



KNOWLEDGE CLIPS

What, when, how and why?

Why use them?

Knowledge clips enable students to effectively and efficiently use the time they spend on self-study. They can study the theory and basics of a subject at a time and pace that suits them best. Time in class can then be used to gain a greater understanding of the subject by asking questions, doing exercises or discussing cases.

What are they?

Knowledge clips are short and concise videos of about 7 minutes about theory, terminology, case study or concept. They are not intended to replace classroom but to supplement it.

Types of knowledge clips

1. A professional video using studio facilities (An example [here](#) by the HvA Academie also explains knowledge clips)
2. A CO-CB [clip](#) that includes animations and additional effects (this example is of a high professional standard showing what can be done in a knowledge clip).
3. A [presentation with a voice-over](#)

Characteristics of a good knowledge clip

- **Short and simple:** No more than seven minutes to maintain students' attention (approx. 1000 words).
- **Segmented:** Divide content into small chunks of information. Three short parts about one topic are better than one long clip.
- **Structured:** Clearly indicate which clip is part of which topic and when it should be watched.
- **Signposted:** Point out essential information using highlighting, different fonts or colour.
- **Engaging:** Make the clip interactive or begin the video with a provocative statement using in-video questions.

[Here](#) is a clip about what students think about knowledge clips and their advice for teachers when making knowledge clips.



How to create a knowledge clip?

STEP I: Prepare the script

Even if you are an experienced teacher, speaking to a camera requires preparation and a clear idea about the purpose of the clip.

Start with the end in mind

What are your learning goals? What do you want your students to have learned after watching the clip?

Audience

Who is your target group? Students in year 1 or 4? What do they already know?

STEP II: Write the script

Introduction: Start with a statement or example. Introduce yourself and what the video is about.

Main Body: Explain why the content is relevant and important. Explain the ideas using different examples and case studies.

Conclusion: Give a short summary of the main points of the clip.

Final Touch: Practise, practise, practise! Read the script out loud to check it is suitable for speaking.

STEP III: Record the clip

A time slot to record simple clips in the video studio in TTH can be booked here: '[aanvragen webcollege](#)' Check also here whether any desired special effects or features are possible.

Quick solutions when no studio is available:

Knowledge clips should always be of good quality. However, sometimes unexpected things happen, and a clip is needed quickly.

- Using the record slide show option in PowerPoint, a knowledge clip can be made by going through the slides and explaining them. (Dutch instructions can be found [here](#).)
- Use in-build video programs on your laptop to record yourself and/or your screen
- A free licence for the Adobe Premier package can be ordered at ict-fdmci@hva.nl which can be used to edit clips.
- Clips can be record, stored and shared at hva.mediamission.nl. (Dutch instructions [here](#))

Extra assistance

The faculty contacts for didactical support are:

- o HBO-ICT: Tatjana Fincke (t.r.fincke@hva.nl)
- o CO/CB: Nanook van der Pol (c.c.van.der.pol@hva.nl)
- o AMFI:
- o CMD:
- o MDD:

Teachers who need students to assist them make knowledge clips can post requests for assistance on our [HvA Campus Creators](#) platform. Students can respond to these requests and make individual arrangements for payment for their services (from filming and editing to booking a studio or location). The platform is therefore designed to connect teachers (commissioners) and students (suppliers of expert services) who then make their own arrangements for these assignments. Many of our students are registered with the Chamber of Commerce (NL: KvK) and provide their services as professionals. The cost of student assistance can be claimed by sending their invoices to digifactuur@hva.nl mentioning the cost centre number and budget holder.