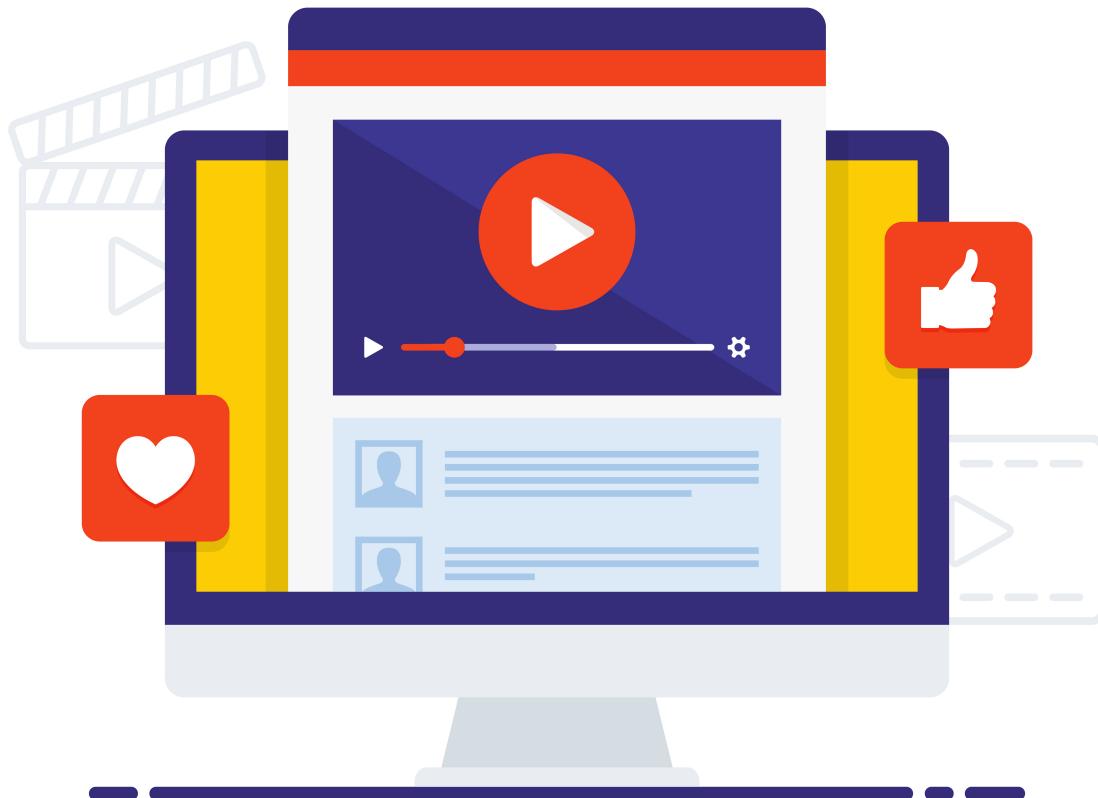


VIDEO BASICS

The Power of Sight, Sound, Motion and Emotion

VIDEO TUTORIALS



The power of video has always been the high-sensory combo of sight, sound, motion and emotion. But gone are the days of having to be home in front of the television to pop in that betamax tape, VHS tape or DVD. We no longer have to watch the evening news, movies or our favorite shows from the sofa. Video is ubiquitous. Because it's everywhere and always-on it's more important today than ever that we know how to leverage it for a one-on-one impactful training tool.

Video informs and entertains people and, good or bad, today most people prefer to watch a video rather than read a page of text.

- Lisa Lubin

Developing Video Lessons: 5 Tips to Better Lessons

1) Keep it short.

Micro lessons are generally preferred by your audience. Student's retention peaks in the first few minutes of a lesson. Videos between 3 - 7 minutes are ideal.

2) Create nuggets of knowledge.

Break down topics into micro lessons. It helps students to come back to a specific skill or point for review. It helps you create more clear and concise descriptions. It allows your audience to complete micro-lessons as time permits and come back for more later. Lastly, because over 90% of what we process is visual, we process visual mediums like video faster and retain more when it's clear, concise and interesting.

3) Keep your audience interested.

Keep your audience on task by being enthusiastic, making eye-contact with the camera and use appropriate body language. Because you'll frame the shot from the chest up, an easy rule is to keep your hand gestures above the table and in frame by not flailing them out further than your shoulders. This is easier and more natural to conquer when you are seated than when you are standing.

4) Provide an example.

Examples help connect the dots between your lesson and the real world. Never make the assumption that your audience is making the same connections you intend for them to make.

5) Focus on production, not perfection.

Unless you are a professional with access to professional equipment, don't worry about your video being perfect. Your audience is trying to understand a concept and would rather see a lesson that is not-quite -perfect than no lesson at all. As long as the length is reasonable, the content well-prepared and presented, and the sounds and visuals are clear, it doesn't matter if your slides jump ahead a second too soon or if you stumble on your words in a couple spots...it's authentic and your audience will forgive you. Use these four steps to prepare before you record your final video:

1) Plan, 2) Design, 3) Practice and 4) Present.

Great presentations follow a **story outline...**



Cell Phone Video Production 101: 5 Tips To Better Videos

- 1) **Lighting:** Find a location at home or your office that is well lit. Do not put your back to the window as it will create harsh shadows. Natural light is your friend, face the windows to leverage the softness provided by natural light. Natural light will provide a more even look and feel to the quality of your video. Try using the lights in your room and play with your lighting if you need more light. However, be careful to not shine a desk light on one side of your face as it will create a dark shadow on the opposite side of your face, the same goes for overhead lighting if it's above and behind you so keep this in mind and play with lighting and your relationship to the lighting when doing your practice videos so that you get a high-quality, bright video.
- 2) **Cell phone placement:** Place your cell phone in a tripod made for cell phones (these are generic and expand to accommodate various devices and can cost as little as \$10 USD). This will allow you to control the height, so that the camera is not shooting up at your face which is very unflattering and distracting. A tripod will also ensure you have a steady video, something that even the most steadied hand would have a hard time to deliver. Lastly, you will be able to turn your camera around so that you see your full screen. By seeing your full screen you'll be able to frame your shot. You're going to want to have your camera lens at nose level and far enough away from you to get your whole head and your body from the chest up. Be sure not to cut off part of your head or watch yourself talking, two common errors. Look around in your framed shot to ensure there's not an unwanted item like perhaps your leftover breakfast on the edge of a desk, move unwanted items out of frame.
- 3) **Cropping:** After you click "record" it's time to smile, make eye contact with the lens on your phone and count down in your head 2-3 seconds before you begin. When you finish your last line, smile and keep eye contact with the camera for 3 seconds before reaching out to click "stop recording". This extra buffer will allow you to easily crop the awkward start and stop.
- 4) **Audio:** Find a room that absorbs sounds. An ideal room might be relatively small in size and have a carpet and fabric furniture to help absorb sound. This will help keep a richness to the audio. Avoid public places like coffee shops, it might look cool but the audio is going to be distracting for your audience. Avoid rooms with highceilings and wood or tile on the floors with hard furniture pieces as your audio will echo and sound hollow.
- 5) **Editing:** Crop that first second that you reach out to start your camera and the last second that you reach out to stop recording. You can use the native video editing tool that came with your phone, the 'how to' will differ based on the device you have but if it's not intuitive and you can't figure it out you can send it as is and we'll crop it for you. There are other fancier edits that can be done with other software, like if you want to add slides to your video. Unless you know how to do this you may send along supporting documents like power point, checklists and worksheets and we'll have a link below your lesson for students to access. Please be sure that if you have supporting documents that you reference them in your lesson so that your audience knows the relevance and where to find it.