

TALK TO US TODAY ABOUT HOW WE CAN SUPPORT YOUR TALENT TRANSFORMATION

HOW TO MAKE ENGAGING INSTRUCTIONAL VIDEOS

www.TrainerMojo.com



RAPID VIDEO

Trainer Mojo's 2 and 3 day Rapid Video Workshops teach trainers how to make instructional videos that are engaging, lead to learning and are produced fast and affordably. The program is based on Jonathan Halls' book, *Rapid Video for Trainers* and teaches participants techniques used in professional media.



Most Organizations Use Video for Training

More learning and talent development professionals are making instructional videos than ever before. In fact, video is becoming a key element of their learning and microlearning strategies. And rather than outsource production to companies that charge \$1000 for every final minute of instructional video, they're making the videos themselves, using affordable consumer equipment.

Whether you're in training, HR or corporate communications, video as a modality is no longer the future. It's the now. Video extends learning beyond the classroom, so it's available on-demand to staff whenever they need it, wherever they want to access it, and on whatever device they choose. What's more, video offers advantages over traditional performance support tools like slide decks and handouts. recent studies show that learners are more likely to watch a video than read instructional text.

The Rapid Video workshop equips participants with skills to plan, film and edit short instructional videos. It's based on the book, *Rapid Video for Trainers* (ATD Press 2012). It starts by exploring both learning and media psychology, to ensure instructional content is structured so it's both quick and easy to understand, and remember and and apply.

The program runs through techniques for making video fast, adopting a planning and production workflow, before the nuts and bolts of filming videos that look professional with entry-level consumer cameras, following professional broadcast camera techniques. This includes the nuts and bolts of camera and production. It then runs through video editing, again teaching techniques used by professional editors. All participants make an instructional videos during the workshop.

Both the 2-day and 3-day programs are built on the same chassis. The 2-day program provides the basics while the 3-day workshop embeds the skills with exercises to better ensure the learning sticks.

Learning Objectives

- Explain how video works as a modality for learning.
- Explain how human cognition and adult learning theory apply to instructional media.
- Plan and structure content so it's quick and easy to understand and remember.
- Follow a production workflow to speed up production and create quality consistencies.
- Apply professional camera techniques to consumer cameras to frame engaging and professional looking videos.
- Apply professional editing techniques to edit instructional videos that look professional, engaging and lead to learning

2 & 3 Day Intensive Programs

No two training workshops are ever the same. That's because each group has different people with different skills levels, interests, motivations and moods. As such, one group may want to focus more on aspects of the curriculum than others. So, we're cautious about providing agendas or overviews for workshops. We know that to be effective, we'll often need to adapt to learner needs. But we can share some general ideas about how it might look, knowing that each day may change to meet specific needs or events presented during the workshop.

PROGRAM OVERVIEW

First Day:

- Key principles for effective instructional videos.
- Building a video to strategically support learning strategy.
- Key skills needed for making instructional video.
- Key techniques for making instructional video look like professional television production.
- Step by step process to speed up production.
- How to structure video so it's quick and easy to understand.

Second Day:

- How to film training videos using manual function cameras to get the perfect shots.
- How to operate a video camera safely and efficiently.
- Key principles for framing shots to draw in learners and engage viewers.
- How to edit video footage into a basic instructional video.
- Key professional principles for editing videos to engage viewers.

Third Day:

- Speed up video production without compromising quality.
- Deepen key production skills and develop production discipline.
- Identify the key skills needed to continue developing after the class (for trainers).
- Map out a high-level video strategy for corporate learning (for training managers).

This program answers the needs of training and talent departments seeking to professionalize the videos they are using for microlearning, inclusion in their LMS or use in the classroom. Unlike many other video workshops, this is based on professional media production techniques. And it's designed to create a workflow based on learning theory and talent development workflows. It's ideal for people starting out in video as it provides a production workflow grounded in instructional processes. And it's ideal for self-taught videographers wanting to fill in some skills gaps and learn professional techniques to shave time off video making and keep content looking professional.

WHY VIDEO FOR LEARNING?

- Provide learning on demand when staff need it, rather than when you can schedule it.
- Save classroom time by making visual learning content available outside formal instructional events.
- Adapt a microlearning strategy makes learning more responsive to business needs.
- Everyone gets the same training presentation.

What Participants Say

Wendy B, Chicago:

"There are many video classes, but this one is tailor-made for instructional design including psychology, learning objectives, and engagement."

Eric T, Atlanta:

"This class was fast paced and packed full of information. It was well organized so it was easy for me to take notes and still pay attention to the instructor and participate in class"

Rhonda V, Las Vegas:

Having an instructor with Jonathan's depth of experience and passion for teaching was refreshing. It's so difficult to find instructors like this today.

Tyrone F, Los Angeles:

Jonathan is great. He's engaging and sincere. His teaching method made learning fun.

Peter, Singapore:

I have all Jonathan's books - he's good humored and knowledgeable. He was pleasant the entire three, intense days!



Comprehensive Workbook:

Each participant receives a 200 page comprehensive reference for making instructional videos.



Logistics

The program should be conducted in a spacious room with space to move around. Large windows with plenty of natural light is important. Participants may undertake filming activities around the building so it is advisable to consult security and Facilities Management if permission is needed. There are no PowerPoints in this program, however we will require a data projector and set of audio speakers to view video examples, as well as flip chart pads and pens. If lunch is provided, we urge clients to order healthy food, avoiding heavy carbs and starches which makes learning difficult after lunch. It is up to the client whether we provide cameras or we use your cameras. For clients starting out on the video workflow journey, we can help you find the right cameras for your needs and price-point ahead of the workshop, and then use those for instruction.

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2 & 3 DAY PROGRAM FOR LEARNING PROS



JONATHAN HALLS

Jonathan Halls is an international author, speaker and consultant who is an expert on talent development. He is the author of the ground breaking book, *Rapid Video for Trainers*, the leading book on instructional video. He wrote, *Rapid Media for Trainers*, *Video Script Writing*, *Memory & Cognition in Learning*, and *Confessions of a Corporate Trainer*.

Halls has been teaching media for 30 years. He's an adjunct professor at The George Washington University. He formerly headed up the BBC's TV, radio and new media training.

