Instructional Video

Assignment

Create an instructional video for a simple, **easily tested online or at home** process.

You may use the same process or product from Assignment #1 (this is highly recommended), or you may chose a new topic.

You will usability test your instructions online before revising and submitting them.

Purpose

The main purpose of this assignment is to give you practice in drafting and producing an instructional video. Whether it's a video about how to use a piece of software in your company or how to execute a particularly difficult knitting stitch, instructional videos are often the first thing people look for when trying to do something they don't know how to do. Audiences for instructional videos can vary greatly, so it's very important that you begin your project by clearly identifying and researching your audience.

Requirements

Instructional videos may seem easy to make--there are ton of them out there on YouTube--but *technical* instructional videos for a specific process or client have a different audience. The format, tone, and visual aspects of the video need to be professional. (Keep this in mind if you when you choose music or sound effects in your video.) Your video must be between 1-5 minutes.

Getting Started

First you will need to do some planning. If you use the same process or product in your Instructional Video that you did in your Instruction Set then you don't need to do a lot of new research, so you need to plan how you are going to construct and record your video. Tools for this are the story board and the shot list. You will also need to write the script for your voice over--no professional instructional video is done "off the cuff" with no script. You may use your Project #1 as a starting point for your script.

Production

This is the stage in which you create and collect all the artifacts (e.g., images, videos, sounds, narration) you will need for the video. You must have an audio track separate from your video track. Your audio should include the directions to complete the task; music is optional and should be used sparingly. You may check out video and sound equipment from me or the lab in SCC 2010. I don't recommend using your phone for video; the aspect ratios will be off when you try and import it into an editor. You may use screen capture software (see the Multimedia Tools page for a list of software) for this assignment.

Editing

Finally, you will put everything together: video, sound track, and voice over for your video. You will have time in class to work on aspects of this project since I know not everyone has used these tools before. We will be testing your videos before you turn them in, so be sure and save your working file in case you need to make any changes.

Deliverables

1. A one-page reflective memo (500-1000 words):
   - Summarize your process of developing/researching/assembling your materials for your video (one paragraph).
   - Summarize your audience analysis and purpose for your video (one paragraph).
   - Describe your process of testing the usability of your video (one paragraph).
   - Describe which of the course goals you feel you encountered in completing this assignment (one paragraph)
2. Instructional Video (1-5 mins):
   - A complete video will include:
     - An introduction
     - A review of materials needed to complete instructions
     - A step-by-step description of the process
     - A conclusion
     - Narration track (You do not have to be the narrator.)
     - You may also include a music or sound track

Turning Video In

You may turn in your video in either of the ways below:

- Upload the video here to Canvas
- Post your video to YouTube or Vimeo (or other video platform) and supply the URL here. (If you do not want your video posted to the general public be sure and set the privacy settings so that anyone with the URL can view it. Otherwise I will not be able to see it.)