

# An Evaluation of Touchcast

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# What is Touchcast?

- Touchcast is a Video Production iPad App that allows the user to shoot and edit video
- It allows users to use news style graphics to insert interactive content such as websites, video, cloud based documents and more
- It also has a vast array of video production tools such as teleprompter, green screen, and more



# How does Touchcast support the Fulton Vision?

- Fulton's current vision revolves around personalizing learning for students
- Touchcast provides teachers the opportunity to create personalized blended content in support of that vision
- It also gives students the ability to create with video in personalized projects.



# Age and Grade Level



- Touchcast is best used with students over 13 because of the service's ability to store and post videos online
- You can use with students under 13 as long as you do not sign into the app. If you do not sign in, the only option to publish will be to the camera roll of the iPad the student is working on.

# Equipment Needs

- To use Touchcast you will need an Ipad. While it works with iPad 2, you get additional features if you have newer versions of iPad
- It is also recommended to have access to a green screen house Touchcast to it's full extent



# Support



- Touchcast has a help center filled with video tutorials at <https://touchcast.zendesk.com/hc/en-us>
- Fulton County also has two Touchcast Ambassadors within the district who are experts on the app and have direct lines of communication with the company

# Limitations

- Touchcast does have the ability to upload video to their servers, Youtube, and other social media channels when logged in so teachers of younger students must be cautious with logins.
- Would want permissions to post videos online for students over 13
- Videos have a 20 min limit
- Have to request time for your channel past 60 mins



# Cost

- Base version of Touchcast is free and it will remain that way because of the companies licensing of the technology to media outlets
- In the future, may have to fund additional time on channels as well as a way to privately share videos
- Funding can be established at a school level as paid features become available for teachers who are in need





# Teacher Use Cases

- Fantastic platform for the creation of blended interactive content videos for students to access in a variety of ways to meet different students needs
- A platform to create parent and student information videos and general communications



# Student Use Cases



- Touchcast can be a great way for students to access teacher created content as needed
- It also promotes certain student learning goals such as project based learning and higher order thinking as it becomes an avenue for students to create video projects like news broadcast, commercials, public service announcements and more

# Research

- Many forms of educational research can apply to Touchcast including student creation with video, project based learning, flipped classroom, and more
- Dr Aylet Segal has written a guide to Touchcast (Engaging With the Youtube Generation: Touchcast Educator Guide) with several first person account which can attest to the power of the platform with students and in the classroom



# Implementation



- Implementation is based on the needs of individual teachers
- Touchcast can be the recommended tool for flipped and blended video
- Professional Development is done through an embedded coaching model with expert users coaching the next group on implementation.

# Reflection

- I have evaluated technology for a variety of places and spaces including Tech and Learning Magazine, but it is always good to get a refresher on the different aspects that need to be evaluated
- It is also good practice to know what an evaluation based on the PSC should look like



# References

- Segal, Aylet. Engaging the Youtube Generation: TouchCast Educator Guide. New York: Touchcast, 2016. Print.