Basic Steps to Making an Instructional Video

FIND THE RIGHT EQUIPMENT
- A newer cell phone with a camera
- Headset or Air pods to minimize background noise

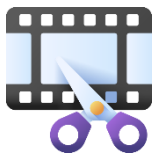## KNOW YOUR AUDIENCE NEEDS AND GOALS
- What is the goal of your video?

WRITE A VIDEO SCRIPT
- Script Template Link goes here

RECORD THE VIDEO
- Check your surroundings
- *Try to:*
  - **Limit traffic/people** behind you that can be distracting
  - **Limit** people **talking** around you

EDIT THE VIDEO
- Check with SMEs to know your **video output sizing**, **for example,** 1024x768
- **Check for the format needed** to play the videos for the audience, e.g., **MP4**

SMES AND STAKEHOLDERS PREVIEW THE VIDEO
- Ask reviewers to **note any changes needed** and to **note the time the item/edit/error occurs** in the video.

PUBLISH THE VIDEO
- **Before publishing**, find out where the video will reside. LMS, YouTube, etc.
- Find out if the stakeholders want the **ability to play, replay, and pause**, this **choice** is **made during the publishing**.

Steps for writing a video script	1. START WITH THE BRIEF: A **short** paragraph explaining what the video is about and its goal.
	    a. Who is your audience?
	    b. What is your reason for making this video?
	    c. What do you want your audience to learn from this video?
	2. CREATE AN OUTLINE: **write down all the steps** and points you want to touch on during your video.
	    a. Start with a **hook/lead-in** to **grab the viewers' attention –** what is the goal of this video tutorial?
	    b. Follow up with a **re-engagement** to keep their attention
	    c. **Setup the story** and lead towards the **purpose** of the video
	    d. Reach the goal – all safety materials are in place, tasks complete, etc.
	    e. Wrap up/lead out with a recap of the goals
	3. WRITE YOUR SCRIPT: write the script with each line you plan on saying, so **write as you usually speak**.
	    a. In a **conversational tone** as if you were speaking – keep it simple
	    b. By being **specific and detailed** by add all information about the task you are showing, tell the person recording where to zoom in etc. (types of shots, or any visual elements)
	    c. Keep your audience in mind -speaking as you would if you were showing them the steps/task in-person, and writing how you would want them to hear you speak to them
	4. ADD THE AUDIO AND VISUAL ELEMENTS**:** for each shot, **write down exactly what should be happening** in the scene, including camera movements and sounds.
	5. REVISE AND TRIM: **read your script out loud a couple of times** and cut down on any unnecessary parts.

Errors during recording/talking	If there is an error or interruption while recording, just keep recording. Items such as sneezes, coughs, or interruptions can be edited out.
Audio	If you are in a loud area of the plant, you may need to record without audio. You can then go back and record the audio. If possible, view/play the video while recording the audio - it will make it easier to sync the audio and video.
Video Scripting Template	Video scripting is a great tool when creating a video where you're setting a scene that includes actions and dialogue.

Script Sample		
Scene #	**Action**	**Voice-Over/Lines**
1	Write the action happening such as: • Safety Check • Machine Start-Up	After your safety check, to start the machine do the following steps:

Project Title

For Example:

Who is this video for and what is your audience?

What is the goal of this video and what is the reason for making it?

What do you want your audience to learn from this video?

SCENE	ACTION	VOICE OVER/SCRIPT
Scene #	Describe action in the scene	Add voice-over and scripted lines

SCENE	ACTION	VOICE OVER/SCRIPT