Welcome!
Getting Started With Video Training

While we wait to begin, please respond to the three poll questions.

Getting Started With Video Training
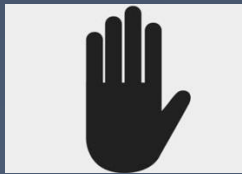
Mary Whalen

Presentation Overview

- Introduction
- Designing/Developing Content
- Preparing to Record
- Recording Videos
- Editing/Producing Videos

Webinar Logistics

Please put yourself on mute now.

Raise your hand to contribute.

Please raise hand rather than chat.

⦿ **Introduction**

⦿ Designing/Developing Content

⦿ Preparing to Record

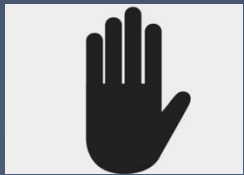⦿ Recording Videos

⦿ Editing/Producing Videos

My Background

Education	Experience
• BA in English; Technical Writing Thesis/Internship • MA in Teaching	• Classroom Teacher • SAHM

Career	Main Expertise
• Instructional Designer/Trainer • Technical Writer	• Software Training Materials • Classroom Training Materials • Online Help

The Project

Company:	Links Technology
End User:	Utilities Companies
Subject Matter:	FERC Reporting Software
End Product:	User Guide + Training Videos
Development Tool:	Camtasia

Result: 70 + Demo Style Training Videos

Demo-Style Video Training

When is demo-style video training the right solution?

- Introduction
- **Designing/Developing Content**
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Typical Writing Process

Writing Process

- ⦿ Plan
  - › Create Task Analysis, Outline
  - › Client Reviews
- ⦿ Create
  - › Develop/Validate Content
  - › Client Reviews
- ⦿ Finalize
  - › Refine/Finishing Touches
  - › Client Signs Off

Video Development Process

Writing Process
- Plan
  - Create Task Analysis, Outline
  - Client Reviews
- Create
  - Develop/Validate Content
  - Client Reviews
- Finalize
  - Refine/Finishing Touches
  - Client Signs Off

Video Process
- Record Video
- Edit
  - Client Reviews
- Finalize
  - Client Signs Off

Troubleshooting

- Issues
  - › Process not streamlined
  - › Process did not prevent client changes
- Cause
  - › Ineffective review process
- Goal
  - › Bridge gap between review experience and end product

Improved Process

Writing Process
- Plan
  - Create Task Analysis, Outline
  - Client Reviews
- Create
  - Develop/Validate Content
  - Do Walkthrough
  - Incorporate Client Feedback
  - ~~Client Reviews~~
- ~~Finalize~~
  - ~~Refine/Finishing Touches~~
  - ~~Client Signs Off~~

Video Process
- Record Video
- Edit
  - Client Reviews
- Finalize
  - Client Signs Off

Final Process

Writing Process
- Plan
  - Create Task Analysis, Outline
  - Client Reviews
- Create
  - Develop/Validate Content
  - Record Video/Walkthrough
  - Cient Reviews
  - Client Reviews
- Finalize
  - Refine/Finishing Touches
  - Client Signs Off

Video Process
- Record Video (if necessary)
- Edit
  - Client Reviews
- Finalize
  - Client Signs Off

Design/Development Process

What lessons have you learned in your process for designing and developing videos (working with SMEs, scripting)?

- Introduction
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Dividing Up Video Content

- One complex task/group of related tasks
- Length: 3-5 minutes
- Easier to find time to watch
- Feels less intimidating
- Easier to keep viewer attention
- Simplify updates
- Navigation menu allows skipping through (but check technical requirements)
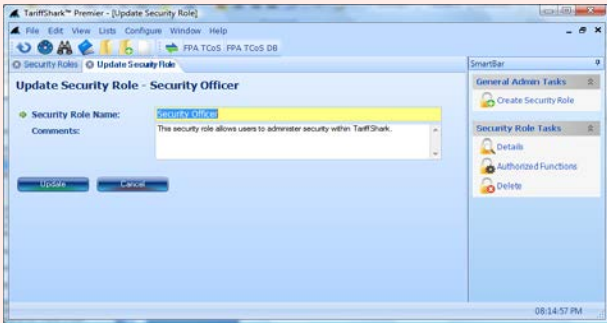
Dividing Up Video Content
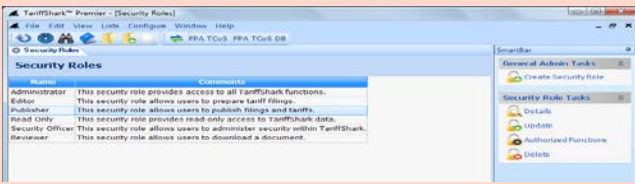
What other considerations do you think should go into dividing up video content? What is your approach?
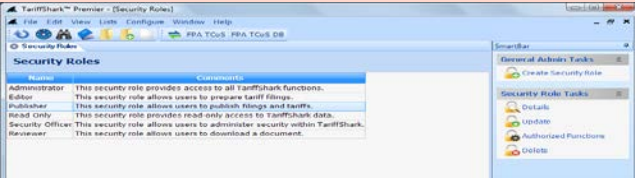
Script Considerations

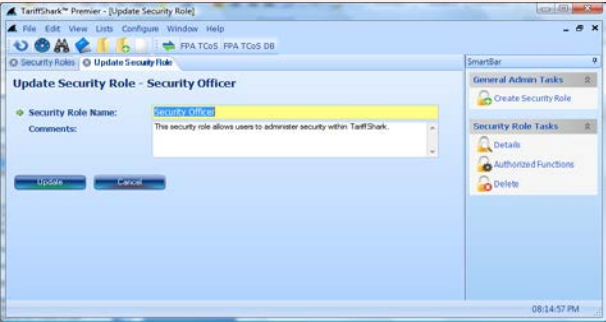- What is on the screen?
- What action is taken?
- What is the sample data?
- What effects will be added?

Sample Video

Three-Column Script Format

Visual	Audio/Task/Sample Data	Notes
	If you want to update the basic details of a security role, select the role, and click Update. [LICENSING ADMIN]	Highlight the role and Update before selecting.
	Make your changes, and click Update. [CHANGE DESCRIPTION FROM OR TO AND]	Highlight Update before selecting.

Three-Column Script (Abbrv.)

Visual	Audio/Sample Data	Notes
	(Explain how to update a security role) [LICENSING ADMIN]	Highlight the role and Update before selecting.
	[CHANGE DESCRIPTION FROM OR TO AND]	Highlight Update before selecting.

Script Considerations

How much detail do you add to your scripts? What other details could be added?

Video vs. Written Instructions

Written Instructions

Rule of Thumb

- Document fully
- Include written cues

Example:

To update the information for a user:

1. At the Configure menu, select Users.
2. At the Users list, select the user whose information you want to update.
3. Update any of the following, and click the OK button:
   › Username – Can be up to 13 characters.
   › Password – Mixed case, 6-12 alphanumeric characters.
   › Full name – First and last name of the user.

Video

Rules of Thumb

- Don't be repetitive
- Use reminders
- Incorporate shortcuts/alternate navigation
- Use visual cues

Example:

To update the information for a user:

1. Go to the User list (remember that you select Configure, Users).
2. Select the user …
3. Make your updates…then click OK.

Script Considerations

What other changes did you need to make in writing style, tone, etc. from manuals to eLearning?

◉ Introduction

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◉ **Preparing to Record**

◉ Recording Videos

◉ Editing/Producing Videos

Your Recording Area

- Pick a quiet area
- Select the right kind of microphone
- For external microphone, get the right accessories
  - Floor mic stand
  - Pop filter
  - Audio software(?)
- Get a noise cancelling headset(?)
- Other concerns
  - Mic issues
  - Equipment noise (dishwasher, heater or A/C, laundry, etc.)

Your Recording Area

Do you have any other helpful hints for preparing your recording area and equipment?

- Introduction
- Designing/Developing Content
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Recording Tips

- Change mouse arrow shape
- Do mouse movement and speaking "separately"
- Decide whether to use mouse to highlight vs. adding callouts
  Ex: https://www.youtube.com/watch?v=1IIOK23huas 1:50
- Keep screen dimensions consistent
- Keep the pace energetic, but leave space between ideas
- Relax!

Recording Tips

Any other suggestions/tips on recording to share?

◉ Introduction

◉ Designing/Developing Content

◉ Preparing to Record

◉ Recording Videos

◉ **Editing/Producing Videos**

Production Tips

Possible options:
- Basic editing
- Navigation
  - Title slide
  - Navigation menu
  - Topics overview
- Visual Effects
  - Pan & zoom
  - Callouts
  - Transitions
- Audio
  - Internal features
  - External software
- Music

Production Tips

What other production tips do you have?

Closing Thoughts

Closing Thoughts

- Key thing is information design
- Good habits make process easiest
- Time consuming for formal videos…ROI should be high
- Join online groups/get support
- Free training online

Closing Thoughts

 Comments/Questions?

Thank You!

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