

- 
- | | | |
|---------|---|----------|
| 0-100 |  | NOOB |
| 100-200 |  | LEARNER |
| 200-300 |  | NOVICE |
| 300-400 |  | CHAMPION |
| 400-500 |  | MASTER |
| 500+ |  | LEGEND |

LEVEL UP!


- 
- | | | |
|---------|---|----------|
| 0-100 |  | NOOB |
| 100-200 |  | LEARNER |
| 200-300 |  | NOVICE |
| 300-400 |  | CHAMPION |
| 400-500 |  | MASTER |
| 500+ |  | LEGEND |

LEVEL UP!









We got some feedback from our customer service team that our customers are really struggling with how to create a new project in our software. We want to make a video for our website that clearly walks them through this process. What advice do you have for making this video?





Which elements would work well for this type of video?

- These videos are flashy and fast-paced
- The video should have a lot of quick scene changes.
- The video should have a lot of quick scene changes.
- The objective of the video should be to help others learn how to complete a task or educate them about a topic.

Join at
slido.com
#4069 998





Which elements would work well for this type of video?

- These videos are flashy and fast-paced

- The video should have a lot of quick scene changes.

- The video should have a lot of quick scene changes.

- The objective of the video should be to help others learn how to complete a task or educate them about a topic.

Join at

slido.com

#4069 998



Formal Tutorial

- Polished
- Pace: Slow enough for audience to follow along
- Scene changes: Not too rapid
- Objective: Help others learn how to complete a task or inform, include everything they need to know to complete the task











-Sigh- Hi there, I have A LOT of coworkers who are coming to me with questions about the new cover sheet process for the TPS reports. Can you help me decide what I should include in this type of video?





Which elements would work well for this type of video? (Informal Training)

- The video should be slower in pace so that the audience can easily follow along
- The video could be done in one take. No need for scripting, polish, or review.
- This video should have rapid scene changes to build excitement
- The objective of the video should be to increase sales

Join at
slido.com
#4069 998





Which elements would work well for this type of video? (Informal Training)

- The video should be slower in pace so that the audience can easily follow along
- The video could be done in one take. No need for scripting, polish, or review.
- This video should have rapid scene changes to build excitement
- The objective of the video should be to increase sales

Join at
slido.com
#4069 998

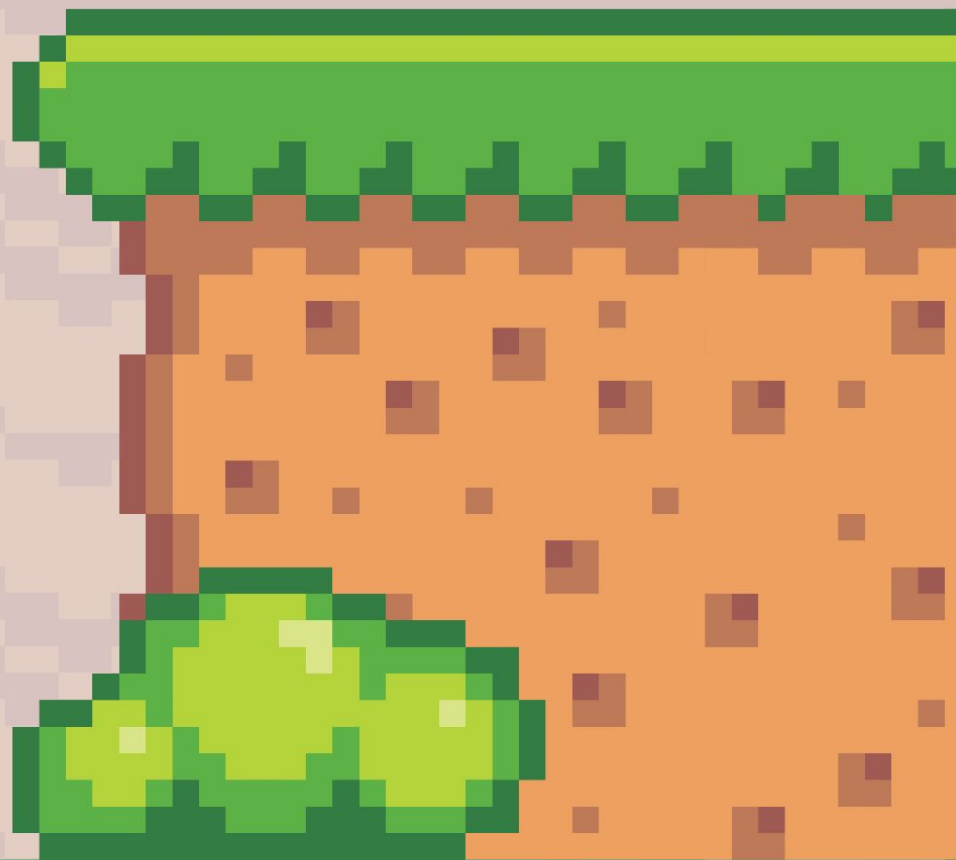




Informal Tutorial

- Doesn't need to be polished
- Could be recorded in one take
- Pace: Slow enough for understanding, not really fast
- Objective: Help others learn a task or inform them







Hey Chandra, have you seen the numbers of people registered for our upcoming event? They are really low. I'd like to create a video for our social media channels to increase attendance. What style of video do you think would help?





Which elements would work well for this type of video? (Promotional/Marketing)

- The video should be slower in pace so that an audience can easily follow along
- The video should be polished and reviewed.
- The objective of the video should be to teach someone how to complete a process using detailed instructions
- The video should have quick motion grabbing the viewer's attention

Join at
slido.com
#4069 998





Which elements would work well for this type of video? (Promotional/Marketing)

- The video should be slower in pace so that an audience can easily follow along

- The video should be polished and reviewed.

- The objective of the video should be to teach someone how to complete a process using detailed instructions

- The video should have quick motion grabbing the viewer's attention

Join at
slido.com

#4069 998





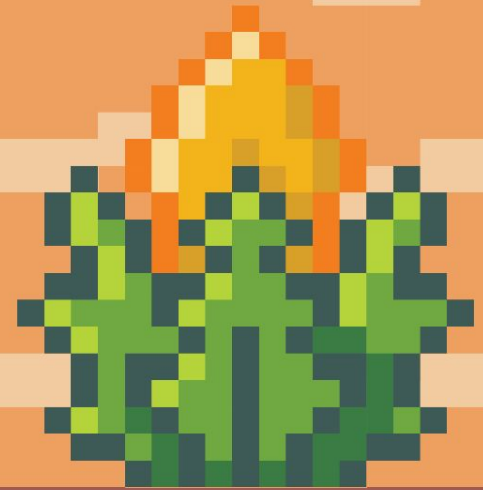
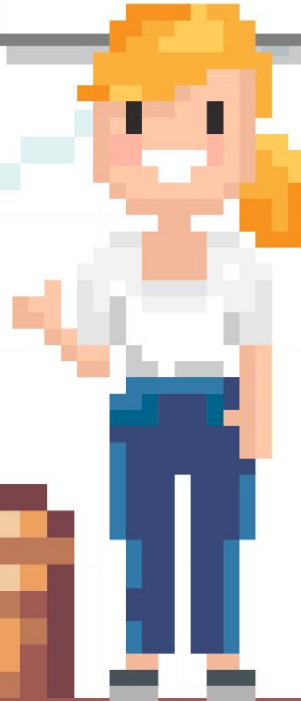
Promotional/Marketing

- Polished
- Pace: Fast
- Scene changes: Rapid to draw attention
- Scripted
- Objective: To sell a product or service, tell them enough to make them interested and want to take further action





Hello! Our team worked so hard on creating a new feature, but not very many customers have discovered it yet. I want to make a video to show how amazing this feature is and encourage them to learn more about it. What would you do?





Which elements would work well for this type of video? (Demo)

- The objective of this video should be to create interest in a product or service and tell enough that they are interested in learning more.
- The video could be done in one take. No need for scripting, polish or review.
- This video should have rapid scene changes to build excitement
- This video should be a step-by-step walkthrough of a process

Join at
slido.com
#4069 998





Which elements would work well for this type of video? (Demo)

- The objective of this video should be to create interest in a product or service and tell enough that they are interested in learning more.
- The video could be done in one take. No need for scripting, polish or review.
- This video should have rapid scene changes to build excitement
- This video should be a step-by-step walkthrough of a process

Join at
slido.com
#4069 998





Demo

- Polished
- Pace: Fast-paced
- Scripted
- Objective: Excite, inspire, create interest in a product or service, tell enough to create interest, but not meant to instruct with all the details





**YOU
DID IT!**

**Thank you
for playing.**

LEVEL UP!

BY  TechSmith®