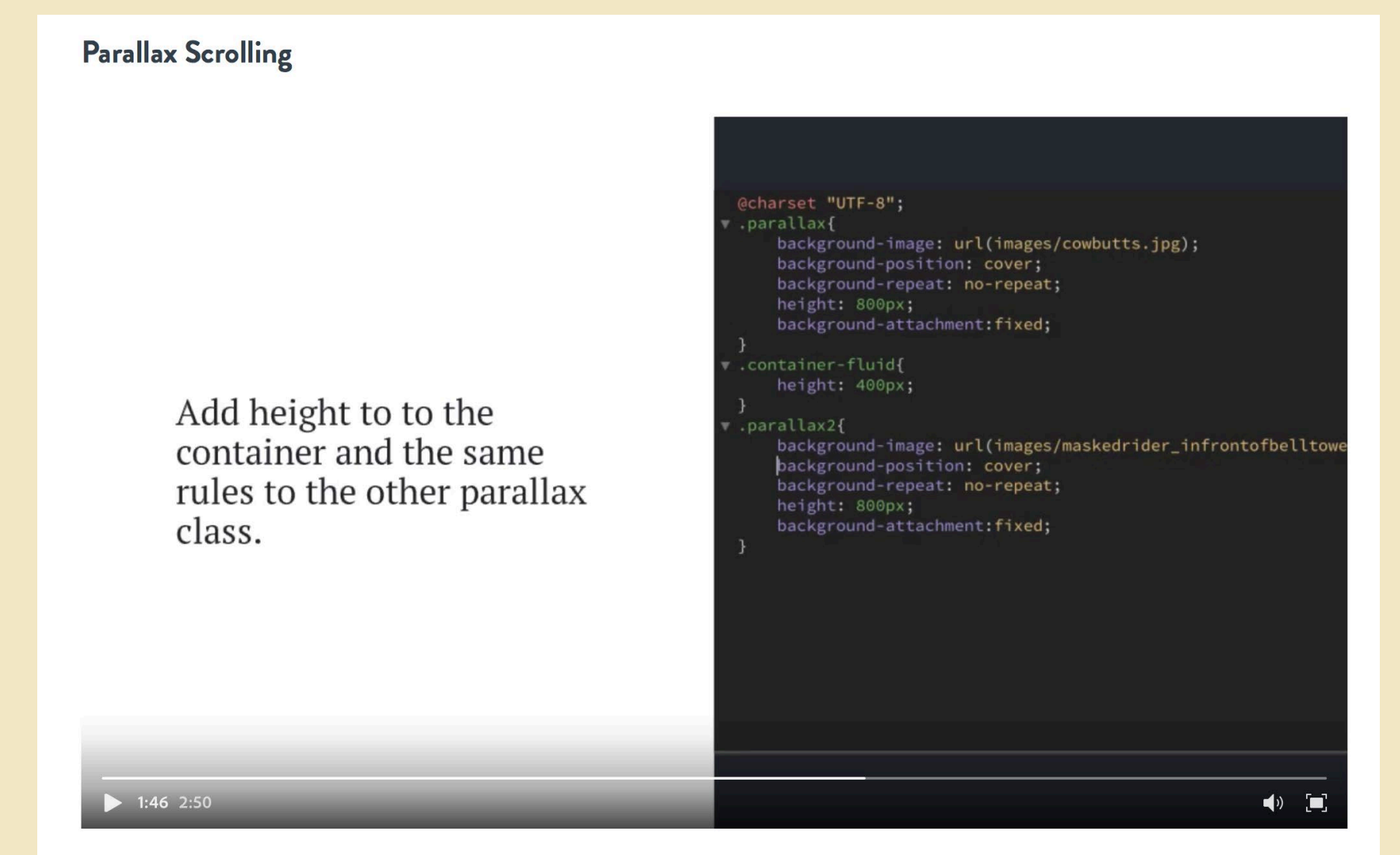
Navigated social media software



Shared technical expertise in photography



Explained methods of data synthesis



Detailed approaches for web design

Features of Adobe Spark Video

- Adobe Spark Video features a number of templates and can be customized with color schemes, layout patterns, graphics, fonts, icons, transitions, and background music.
- Videos are a compilation of slides similar to PowerPoint.
- Each slide is limited to 10 seconds unless it contains video or voiceover narration then the slide can be up to 30 seconds long.
- Each slide can have photos, icons, text, and video.

Implications

- While using Adobe Spark Video, students learned about a specific topic and gained experience creating brief videos.
- For students acclimated to Adobe Premiere, Adobe Spark Video's template was sometimes viewed as a limitation, but others recognized it forced them to be more creative to accomplish the overall purpose.
- The videos can be widely disseminated beyond the classroom environment and serve as a product for their portfolios.

Future Plans/Advice To Others

- Adobe Spark Video will continue to be used in this course and can be implemented in other ag comm classes.
- The value of Adobe Spark Video has potential to be integrated in agricultural education courses.
- Investing time to thoughtfully craft a detailed script is recommended to streamline the assembly of Adobe Spark videos.

Costs/Resources Needed

- The Adobe Spark Starter Plan, which also includes Spark Post and Spark Page, is offered as a free service. While users can create, share, and post content, slides are watermarked with #AdobeSpark.
- The full version of the software is available as part of the Adobe Creative Cloud package or as a stand-alone plan for \$9.99 a month. Internet connection is required to use Adobe Spark Video.

References

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Graesser, A. C., Person, N. K., & Magliano, J. P. (1995). Collaborative dialogue patterns in naturalistic one-to-one tutoring. *Applied Cognitive Psychology*, 9(6), 495-522. doi:10.1002/acp.2350090604

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Roscoe, R. D., & Chi, M. T. (2007). Understanding tutor learning: knowledge-building and knowledge-telling in peer tutors' explanations and questions. *Review of Educational Research*, 77(4), 534-574. doi:10.3102/0034654307309920

Webb, N. M. (1982). Peer interaction and learning in cooperative small groups. *Journal of Educational Psychology*, 74(5), 642-655. doi:10.1037//0022-0663.74.5.642



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