



## **TRAINING VIDEOS**

# LEARNING AND DEVELOPMENT VIDEO

## Agenda

- Different styles
- Why?
- To what end?
- When?
- How?



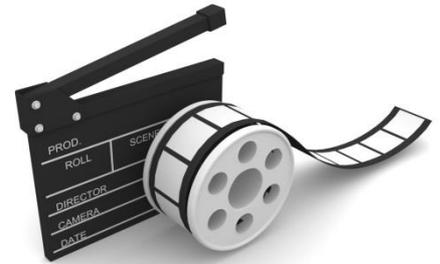
# DIFFERENT STYLES

- PowerPoint video
- Animation ([example](#))
- Show & tell ([example](#))
- "Talking Head":
  - In the studio or outdoors
  - Live (streaming)
  - Selfvideo ([example](#))

# LEARNING AND DEVELOPMENT VIDEO: WHY?

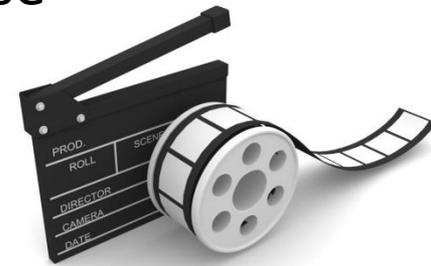
Training video = information + impact + commitment

- Associating non-verbal and verbal language
- Bigger impact
- Personalized
- Quick to make
- Quick to edit
- Lets you keep in contact from a distance



## SELFVIDEO: WHY?

- To be used as an intake interview
- In a MOOC (well-known 6-minute videos)([example](#))
- To be used as tips and tricks
- To keep the participants motivated after the course
- To recapitulate the topics
- To give clarifications
- To record and watch afterwards



## SELF VIDEO: WHEN?

- Before the course: to prepare or ask for a task
- During the course: provides illustrations
- After the course: follow-up of participants



## SELF VIDEO: HOW? (SHORT VERSION)

1. Short script
2. Setup
3. Recording
4. Short **edit** if necessary
5. Publication



# 1. SCRIPT (SEE BELOW)

1. Present yourself: be legitimate
2. Tell "why" the video is being made
3. Use spoken language
4. Keep it short and simple
5. Involve
6. End with something that is food for thought or an action to be undertaken

## 2. SETUP (SEE BELOW)

1. A quiet setting (inside or outside)
2. The background shouldn't act as a distraction, but rather support what is being said where possible.
3. Pay attention to the lighting (shadows, etc.).
4. Wait a few seconds before and after recording.



## 3. RECORDING

1. Use a dedicated app or the default app if it offers good quality (exposure control).

e.g.:

- iOS: Filmic Pro (paid), YouTube Capture (free), Movie Mount (free)
- Android: Cinema FV-5 (lite: free, pro: paid)

2. Use a tripod.

3. Leave room for writing if necessary.

4. Don't use the zoom, get closer if necessary.



## 4. EDITING

### 1. Editing app or editing on pc

Examples of apps:

- iOS: Imovie (paid), Vodio (free + paid options)
- Android: Movie Maker or KineMaster
- PC: Windows Movie Maker, Adobe Premiere (Elements)

### 2. Trim the start and the end.

### 3. Adjust the sound volume.

### 4. If necessary add a "voice-over" or add text.



## 5. PUBLICATION (SEE BELOW)

1. On the eCampus
2. Youtube/Vimeo (different forms of access possible)
3. Intranet
4. Video Content system



***IT'S YOUR TURN NOW!***

