

RAPID VIDEO TECHNIQUE

A Workflow for Quickly Making Engaging Instructional Videos

Drawn from Jonathan Halls' books, *Rapid Media Development for Trainers* (ATD Press 2016), and *Rapid Video Development for Trainers* (ATD Press 2012)

01		<h3>Persona & Objective</h3> <p>Create a persona of typical audience member and establish learning objective. Refer to throughout.</p>
02		<h3>Break Content Down</h3> <p>Break the learning objective down into chunks: Ask, what do I need to know, do and aspire to.</p>
03		<h3>Verify Video is Best for Message</h3> <p>Make sure the topic is suited to video. If not, select the modality best appropriate to the learning content.</p>
04		<h3>Identify Learner's Device</h3> <p>What device/s will the audience view your video on? Plan shots, sequences & editing for those devices.</p>
05		<h3>Plan the Content</h3> <p>Conduct research, create a structure, draw storyboards, write script, choose music and clear copyright.</p>
06		<h3>Prepare Production</h3> <p>Create shot plans, responsibility maps, scout location, get filming permissions and check equipment.</p>
07		<h3>Create the Content</h3> <p>Take your camera and microphone on location and capture the shots.</p>
08		<h3>Edit the Video</h3> <p>Import shots into the editing software, make it flow, check it's accurate and fine-tune it.</p>