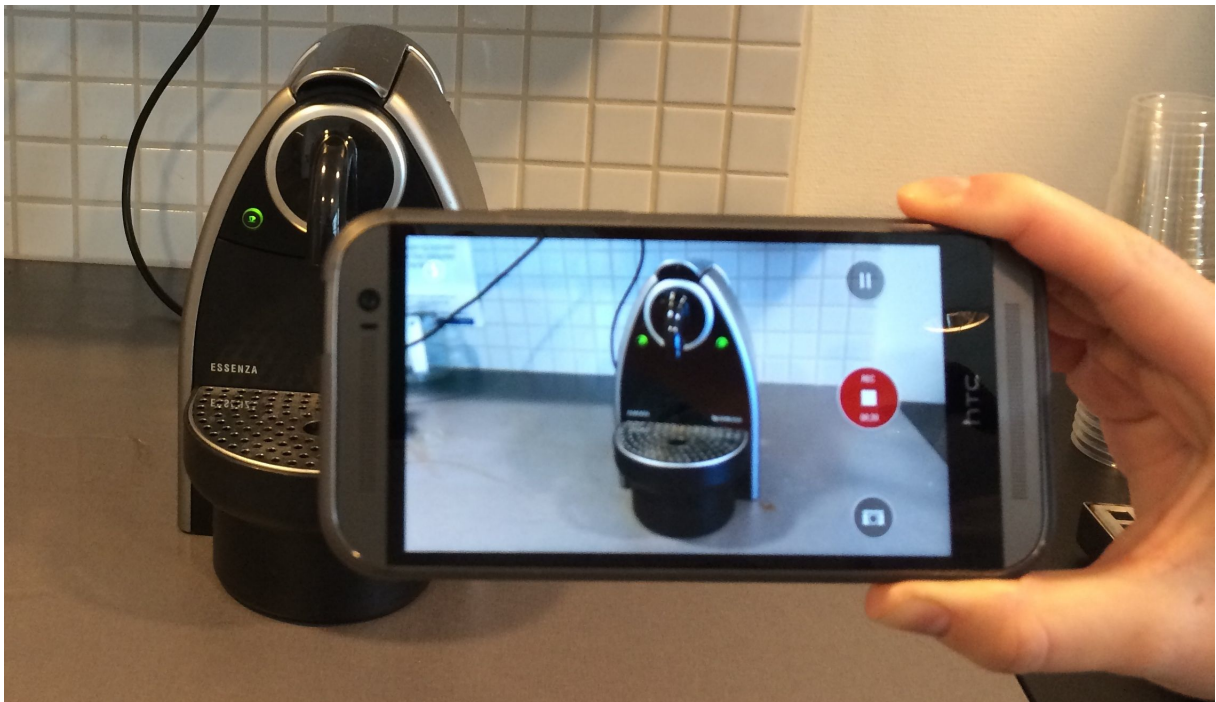# POSEiDON

PersO**nalized** **S**mart **E**nvironments to increase **I**nclusion of people with **DO**wn's sy**N**drome

Guide for making instructional videos

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Contents

1 Introduction

An instructional video is a video designed to demonstrate or teach a particular activity, such as how to pack your schoolbag ~~today~~, use the washing machine or make a meal. An instructional video might include both a **demonstration** of how to do certain things and an **oral explanation**. In addition, a video might include **text, images** and **graphics** such as arrows. With all of those parts working together, an instructional video can be a very useful tool for communication or learning.

In this guide you will learn how to make a useful instructional video. The viewer of such a video is in this guide referred to as "the user". The guide is divided into five sections. The three first sections represent the three phases in a film production: Pre-production, production and post-production. In **pre-production** you will plan, organize, write, and do the other steps necessary to prepare for the production phase. **Production** includes the taping, recording and filming. **Post-production** involves editing and adding things such as graphics, special effects or voiceover, with the result of an instructional video.

Each of the sections includes a list of practical, technical and pedagogical **tips** for how you can achieve a useful instructional video. The fourth section consists of specific **tips for filming a screen**, such as a smartphone or tablet.

The last section includes some **general principles** that we should strive for when making instructional videos.

2 Pre-production

The purpose of this phase is to make things go easier in the production phase.

1. Define your topic and objective.
2. Think about what you want to say, or if time, write a script.
3. If time, create a storyboard: Draw each scene on a sheet of paper. See how to make storyboards here: www.wikihow.com/Draw-Storyboards

2.1 Tips

- Start the video with an introduction of the objective and what the film is about.
- Make the video personal by introducing yourself. Speak directly to the user by using name or "mum", "grandfather", etc.
- Define the main terms you will use in the video, and be consistent in using them.
- Limit the talking. Avoid unnecessary words, which can distract from the main message. Give room for pauses.
- Keep to one subject in each sentence.
- Use short and instructive sentences. Clear and direct language.
- Use a simple language (without being patronising): Avoid language that is too technical.
- Make the video as short as possible. The optimal video length is between 2 and 7 minutes.
- End the movie by saying a few words about the objective and content.

3 Production

This phase includes the filming.

1. **Stick to your plan**/follow the script.
2. Use a tripod if you have one. If you do not have a tripod, try to **steady the camera** as much as possible during filming.
3. If you are using a mobile phone, always film in **landscape mode**.
4. Record the audio properly. If you do not have a microphone, make sure to **speak loud**.

3.1 Tips

- Make the background as clean as possible, e.g. remove unnecessary things that might be distracting for the viewer.
- Make sure to have enough light in the room.
- Make sure that devices you are filming do not move or shake during the filming.
- Avoid nail polish and rings (anything that can be a distraction for the viewer).
- Make sure to hold the camera straight and steady.
- Place the camera as close as possible to the object.
- Avoid zooming – rather place the camera closer to the object.
- Point with your finger to demonstrate how to use certain devices. Make sure your hand does not cover the screen or display.
- Move your finger and demonstrate slowly.
- Talk slowly, clear and loud.
- Make the video personal: Speak directly to the viewer, e.g. using "you" or even the name of the person. Show your face and let the viewer know who you are.
- Practice the scene one or a few times before you shoot.
- Do not talk too much when you are demonstrating something. Explain first – then show.
- It is recommended to be at least two people when making a video. One of you can film, concentrating on holding the camera steady, while the other shows and demonstrates.

4 Post-production

This phase involves **editing the video** by using a video-editing program (see examples of such programs further down).

Video-editing programs let you:

1. Assemble the video clips and place them in the order you want.
2. Cut and remove unnecessary content.
3. Add speech, add arrows to highlight things such as buttons, add text to highlight sections and key points, and add transitions.

4.1 Tips

- If possible, make a list of the several sections of the video, an agenda, so the viewer is aware of the content.
- Avoid "pointless" transitions. When editing your video, stick to a basic cut transition or a fast dissolve. If you have a specific reason for a unique transition, then go for it. E.g. a slow "fade to black" to convey the passing of time.
- After the demonstration of each step, freeze the film for a few seconds. Add speech and say: "Pause the video to do it yourself". In that way the viewer has time to perceive and follow the instructions.
- If using text: Use a large text size and a font without serifs (e.g. Arial, Calibri, Helvetica, Verdana). Avoid *italics*. Make sure to have a high contrast between the text and background. Black text on white background is often recommended.

4.2 Video editing programs

Free and easy to use:

- iMovie (Mac)
- Windows Movie Maker (Windows)

More advanced programs:

- Final Cut Pro (Mac)
- Adobe Premiere (Windows)
- Media Composer (Windows)

5 Tips for filming a screen

The following are specific tips for making instruction videos on **how to use smartphones or tablets**, e.g. filming a screen.

- Place the device on a table with a white sheet of paper as background.

    Or:

- Place the device upright by using a tripod.
- If using a video camera: Use manual focusing and manual white balance.
- Make sure that the device does not move or shake during the filming.
- Make sure the device is straight.
- Keep the device on the exact same place on the screen in every scene.
- Place the camera as close as possible to the screen.
- Avoid zooming – rather place the camera closer to the object you want to highlight.

6 General principles

Below are some general principles that we should strive for when making instructional videos.

Motivation – Encourage and motivate the user. A motivation factor could be to **involve the user** in the film production, either as an actor showing the instructions or to participate in other ways. Involving the user might encourage him/her to use the instructional video and benefit from it.

Concretisation – **Be concrete.** Use a simple language (without being patronising). Explain and visualize concepts. Show and demonstrate how to do things.

Personalisation – Adapt the video to **each individual**. Try to understand what kind of instructions the individual prefers, and what his/her needs and circumstances are. **Make the video personal!** E.g. use the person´s own washing machine when filming how to use it, speak directly to the user and facilitate a familiar and safe environment.

Learning by doing – Make sure that **the user does the instructions** that are shown in the video. Ideally, for extra support, a carer should be present the first time a video is shown. If you are demonstrating how to use the washing machine, first show the instructional video – then let the user do it him- or herself.

7 Acknowledgement

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8 References

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