

# Evaluation and Dissemination of Video Resources



if ...



"Video resources are the modern teacher's **secret weapon**, turning abstract concepts into vivid, unforgettable lessons in the classroom."

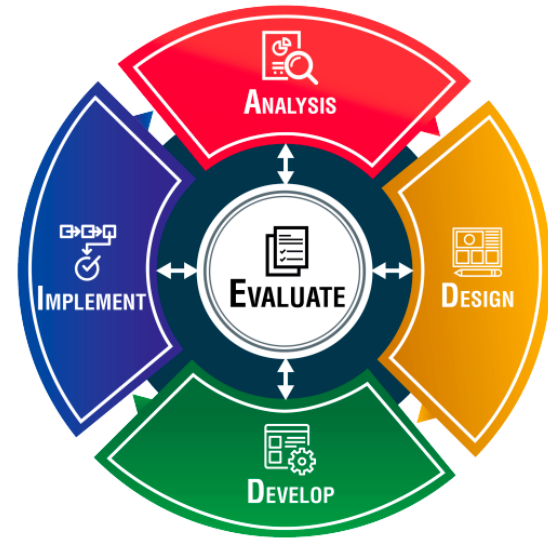


# So...

Why do we need to evaluate videos resources that we plan to use in our classroom?



Evaluation is an  
intrinsic part of the  
creation process



Reliability &  
Validity

Cost  
effectiveness

Appropriateness  
as per

- Nature of Content
- Context of the learner
- Method teaching
- Available Technology

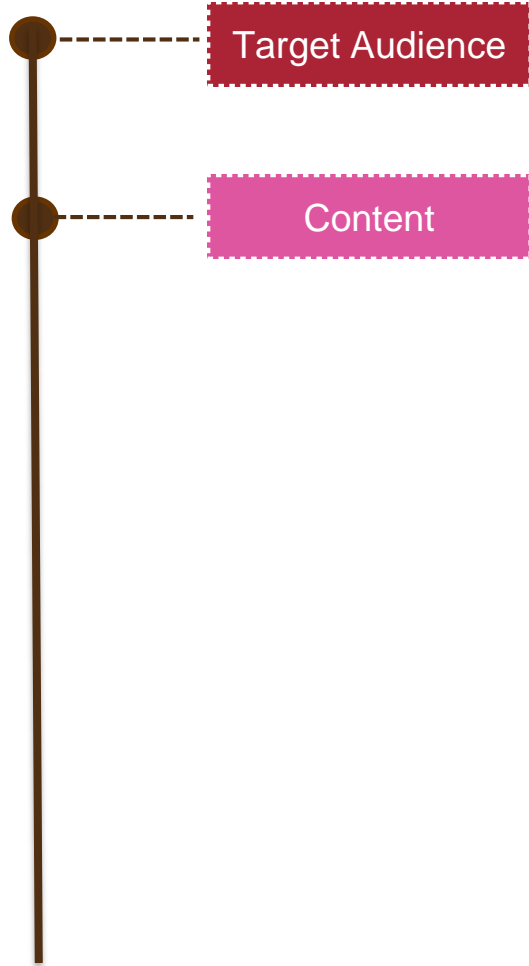
Licensing



Target Audience

- Age Group,
- Previous knowledge,
- Social/cultural background,
- Learning styles
- Language demographic information,
- Emotional development,
- Ability level
- Social development

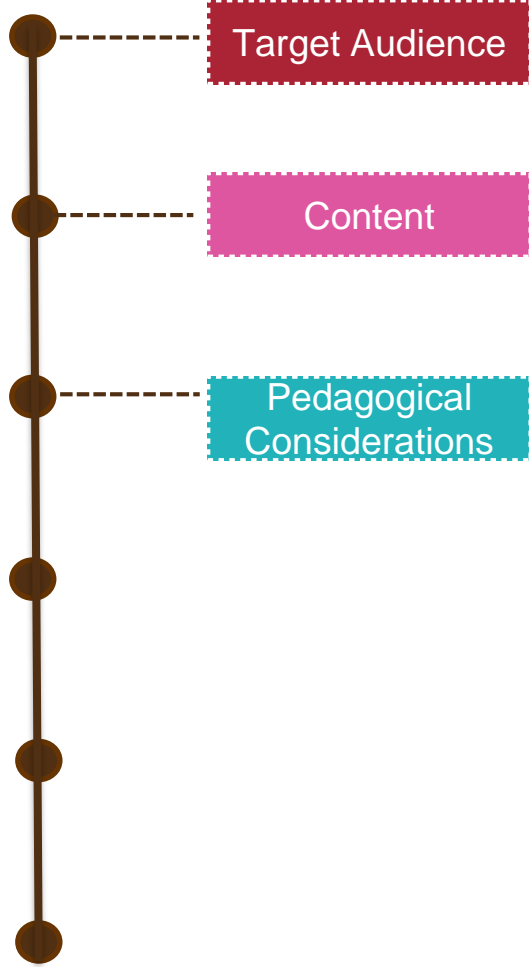




- Accuracy,
- Relevance,
- Content Coverage,
- Aligned with the curriculum,
- Spatial contiguity,
- Temporal contiguity,
- Scope and depth appropriateness to target audience,
- Level of difficulty,
- Integration of real-world experiences etc.

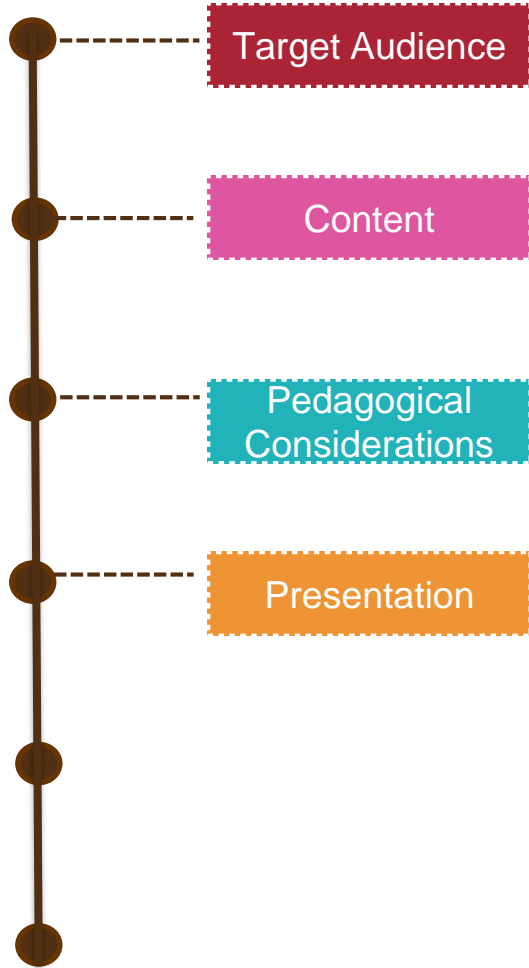






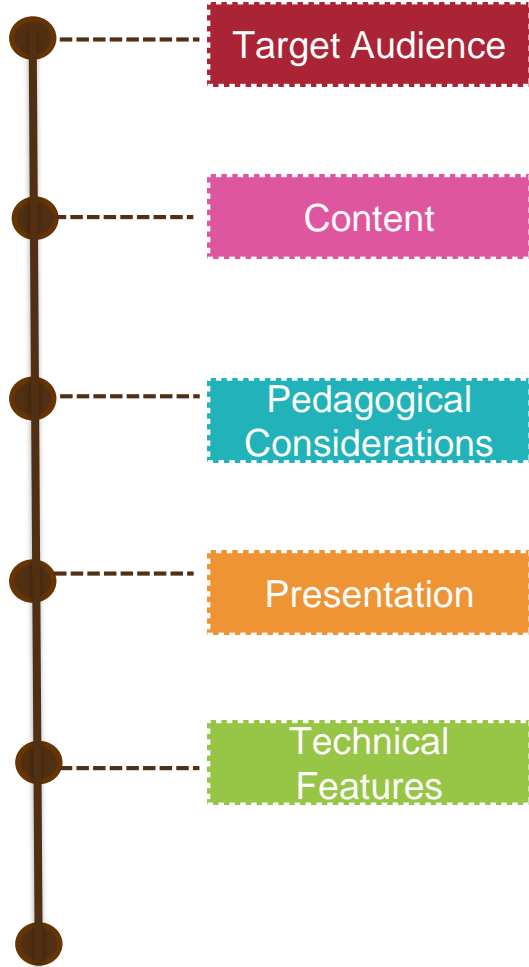
- Objectives,
- Method of delivering content,
- Media selection,
- Presentation format,
- Free from bias,
- Contextual to local needs,
- Scope of interaction,
- Use of relevant images/examples/illustrations, support continuous learning,
- Multiple modes of assessment,
- Learner engagement,
- Skill development etc





- Aesthetics,
- Literary and social values, motivation,
- Innovative/creative,
- Universal design of learning,
- Font, effects,
- Coherence in media elements, chunking and organization,
- Scope for personalization,
- Inherent interactivity,
- Suitability to learners with special needs,
- Addresses gender equality, multiculturalism etc

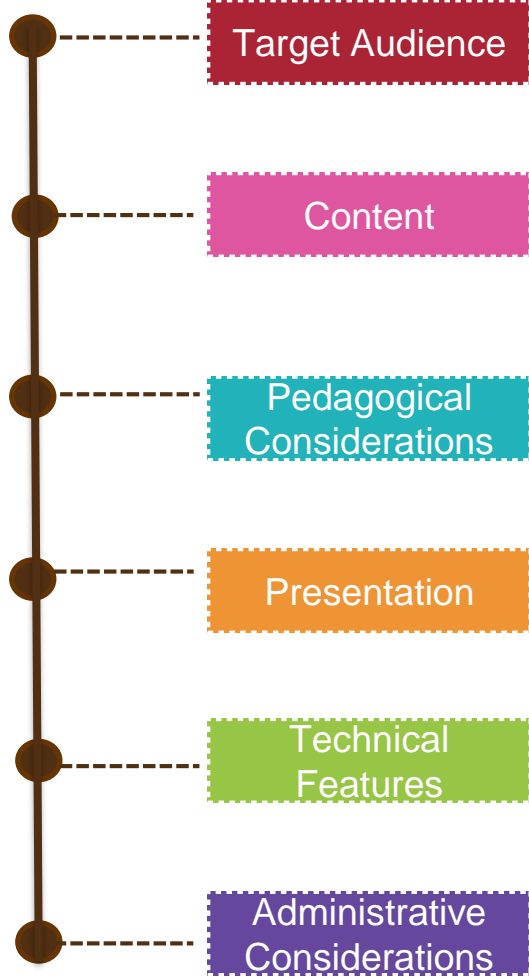




- File format,
- Architecture,
- Usability,
- Interaction,
- Navigation,
- Adaptation, reusability,
- Interoperability,
- Compliance, accessibility, loading time,
- License,
- Duration



Quality Parameters under consideration during evaluation



- Cost,
- Delivery mechanism,
- Support services,
- Training,
- Maintenance,
- Infrastructural and technological requirement,
- Source of procurement/ access etc





# Assessment tool for Digital Content – Video

[https://dev.ciet.co.in/storage/app/public/files/14/econtent-evaluation/Assessment\\_tool\\_for\\_E-Content.pdf](https://dev.ciet.co.in/storage/app/public/files/14/econtent-evaluation/Assessment_tool_for_E-Content.pdf)

Please rate the digital content to the following quality indicators by circling one response for each item (1 equals poor, 2 average, 3 good, 4 very good and 5 excellent)

A.	<b>CONTENT APPROPRIATENESS</b>	<i>poor</i>	<i>average</i>	<i>good</i>	<i>very good</i>	<i>excellent</i>
1.	Objectives are clearly stated in the brief accompanying the digital content	1	2	3	4	5
2.	Content meets objectives	1	2	3	4	5
3.	Content has no factual errors	1	2	3	4	5
4.	Content is sufficient to meet objectives	1	2	3	4	5
5.	Content is appropriate for the target groups	1	2	3	4	5
6.	Content is comprehensible for the target groups	1	2	3	4	5
7.	Content is pedagogically structured	1	2	3	4	5
8.	Content is not derogatory to particular gender/community/group	1	2	3	4	5
9.	Data, statistics, if any, is updated	1	2	3	4	5
10.	Content is supported by relevant examples	1	2	3	4	5



<i>B.</i>	<i>CONTENT PRESENTATION</i>	<i>poor</i>	<i>average</i>	<i>good</i>	<i>very good</i>	<i>excellent</i>
1.	Introduction is well established	1	2	3	4	5
2.	Format of the programme is appropriate	1	2	3	4	5
3.	Pace of the programme is appropriate (programme is not too fast or slow)	1	2	3	4	5
4.	Appropriate use of font size, colour scheme and graphics	1	2	3	4	5
5.	Appropriate use of music and sound effects	1	2	3	4	5
6.	Commentary/Dialogue Delivery is comprehensible	1	2	3	4	5
7.	Adequate use of shots/visuals	1	2	3	4	5
8.	Audio is in sync with the video	1	2	3	4	5
9.	Content is enriched/enhanced by using special effects	1	2	3	4	5
10.	Motivates learner to reflect & contemplate	1	2	3	4	5
11.	Free from any technical glitches	1	2	3	4	5

**Total Score: A+B = .....**



**C. Mention the specific instances, if the score given on any of the indicators is less than three.**

- i. ....
- ii. ....
- iii. ....
- iv. ....

**D. Any other observations and comments to improve the digital content.**

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**Overall Grading.....**

**A-100 & Above**

**B-70-89**

**C-50-69**

**D-30-49**

**E-Less than 30**





# Dissemination of Video Resources



- Format – **.mp4** (.avi; .mov; .mkv etc)
- Aspect Ratio: **16:9**
- Resolution: from 720p to **1080p** to 4K
- Frame rate: **24 -30** frames per second



# Questions

