

CREATING VIDEO

FOR LEARNING & DEVELOPMENT

with Tom Boyeson-Corballis



WHAT IS STOPPING YOU FROM MAKING MORE VIDEO CONTENT?



COMMON BARRIERS:



THE BASICS

SCRIPTING

1. WHY?

CONNECT WITH THE SUBJECT MATTER



2. WHAT?

THE BULK OF THE INFO GOES IN THIS BIT.



3. HOW?

GIVE EXAMPLES & APPLY THE LEARNING.



TOP TIP: ONE SIDE OF A4 IS 3.5-4.5 MINUTES

CONCEPT

REMEMBER WE ARE NOT HERE TO WIN OSCARS!



1. PREP

THE MORE YOU PREP THE EASIER IT'LL BE TO EDIT

1. SCRIPTING

MAKE SURE YOU HAVE WHAT YOU NEED AND THEN YOU CAN GO OFF-SCRIPT.

2. STORYBOARD



KEEP IT SIMPLE. YOU DON'T NEED TO BE ABLE TO DRAW!

3. SHOT LIST.



2. FILM

PEOPLE ARE FORGIVING OF POOR QUALITY VIDEO

A CHEAP TRIPOD FOR YOUR PHONE WILL KEEP IT STILL.



SOUND is more important

SO INVEST IN A DECENT MICROPHONE.



3. EDIT

FOUR EDITING TOOLS TO TRY:

• ADOBE (TOM USES THIS)



• CAMTASIA (BEST FOR BEGINNERS)



• iMOVIE (FREE FOR APPLE USERS)



• LIGHTWORKS



WHY VIDEO?

IT'S BITESIZE



IT'S ENGAGING



IT'S VERSATILE



PEOPLE ARE ALREADY USING IT TO LEARN



IT CAN BE QUICK TO MAKE

