Creating Recorded Instructional Media – Videos
A Suggested Planning Process

STEP 1: Goal/Purpose - Decide on the primary instructional purpose and objective of the RIM/video.
- **Keep it focused – simple.** What is THE critical/important concept students need?
- ‘**Chunk**’ larger ideas into a series of smaller parts. THINK SHORT.
- **Integration** – how will this fit into the overall learning process?
- **Longevity** – Is this *often* needed? Will I reuse it? Will it stay relevant?

STEP 2: Audience Needs/Access/Skills - How will I match design to the learner (and myself?)
- **Learner:** How do they learn best? What interests them? How can it connect to the real world? What tech skills do they have? What tech access do they have?
- **You:** What tech skills/equipment/access do YOU have? What are you comfortable creating?

STEP 3: General Approach – What will best suit Purpose and Audience? **What will engage the learner?**
- **Instructional approach:** Illustrated lecture, concept demonstration, how-to, role play of problems and solutions, real-world simulation, virtual field trip?
- **Tone:** Documentary style? Dramatic? Humorous? Sensitive and factual, or lighthearted and lively?
- **Type:** Silent slideshow or action? Narrated slideshow, or screen cast? Full live motion person, or filmed illustrations/drawings? Whiteboard or stop-motion animation?
- **Integration/Interaction:** How will you involve the learner in the video learning process? How will this element fit into your overall lesson/unit?

STEP 4: Storyboard Structure - Plan the flow of instruction (we recommend ON PAPER).
- **Visuals:** Stick figures, simple sketches, even text descriptions of image OK
- **Audio:** brief description of words/music if used
- **Notes:** Type of shot (close up, long shot, Ken Burns effect, etc.), timing of shot/slide, transitions between slides, etc.

STEP 5: EDIT & Revise Plan – Does it effectively purpose and audience? **Goal: 2-5 minutes!**
- **Your own review:** What can I CUT? Is anything missing? Focused on main goal?
- **Outsider’s review:** Does it make sense? What is the main idea? How is the length?

STEP 6: Create/Find Media Elements - What do I need to create this video?
- **Write the script.** Practice it aloud - to yourself and then to another. Revise script. Proofread!
- **Find/create images.** Obtain copyright permissions and/or note sources. Proofread anything with text!
- **Find music.** Obtain copyright permissions and/or note sources.
- **Obtain the equipment, software, props, costumes, etc.** This can be as simple as paper and a marker.
- **Recruit people** as needed - actors/voice artists, camera person, etc. Get signed releases.
- **Create handouts/supporting docs** for integration/interactive component(s).

STEP 7: PRACTICE – any narration/acting to be recorded (you or your “talent”)
- Learn what supports work best for you or your ‘talent.’

STEP 8: Create/record – Keep focused – don’t get off task, film it twice and MAKE BACKUP copies!
(See tips list for many other suggestions.)


STEP 10: Disseminate – Get it ready to give out to learners.
- **SAVE/convert:** Logical file name, .mp4 format recommended
- **Create/add accommodations:** closed captioning/audio transcript, visuals transcript/image tags, etc.
- **Upload/burn & TEST:** Youtube, Vimeo, etc. or DVD, thumb drive

**Note Steps 1- 7 are ALL PLANNING!!**

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Sample Storyboard Tool

NAME
PROJECT

NOTES
page

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