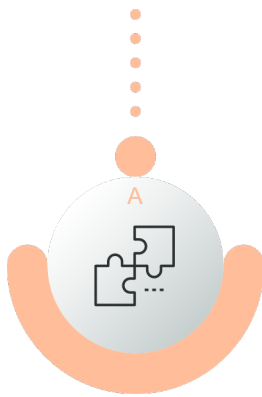# Quick  Guide:
# Educational videos

QUICK START GUIDE

# Preparation steps

It may be tempting to skip the preparation part and move on to immediately working with the raw video files. However, adequate preparation is crucial for creating a professional video. These essential steps will help you make a video that viewers will love.

## Prepare a narration script

When creating a training video, it's crucial to prepare a narration script in advance. Having your speech written down will help you understand if any key points have been missed. It also allows you to avoid rambling and unnecessary pauses that would otherwise create a bad impression.

In addition, you may want to create a storyboard for your training video. A storyboard is a series of thumbnails that demonstrates what the key scenes will look like. This technique is usually applied when the presenters, background or camera angle is changed from scene to scene.

**Tips:**

• Viewers decide if a video is relevant during the first few seconds of playback. That's why it's better to start each video segment with the most desirable information or an outline of what will be covered. Provide viewers with more context and details, then wrap the video up with a brief summary and the key takeaways.

• Remember this isn't a traditional classroom and your learners are not traditional students. They are busy adults with busy lives. Design your course in distinct modules rather than a long list of cumulative lessons.

• Videos should be relatively short: 2-10 minutes, and not more than 30. Also, plan your words carefully so you can be succinct. Speak SLOWLY and articulate CAREFULLY. We all have an accent, and clear speech is always appreciated. Account for technological challenges in the learner's equipment with slow and clear speech.

• If we want the final result to last about half an hour, try to divide the structure of your content into smaller time groups (for example, three of ten minutes)
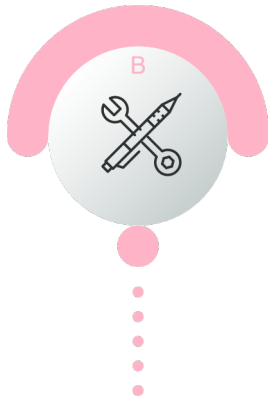
# Narrated Slides

If you have PowerPoint or Keynote presentations, it's easy to record an audio narration by pressing the Record Slide Show button. Both PowerPoint and Keynote enable you to save your presentation as a movie. For Mac users, we recommend using Keynote as it records and converts presentations much more easily than Office for Mac.

To improve the visual quality of your slides, use images and reduce the amount of written text.
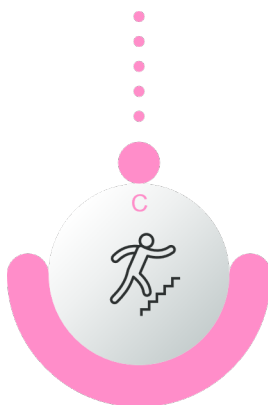
# Practice

The final step before recording a video is the rehearsal. Read your script out loud and try to find the right pace and volume. You will understand how the written words differ from the spoken ones and perhaps change some text so that it sounds better. Run a few tests with a microphone at a different distance from the mouth to find the best solution.

Reading a script often makes the speech sound monotone and robotic. It's always a good idea to have someone listen to you practicing before recording. Ask others for some advice on how to make the narration more natural and clearer. Once there's nothing more to improve, go ahead and move on to the next step.

Video training requires a different kind of prep than live lecture prep. First, you have to consider whether you'll speak from a script or freely. If you script it, make it sound like speech, not like writing. Be sure to read it aloud as you're developing it. With either choice, you'll need to practice beforehand to get the words right and sounding natural. This helps you come across more confidently, helping build your ethos. You also want your speech clean, so you want to avoid false starts and all of those "um"s and "uh"s. Practice helps with this.

How you speak matters a great deal. You'll need to practice and prepare your voice for audio recording. Pay attention to the way your words are coming out. Watch

**For advanced users in power point**

If you're planning to combine a training video with a PowerPoint presentation, divide your script into parts so that each of them corresponds to a certain slide. In this case, it may be useful to create a presentation outline by opening the Outline View from the View tab on the PowerPoint ribbon. Alternatively, you can use the convenient narration editor that gives you the possibility to enter a script while seeing slide thumbnails and durations.

your tone. You want it confident and upbeat, not aggressive, tired, impatient, or dull. Try to deepen and soften it a bit and lower the volume a bit.

## Address Short Attention Span

Your delivery matters. Remember that you're on a video, just like a video on YouTube. It's great to crack a joke every once in a while, or keep things light. Students respond to this and it helps retain their interest.

Be sure to vary the inflection in your voice. Monotone will be the death of you in an online video. Vary your inflection almost even a little more than normal. Focus on this while recording.

Use ample body movements and gestures. Remember you're in a video, and you're giving them something to watch. Use strategic gestures and body movements to help illustrate and reinforce your points. Focus on this while recording.

## Set up the scene

Now that the scenario is ready, it's time to move on to the scene. To make the course more effective, film in a real-life environment directly relating to the topic of your training video. For example, if you're teaching operating theatre techniques, record your training video right at the simulated operating theatre.
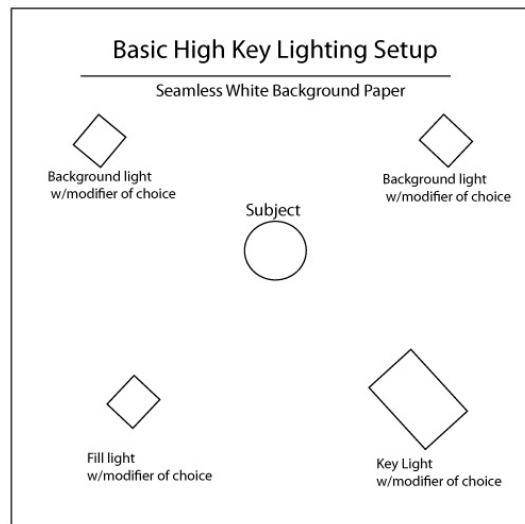
When choosing clothing for the presenter, keep in mind the target audience, especially their demographics and preferences. While creative how-to's are more liberal in this matter, corporate training videos require a corresponding style.

Make sure nothing will distract viewers from the main action: keep the backdrop minimal and meaningful.

We recommend that there is space around (almost 3x3 meters) to distribute the lights as shown in next the graphic.

**Tip:**

Don't record at the end of the day. Your energy will be lower than at other times, and this will come across in your voice. If you're tired, you will tire and bore your learners. So let's try to find the time to record before we start working, and remember that we have plenty of time to repeat each sequence until you like how you did it.

**Basic High Key Lighting Setup**

Seamless White Background Paper

Background light
w/modifier of choice

Background light
w/modifier of choice

Subject

Fill light
w/modifier of choice

Key Light
w/modifier of choice

# Video studio

Our team will give you the opportunity to install a Chroma behind you, to complete the background image during postproduction.

They will install the lighting systems, for a correct visualization of all the nuances of the speaker's expressions.

If the speaker has previously provided the script, it will be taught him through a teleprompter so that his eyes do not move when reading.

The speaker will have a wireless lapel microphone. Another microphone will pick up the ambient sound.
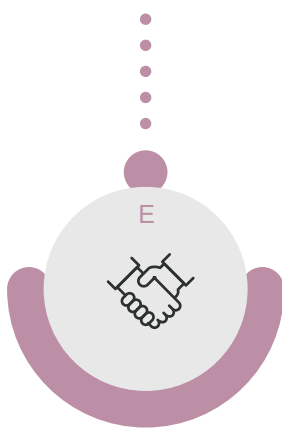
# Record video fragments

Lights, camera, action! Now it's time to implement all the preparation steps in practice. Here are a few tips on how to do it best.

Don't attempt to record the whole tutorial in one continuous shoot. You can record one video segment for one presentation slide at a time, or even break those into smaller parts. Thus you will measure once, cut twice: allow yourself (or other presenters) a breather and facilitate the post-production editing. Small video segments also address the problem of a short attention span: the shorter the video is, the easier it will be to retain the viewers' interest.
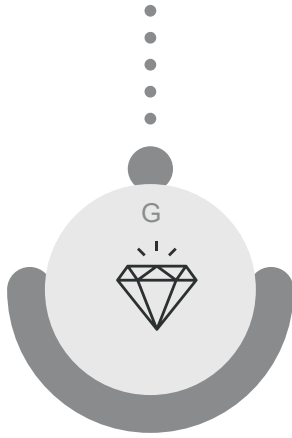
## THE END

After that our team will take care of having the final video ready in just seven days.