



How to Make a Training Video

Planning the Video

Decide What to Include

When figuring out what to include in the video start by determining how long the task would take under normal circumstances. When explaining a project plan an extra 50% to double the time normally needed to explain on the video. The exception to this is if the project has lots of repetition, I'll show the task once. Then complete the other tasks off video and pick back up on the next step. That may shorten the training time needed versus the normal task time.

Training videos should be from 2-20 minutes long. Keeping this in mind will help determine if a training video should be on a single video or split into a series.

If the video is less than 2 minutes, consider combining with another video on the same subject.

Any video over 20 minutes should be broken down into smaller sections. If this is not easily done, consult with Mike on how to manage the video layout.

Videos should be made with complete a complete beginner in mind for the viewer. Example if you use **(Ctrl + F)** for the 'Find' feature or **(Shift + Ctrl + S)** to 'Save As' say it on the video and put the shortcut in the notes on the write-up. If the project requires a program task we are creating another video on, refer the viewer to that video if further help is needed.

The exception to making videos for beginners is if you are creating a series. Say you are creating a series for the website and as you progress through the videos skills learned from previous videos do not need to be repeated.

File Folder for Video:

When starting on a video, copy the '1 Video Template Folder' from Google Drive > Videos. Paste the folders inside the specific video folder. All materials to make the video and post on the website should be in this folder. The files and details on how to use them are:

Audio Folder (Do not rename) - This will have any separate audio tracks or sounds that should be used when making the video. Most audio will come from the screen recording you created through Movavi. If no Audio files are needed, delete this folder when the project is completed.



Supporting Docs Folder (Do not rename) - Any files not going to be directly loaded into Premiere or uploaded on the site should be placed in this folder once the video is complete. We should only see the Folders and Word Doc in this folder once the project is ready for production.

Video & Pictures Folder (Do not rename) - This will have the video clips (including audio from Movavi clips) and images that should be used in Premiere when making the video. Name the files starting with 1, 2... so the video editor knows how they should load in Premiere.

File to Upload (Rename to be video title) - This is the finished & polished Word Doc file that will either be copied or uploaded to the web page for views. Copy from Notes and Directions and then edit down for final project.

Notes and Directions (Rename to be video specific) - Copy any current directions or training materials into this file. Start making your notes, video outline and things to remember with this file. A version of this will become the website file. I use this file to plan my 4-6 main bullet points, points under the bullet points and detailed directions. The Title should be an H2 & Bold, Main Bullet Points an H3 & Bold and Points just Bold.

PowerPoint Video Template (Rename to be video specific) - Most videos will start with an overview slide from this template. Use bullet points and make any additional slides needed for further bullet points. Slides will be saved as a PNG and imported into Premiere to create the video. You can also create a slide without words for a video background or place to add images.

Creating the Files

Notes and Directions

I prefer to start the video planning using the Notes and Directions Google Doc to outline the video. This is a great place to add what you plan to include and any notes on the video. Here is where I decide the Main Bullet Points, points under them and general flow of the video. When I want to remind myself to talk about something is include it on its separate line with asterisks.

PowerPoint Video Template

The first image of every video should be the PowerPoint slide with the Title of the video and a brief overview of what will be discussed. Then feel free to use other PowerPoint slides, screenshots, clips or images. The PowerPoint slides should be bullet points to refer views to the

full details on the written directions. Capitalize the important words on the slides as you would for Titles. Most words will be capitalized and here are some examples that are not: a, an, the, and, but, or, for, on, at, to from, by... The expectation will be if any of these start the sentence than it is capitalized.



Some videos will need several slides from the PowerPoint. Right click on the smaller slide on the left side and click 'Duplicate Slide'. This will allow you to create as many slides as necessary for the video.

Most PowerPoint slides will be exported and used as a still shot on the video.

If using the record a screen with the PowerPoint make sure your screen is set to 1920x1080 and you capture the full screen, so the video size is correct. *Remember that F5 will make the slide full screen when taking a video clip. You can use the up and down arrows to move from slide to slide and the Esc key to return to the normal view.

Once the Notes and PowerPoint files are completed the next step is to gather any supporting docs needed like a sample listing photo or offer contract. Save them in the Supporting Docs folder. Then make all your still images for the video. They may come from the PowerPoint, Snagit or other programs. Make sure any images are 1920x1080.

Creating the Images & Video Clips

Place any video clips, pictures or images that will be used on the video in the 'Video & Pictures' folder.

Images

Some tasks are easily explained with still shots. These are the fastest way to produce videos for simple tasks.

Still screenshots should be taken with Snagit. When grabbing them make the area you select with Snagit as big as possible on your screen. Full-screen shots at 1920x1080 are preferred. If not possible remember to use the Ctrl button when selecting areas to keep the 16:9 ratio.

The PowerPoint slides with our background will make up your remaining still images. Slide Screenshots are saved individually as PNG's and are sized correctly from the template. When the Slideshow is complete use the Save As function to save the slides as PNG files. When saving select all slides. PowerPoint will place them in a folder. Move the files to the Videos and Pictures Folder.

All pictures and images to be used on the videos need to be a 16:9 ratio and sized at 1920x1080. If the image is not 1920x1080 convert it in Photoshop to the correct size. Images should be a PNG24 (transparent layers) or JPEG saved on the highest quality setting.



Video Clips & Audio

Many tasks are explained easier if the viewer can see a video of how you use the software or work on the project. Take the time to record the screenshot if there would be questions on how a task was accomplished with only still shots. All clips will be created with Movavi. This program will also capture your audio. If you are mixing still shots and video clips use Movavi to capture all the audio. Even if there are no clips go ahead and use Movavi for the audio to keep consistency.

Occasionally you will need a separate audio track or background music file. These are the files that will go into the audio folder. Make sure to let the video producer know if there are separate audio tracks and how/when to use them.

When labeling the images and clips use a number system 1-x so the images can be dragged to the video timeline in order. This includes the PowerPoint slides.

All video clips need to be recorded at 1920x1080. It is not as easy to change video sizes after production so always make sure your screen size and recording areas are 1920x1080 before recording.

Before recording the video clip and audio for the Video have Mike or Karen review the Notes and PowerPoint to see if anything should be added to the video.

Recording the Video

When recording make sure to turn off the computer sounds, cell phone sounds and phone ringers. You will want a quiet environment. If a noise does interrupt the recording stop for 5-10 seconds and start again. The same thing goes for if you make a mistake or need time to read the next part of your video. Try to keep the same video/audio recording going for the whole video.

Place the Mic right in front of you and the keyboard and mouse is behind it. Try to have as much typing done before the audio recording. Only use the keyboard for required tasks while recording the audio. See this video starting at 3:20 for the best positioning and setup of the microphone. <https://www.youtube.com/watch?v=-3rbPaJgTWA>

I find that having all the images, files, programs ready to go and opening on the right screen helps before recording. Using your notes outline on the 2nd screen helps the recording to go smoothly. It is not uncommon to spend 1-2 hours prepping for a 5-minute video recording session.



Prepare All Files for Production:

After completing the recording. Make any notes for the video producer in red at the top of your notes document.

Copy your notes into the Word Doc file. Take out any items used for just your notes along with directions for the video producer and the first Overview section. Make sure to run a spell check through Word and check for grammar.

We can not share Google Docs on the site securely. They must be made public and have the possibility of being indexed and searched. Therefore, most videos will have the written directions typed onto the webpage or uploaded as a Word Doc.

Some directions will have Excel Spreadsheets, PFD's or other files. These files will be uploaded directly to WordPress and displayed using the Google Doc Embedder.

Let Mike know your Video is ready to be produced.

Then review after the video is produced.