

ONTARGET COMMUNICATIONS 



# To Video or Not to Be

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The can do company

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# Agenda

- Video capture, editing and production fundamentals for authors
- Planning & Preparation
- Recording best practices
- To narrate, or not?  
(alternatively, Modality, Temporal, & other principles)
- To split, or not to split?
- Editing cheats (tool dependent)
- What NOT to do (well... maybe, sometimes)



\* Screenshots are Camtasia 9, but applicable to most middle-of-the-road tools, including Captivate, Power Director, VideoPad, Pinnacle...

# Are We On-Topic?

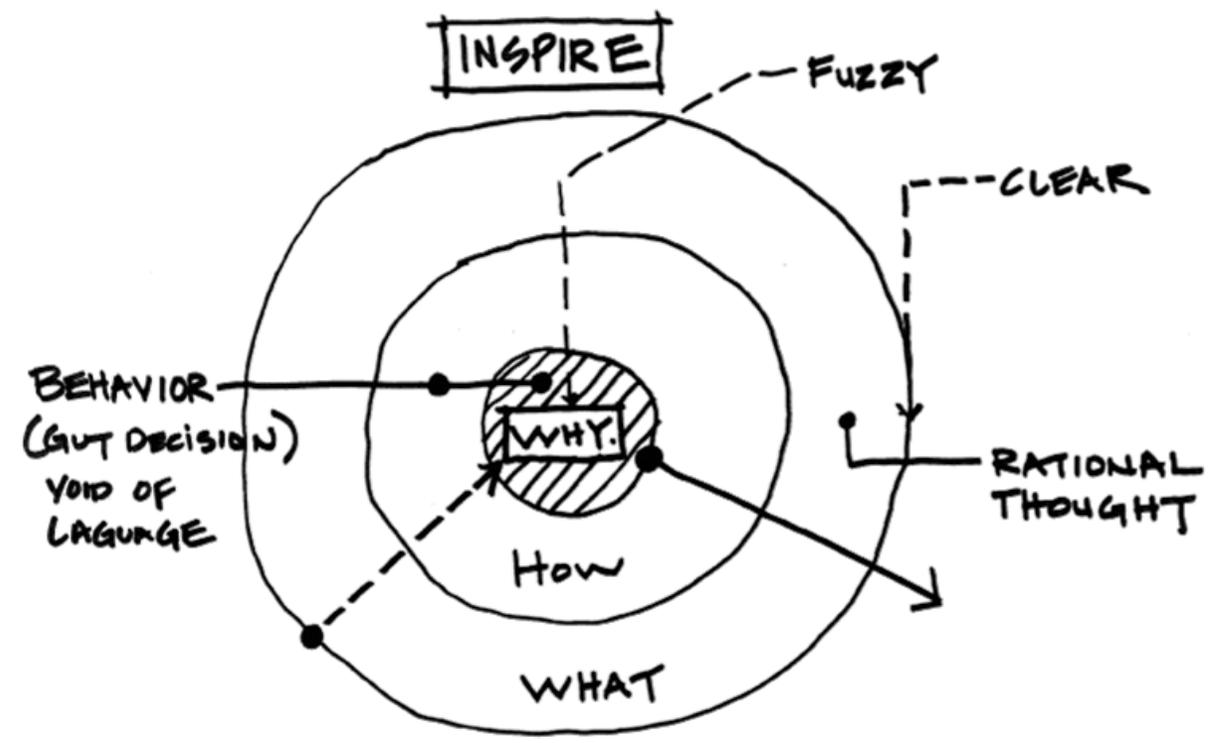
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- Carrying on from Mike's keynote this morning:
  - Topic-based Videos?
  - Video topic reuse?
  - Single-sourcing in video?
  - Workflows & integration



Why?



UNDEstand WHY... (PURPOSE, CAUSE, BELIEF)

# Why Video?

- Customers are asking for it, or should/will be...
  - Provide added value
  - Enlarge your job description
  - Develop additional capabilities
- Attention span & reading concentration
- Ubiquitous broadband availability
- Youtube & co.
- Appeal to different audiences
  - i.e. not instead of, but in addition to (usually)
  - How will the video fit in?
  - Ensure **you** are (very) clear about why (where's the added value?)





# Planning & Preparation

# First – Plan!

- ➔ Videos are not that different from other documentation / development / deployment project: what's not planned is unlikely to be successful
- ➔ Who is the Target Audience?
  - ➔ Are viewers novices or experts?
  - ➔ Do they care about “how to” details or do they need a “what/why”?
- ➔ What type of video?
  - ➔ Teaching?
  - ➔ Telling???? **FAIL**
  - ➔ Getting buy-in?
- ➔ How long do you have?
  - ➔ Video length and creation time



# More About Audiences

- Who's likely to consume?
  - Existing customers/users or open to all?
  - Geographic location/language/culture (captioning? Speed?)
  - Occupation (terminology)
- Get input from QA/Training/Support/Marketing/Sales
- Poll the audience about what videos they need/want
  - Sometimes difficult for customers to articulate



# What Do We Need?



- A reasonably comprehensive toolset that enables the recording/capturing, editing, and sharing of video content – **but** relatively easy to use
- Ability to add callouts, animations & behaviours, transitions, zoom and pan effects
- Combine clips, trim them, add audio narration or camera video, and create title screens
- Produce final videos in common file formats (.avi, .mp4, .mov, .gif) , and publish to online services
- Ideally, 64-bit HW/OS/SW, lots of RAM, and a fast disk

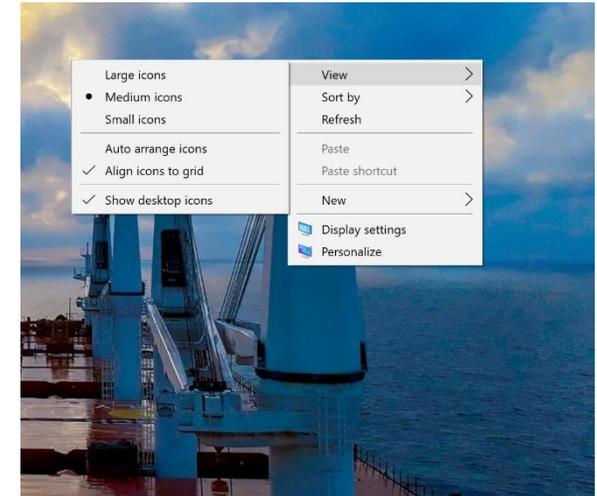
# System Requirements

- 64-bit OS versions & apps
- Windows – 7 & higher, DirectX 9.0 or greater
- A dual-core processor (quad-core recommended)
- 4 GB RAM minimum (8 GB or more recommended)
- 5 GB hard drive space (fast HDD or SSD, local)
  - You will need considerably more for ongoing work
- 1920x1080 (HD) video card & display (++)
  - I use 2736x1834, with a large external screen
- Speakers/microphone (noise-cancelling headset recommended)



# Prepare Your Computer

- ➔ Clear you desktop icons
  - ➔ Remove application and document shortcuts
- ➔ Check background
  - ➔ No personal photos
  - ➔ Not visually distracting
- ➔ Close unnecessary applications and documents
- ➔ Headset with noise cancelling microphone
- ➔ Prepare your environment
  - ➔ Ambient noise
  - ➔ Interruptions



# Scripting/Storyboards

- Ensure the script has:
  - Timing
  - User action
  - Voice narration
  - Optionally (but recommended), a screenshot
- SME approval of script prior to video recording
- Run through the sequence before recording, to highlight problems/uncertainties
  - Missing files/network connections/steps
  - Ensure you can reset condition to pre-run-through

Ø	PICTURE	SOUND
0.00 - 0.04	<b>Sc1] Ext of a small house/flat</b> <b>(BLACK AND WHITE):</b> a). See a pizza car/cycle pass.	<b>Sound fx</b> No Music
0.04 - 0.17	b). (Voice over) Hear his mum and dad talking as we see the outside of the house/flat	<b>Dialogue</b> Mum: "where's Ben?" Dad: "In his room" Mum: "Call him down dinner is ready" while placing plates on the table. Dad: "He already ordered a pizza"
0.17 - 0.30	<b>Sc2] Int of kitchen with his mum and dad.</b> <b>(BLACK AND WHITE):</b> a). Shot of the mum and dad talking in the kitchen. They are complaining about Ben's social life.	<b>Dialogue</b> Mum: "On a Friday night his going to stay in? I wonder where we went wrong!" (sighs) Dad: Come on don't exaggerate! Mum: (dismissively) Well then I need his washing he can't wear dirty clothes (walking towards the door) Dad: But dinner is ready, we should eat you can do that later. Mum: (Sighs and shrugs) Dad: come on sit down. mum: (walks to the dining table and sits)
0.30 - 0.33	<b>Sc3] Int of his room</b> <b>(BLACK AND WHITE):</b> a) Cut to his room L/S of him lying on his bed with pizza box open on his chest	<b>Sound</b> Throughout the sounds are in the black and white scenes are exaggerated.
0.33 - 0.36	b). Close up of the pizza box (the pizza is half eaten).	
0.36 - 0.40	c). Shot of him throwing the pizza box in the trash can beside his bed, still lying down. (Slow motion)	
0.40 - 0.44	d). Close-up shot of him putting headphones in.	

# Scripting Focus

- Set specific goals
  - i.e. not “show new features”, but rather “how to ... better/faster”
  - Include the **why** in addition to the **what** – take cognizance of how the video will improve viewers’ lives
- Avoid “Oh, by-the-way” detours
- Make the wording audience-appropriate
- Construct a compelling story
  - How to overcome difficulties or leverage opportunities
  - **Who**, has **what** problem, what is the **solution**, what is the **outcome**?





# Recording/Narration Best Practices

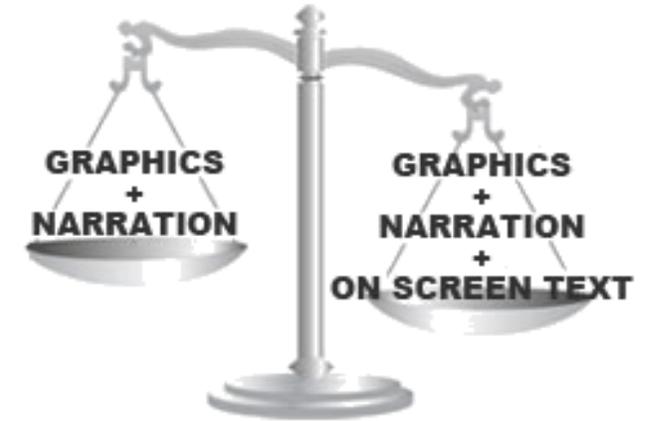
# Video Length

- Length is dependent on type of video
- Most humans have a short attention span
  - Significant loss of attention after 3 minutes
  - By 7 minutes, attention loss is critical
  - Chunking/Segmentation, and other Topic Based Writing principles: Labelling/Signalling (title screens), Encapsulation, Relevance
- Promotional video: 2-3 minutes
- Training videos can be longer, if they have a TOC
- Recording, editing and producing a video increases exponentially with length



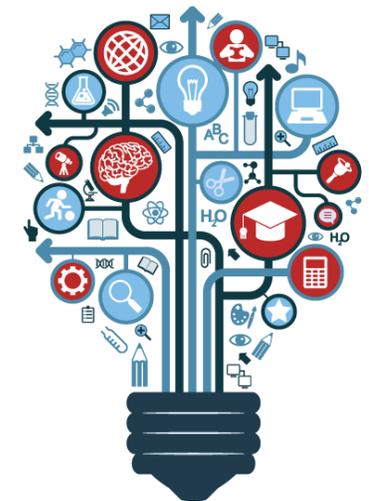
# Modality & Other Principles

- Wherever possible, use video/animation with narration
  - Two separate pathways into the brain
  - Avoids overloading one pathway
  - And if not? (muzak)
- Temporal contiguity
  - Animation and narration must be synchronized
- Speak the audience's language
  - Neutral accents are golden
  - Robotic voices are 2<sup>nd</sup> prize
- It's difficult to produce a "one-size-fits-all" result
  - ... Beginners/Advanced



# Training Video Principles

- Liberal use of attention-getters/focusers
  - Mouse highlights, callouts, zoom & pan
- What's obvious to you/SMEs, may not be to the viewer
- Slow it down
  - As opposed to marketing videos
- Don't get mired in the details
  - Provide references/links where appropriate
  - Going back to knowing your audience – don't waste time on things they should already know (e.g. how to minimize/maximize, open/close)



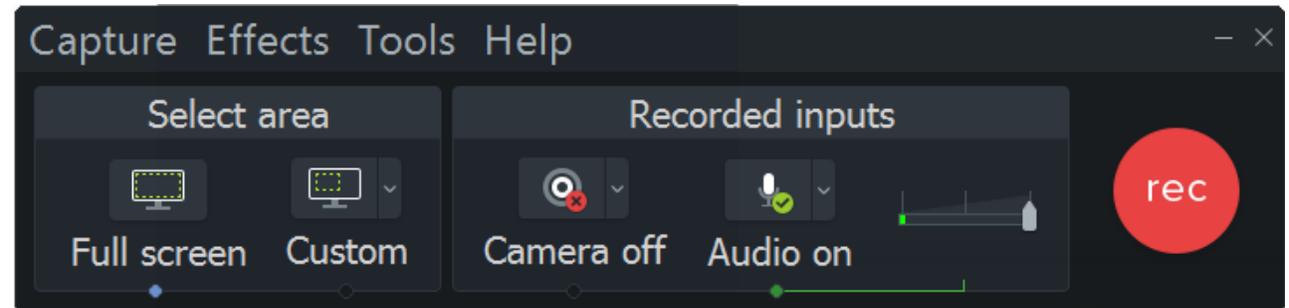
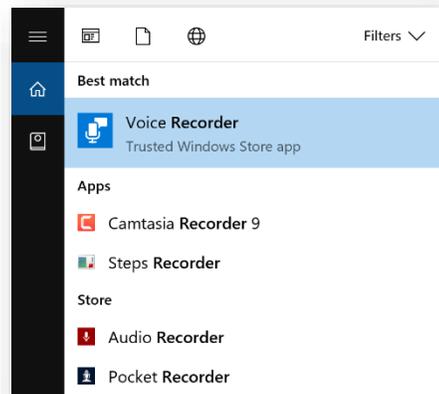
# Marketing/Sales Video Principles

- Focus on benefits, not features (more focus on **why**)
- Addresses the issue that people do not read, but should be reinforced with cheat-sheets
- Address a customer need **FAIL**
- Call-To-Action (Know-Feel-Do) **FAIL**
- Audience is often less specific than for demos/tutorials
  - Segment for Unique Selling Propositions
- Start with the most compelling benefits (for attention retention) **FAIL**



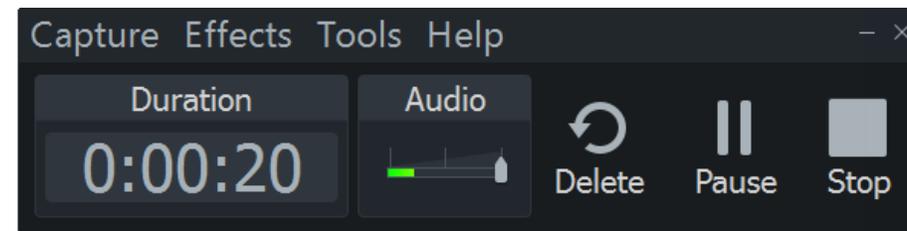
# Recording

- Good editing cannot salvage bad footage ~ Socrates
- Use a stand-alone recorder (ideally)
- Use full screen or Custom
  - Although you can cut down full screen recordings to any size, recording smaller dimensions is less processor intensive and produces smaller files, which are easier to edit. **But...**



# Recording (cont)

- Keep the area the same for all clips
  - If not possible, use transition effects to mask
- “Lock to application”\* can be useful to ensure application dialogs pop-up in the right location
- Move recorder out of the way (dual screen is best)
- Learn the hotkeys (particularly pause)
- Don't dump good footage because of an error – pause (or use a marker) and repeat
- Don't record the narration at the same time (but talk it through)



\* Tool specific (Camtasia)

# Don't...

- Do Talking Heads
  - No, not these



- Very few of us have the talent, time, and ability to perform for the camera
- With a few exceptions, you generally end up with an awkward, expensive, low impact, product **FAIL**

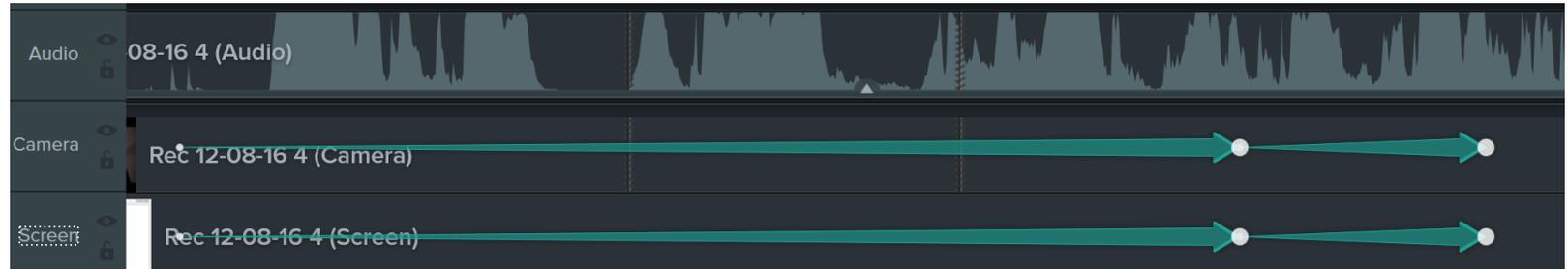


To Split or Not to Split...

# Channels, Tracks, Streams, and Clips

## → Yes! Do it!

- Incorporate multiple streams – screen video, camera video, system audio, narration, muzak, special effects



## → Separate by track/channel

- Z-order (think “layers”)
  - Maintenance
  - Single sourcing
  - Overlaps/overlays
- ## → Capture in native format (.trec for Camtasia 9), to enable stream extraction
- ## → Even when tracks are generic, assign different tracks to different media types



# Editing "Cheats"

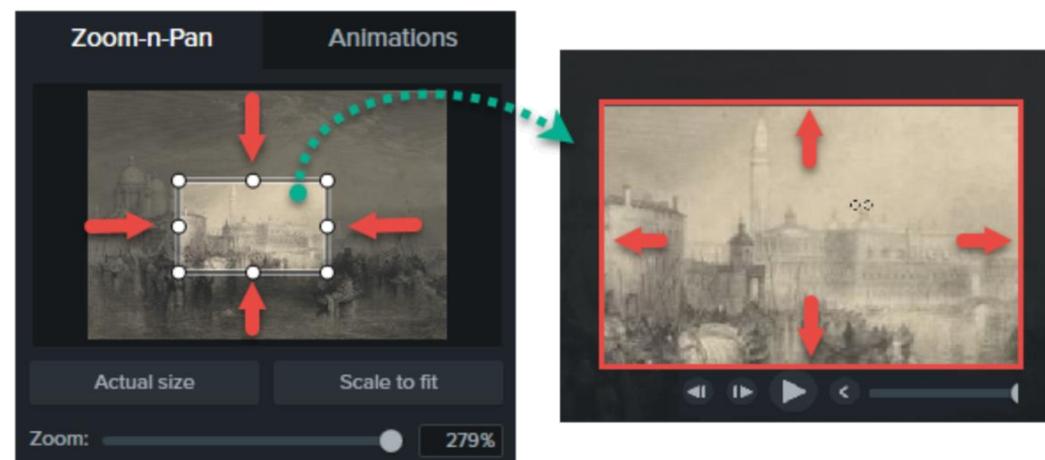
# Ensuring Clear and Clean output

- ➔ For the best audio results, adjust to keep the peaks of your audio just below the maximum
- ➔ Trim “bad” parts of audio clips (“ummmms”) and video clips (nothing happening, missed menu option, bad selection and redo)
- ➔ In Camtasia, **SHIFT** - **S** reduces audio level to 0 (silence)
  - ➔ Alternatively, cut the offending piece out
- ➔ Look for a tool that allows you to modify the Audio Envelope (useful for fade-ins and -outs or combining voice-over with music or system sounds)



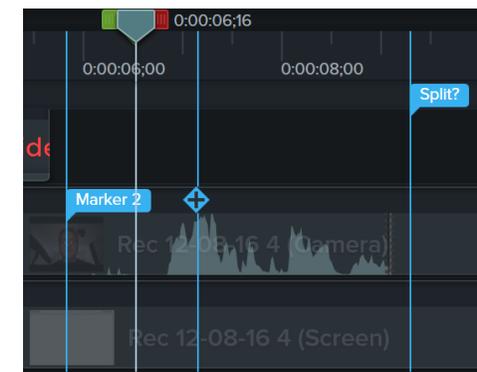
# Video “Animations”

- ➔ Of course, videos are fully “animated”, anyway
- ➔ In video production, “animation” or “behaviors” are a way of changing visual properties (location, size, zoom, opacity) over time
- ➔ Like with PowerPoint – don’t overdo the animations, but they can grab attention at a critical point
- ➔ Use tools which allow “Pan-and-Zoom” in editing – refocusing of viewers’ attention during the edit process



## More Advanced “Cheats” (tool dependent)

- **Frame Extension**
  - Useful when the narration is longer than the screen capture, as an alternative to speaking very rapidly
  - Essentially “stretches” a video frame to x-seconds
  - Technically, inserts an x-second still image (pick an appropriate frame)
- **Adjusting Clip Speed**
  - When an entire clip (audio or video) has been recorded too slow/fast
  - Good for forcing a fit into an exact time, or fixing speed mismatches
- **Use “Markers”** (if available in the recording tool)
  - Allow you to split long takes into multiple clips, or bookmark errors/recoveries
  - Allows for construction of “TOCs” in some tools



# Thank You

We hope you are having a great conference

