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VIDEO

For Learning

WHY VIDEO?

Video is:

1. Engaging
2. Bite sized
3. Quick to make
4. Versatile
5. Easy to edit
6. Fun to make
7. Accessible

THE BASICS

Learning material needs to be clear and concise, video is no exception.

THE BASICS OF VIDEO

CONCEPT — e.g. talking head, interview, case study

PREP

Scripting *

Storyboard

Shot List

FILM

Camera

Sound

EDIT

Adobe

Camtasia

iMovie

Lightworks

PREP

1. Script:

1. A script is the most important part of the process. No matter how confident someone is at presenting, a video needs a script.
2. Write the script as if you will speak it. Reading it aloud will help with this.

2. Storyboards:

1. These help to plan more complex videos. You don't need to be able to draw to make a storyboard. Stick figures will do.
2. Get a piece of paper and make 4 columns and two rows. Use this as a template.

3. Shot List:

1. A list of what you need to record. Really important if you are filming more than 1 angle or more than one person. It's expensive (time and money) to have to reshoot.

FILM

1. Video

1. People are very forgiving if the video quality isn't perfect.
2. You want to make sure that the setting is nice.
3. Use your phone, tablet or computer webcam. There's no need to buy fancy kit at this stage.

2. Sound:

1. Sound is more important to get right than the visual element of a video. Bad sound can mean that people turn it off before finishing it.
2. Consider getting a microphone. They can be purchased for around £50. See 'Equipment' later in this document.

3. Be in the video:

1. Making learning content will require you to be in the video at some point. Sometimes it's just quicker and easier for you to do it.
2. You will get used to seeing and hearing yourself.

EDIT

1. Does it need editing?

1. Sometimes, you can film the whole video in one go and you might not need to edit it.

2. Aim big

1. Don't think too much about your current skill level with editing. Start with your concept, write your script and film your content. Once you have the content, you can work out how to make each bit happen.

3. Recommended Software

1. **Camtasia** is a great all in one video editor. It is made for beginners and is very user friendly. You can buy it as a one off purchase too, unlike some other editors which are one subscription.

SCRIPT TIPS

The script is the most important part of the process.

Follow a 3 part structure: Why, What, How

1 Side A4 = approx. 3.5 – 4.5 minutes of speech at size 11 font.

Write it as if you will speak it. It's not a policy document.

WHY

Introduce yourself and the content. Explain why it's important.

People need to connect with the subject matter. They need to know why they should care about this content.

WHAT

Explain what they need to know. Relate this back to any learning outcomes you have. Are you hitting all the key pieces of information?

HOW

Conclude by explaining how this should be applied in the context of your organisation.

ACTIVITY

Within 3 months of the 17th of June:

1. Choose a concept, or style for a video titled:
2. 'The Purpose of my Organisation'
3. Write a script using the 3 part structure.
4. Film the video
5. Edit the video, if required.
6. Publish the video to the CLC Slack channel 'Video-Learning'
7. Give feedback on the videos of others in the channel.

ACTIVITY

Questions that might help structure your video:

1. Why does your organisation exist? What problem exists that you are trying to solve?
2. What do you do? What are the activities that you do on a day-to-day basis?
3. How do these activities affect the Why?

FINAL TIPS

1. The goal is to get something made. Anything. It won't be perfect, you're not trying to win an Oscar. It's a first step.
2. You might feel a bit weird about being in the video but you definitely get used to it.
3. Practice, practice, practice. Write each part of the script. Record them separately. Start with bullet points. Build up to full sentences.
4. Try editing, even if it's just putting the parts of the video together.

CONTACT

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Please feel free to contact me if you have any questions



Prince's Trust

**START
SOMETHING**