

HOW **NOT** TO MAKE A HOMEMADE TRAINING VIDEO PRE-PRODUCTION

MAKING A VIDEO FOR LEARNING: YOUR PRE-PRODUCTION CHECKLIST

- Define objectives
- Use a subject matter expert
- Tailor your approach to your audience
- Draw a storyboard
- Write a script
- Keep it bite-sized

VIDEO ARTS RUNS REGULAR WORKSHOPS FOR ANYONE WHO WANTS TO MAKE A CORPORATE VIDEO. VISIT VIDEOARTS.COM



56% OF L&D PROFESSIONALS MAKE THEIR OWN VIDEOS FOR LEARNING (VIDEO ARTS LEARNING INDEX RESEARCH).

And 65% of those are rubbish (a made up statistic) so here are the Video Arts top things to avoid when you're deciding what to put in your homemade video for learning.

DON'T SET "MAKING A VIDEO" AS YOUR OBJECTIVE

Making a video is not an end goal in itself. Start by thinking about what you need to achieve. Specifically, what do you want people to think, feel and do differently as a result of watching your film?

DON'T BLAG IT

Know your subject; or make sure someone else does. Think about the learning points you're trying to get across and find a subject matter expert to validate them. But, remember a subject matter expert's job is to know the subject; they're not always the best person to write engaging dialogue.

DON'T MISREAD YOUR AUDIENCE

Many L&D managers have died metaphorical deaths from not thinking properly about how their audience would react to their video. Are there any defining characteristics (age, job function, etc.) of your audience that should influence how you deliver your message?

DON'T WING IT

Anyone can learn how to build a basic storyboard and it will help you structure your story and signpost your learning points by defining a sequence of shots. Not everyone can learn to write scripts or act well and both of these are essential if you're planning on any kind of dramatic approach to your video. A good script, well acted will engage your audience. Clunky dialogue plus bad acting is how car crash video happens.

DON'T LET THEM FALL ASLEEP

Tom Hanks might be able to keep our attention for 120 minutes on screen, but can you? Even if you're producing lots of content, break it down into short snappy clips (3 minutes as a rough guide) to keep the attention of your learners.