



**Create a Video Introduction:**  
**21st Century Learning, Skills, Insights and Scaling**  
Sample Activity from MCCC shared with the NACCE Community  
National Center of Engagement for Arts, Creativity and Entrepreneurship

This sample video assignment is described as an introductory video in a class using the Canvas LMS, but it can easily be modified as employees introduce themselves to each other as part of a leadership development program or other artistic, creative learning experience. And, videos, can be published widely (e.g., scale distribution) so the creation of short videos is a great way to share personal insights/information throughout an organization and broader communities.

**Instructions and Tips for Creating Your Video**

**Objective:** Create a 1-2 minute video introducing yourself and aspirations related to entrepreneurship, social entrepreneurship or leadership. Be sure to also share one thing you'd like to learn in our class.

You can complete this assignment with a smart phone.

**Content Requirements:**

1. **Your Name:** Start by sharing your name as you'd like to be addressed in class.
2. **Entrepreneurship, Social Entrepreneurship, Leadership Aspirations:** Describe your interests in one of these topics and share *what you know at this point in your life* about your aspirations.
3. **Learning Interests:** Mention at least one topic or area you're excited to learn about in this class that relates to the topic you selected in #2/above.

**Video Requirements:**

- **Visual/Audio Presence:** You must either appear in the video or include your voice. If you're camera-shy, consider using voice-over with interesting visuals related to your topic(s).

- **Duration:** Keep your video between 1 and 2 minutes. Be concise but informative!

### **Tips for a Great Video:**

1. **Plan Your Content:** Write a short script or bullet points to organize your thoughts. This will help you stay on topic and ensure you cover all required points.
2. **Choose a Good Location:** Find a quiet and well-lit space. Natural light works best, but if that's not possible, ensure the area is brightly lit.
3. **Test Your Equipment:** Make sure your camera and microphone (or your smart phone) are working well. Do a quick test recording to check the video and audio quality.
4. **Be Creative:** Feel free to use props, background music, or graphics to make your video more engaging. Creativity is encouraged but keep it relevant to the content. And, if you are just getting started with making videos, keep it simple with your smart phone and create your video in a single shot.
5. **Practice:** Practice a few times before recording your final take (if you are not doing any editing). This helps with fluency and confidence.
6. **Be Yourself:** Your classmates want to meet the real you. Be natural and speak as if you're having a conversation.
7. **Stay Positive and Welcoming:** Use a friendly tone. This is the first step in building a supportive and collaborative learning environment.

### **Submission Instructions:**

- After completing your video, upload it to this assignment tab in Canvas before the due date.
- Ensure your video file is in a commonly used format (like .mp4 or .mov) to ensure everyone can view it without issues. If you have any trouble uploading your video, contact the Canvas help desk (look for "Help" on the left side of your screen if you are using a computer right now).

### **Remember:**

This is a fun and informal way to introduce yourself to the class. There's no need to aim for perfection. The goal is to share a bit about yourself and what you hope to gain from this class. We're excited to learn more about you!

### **Responses:**

Watch your classmates' videos and send a *meaningful response* (reminder of our practice session) to at least two other students and welcome them to class.

- Upload your Video by the Due Date
- Respond to a minimum of 2 other students by Sunday at 11:59pm (Canvas reminds you of the Video due date, but you need to keep track of the Response due date)
- Your video is worth up to 40 points and your responses are worth up to 10 points.

For more information on available tools/experiences and the internal MCCC CD partnership between the Maricopa Center for Learning and Innovation (MCLI) and Phoenix Forge (makerspace powered by GateWay Community College), please contact:

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