

Digital Video:

A hands-on approach to enhancing education

Today's push to incorporate advanced technology in schools is often driven by the need to create efficiencies and cut costs. But fully engaging students — and extending the learning experience — is equally important when spending on IT strategies.

Many educators are excited about two trends: Incorporating emerging devices — smartphones, tablets, digital readers, and the like — and helping students gain the most from related digital content, such as e-books and recorded lectures.

The latest handheld digital cameras can successfully address both needs. A recent white paper by the Center for Digital Education, "Video for the 21st Century: Enriching Core Courses and Improving Student Engagement with Digital Video Production," noted that video devices can boost students interest where it really matters, and help them "learn valuable 21st-century skills."



To read more real-life stories about students using digital video, visit www.convergemag.com/paper/, and download a copy of the Center for Digital Education's white paper.

By giving learners a hands-on creative experience with devices they enjoy — such as a video camera — students can be routinely more engaged.

Adding another dimension to learning

Current research validates the correlation between engagement and learning, according to Glen Bull, co-director of the Center for Technology & Teacher Education. Bull, a professor of instructional technology at the University of Virginia, and colleagues, demonstrated that students who created a two-minute video documentary were "much more engaged" than those who penned an essay on the same topic.

Many schools report similar results. Intermediate students in Lake Forest, Calif., for example, reenacted adventures of early explorers, such as Lewis and Clark. The young frontiersmen and women shot and edited, then uploaded their projects to Google Earth. Now, they and other Google Earth visitors can view the videos as connected with specific geographic locations. Likewise, science classes use time-lapse photography to reveal how plants grow and camcorders to uncover the secret lives of amoebas. Schools increasingly tap video to enrich learning in history, math, English, and other classes.

To support this device-driven engagement, the Canon Education Department advises schools on several lines of cameras that offer stunning HD video and advanced features for every budget — to help students create professional results and stay current with other technology. The PowerShot SX230 HS, for example, shoots HD video and digital photos. It also has GPS capabilities to tag images with time and location.

The Canon logo, consisting of the word "Canon" in a bold, red, sans-serif font.

For more details about how Canon video products can enhance classroom learning, contact the Canon Education Department at 800-344-9862 or canonsales@sedintl.com.