

How to Make a Tutorial Video

Process Checklist

Analyze

- Get to know your audience
- Understand the problem
- Set clear goals for success

As you work through the tutorial video creation process, keep in mind these steps.

Design

- Determine how much to teach
- Decide your pacing and length of video
- Create a storyboard
- Write a script

Many people use ADDIE (Analyze, Design, Develop, Implement, and Evaluate) as a framework. This sheet puts those steps into perspective for the video creation process.

Develop

- Record and Edit Audio
 - Get your hands on a good mic
 - Find a quiet place to record
 - Speak clearly and enunciate (smile)
 - Remove mistakes and mouth noises
- Record Video
 - Find a comfortable place to record
 - Eliminate distractions
 - Alerts
 - Unnecessary applications
 - People
 - Practice, practice, practice
- Edit Video
 - Remove mistakes
 - Use zooming and animations to focus attention
 - Extra: add branding

Implement

- Host the content
 - Wistia
 - YouTube
 - Vimeo

Evaluate

- Did my video achieve my original goals?
- How can I measure its success?
- How can I improve the video?