Engineering Team Educational Videos

Sharing Technical Information in ULSE Best Practices

Dave Mercier, Engineering Team
February 2023

Agenda

1. Introduction

2. Communications Plan

3. Development of a Basic Engineering Team Video

4. Systematic Approach to Video Development

5. Examples Demonstrating Best Practices

6. Branding Guidelines

7. Resources

- *Link to Best Practices Document*

Introduction

- **Subject:**
  - **Internal Educational Video Development.**
  - The presentation provides a detailed systematic approach to aid in developing *internal engineering team educational videos*.
  - Videos developed for external use should be developed by UL Standards & Engagement Communications.

- **Objective**:
  - Provide best practices to ensure each video in the Engineering Team's library is uniform and complies with UL Standards & Engagement branding.

- **Software**:
  - Recommend DaVinci Resolve (Free Version) by Blackmagic Design as the video editor for use by the Engineering Team.

- **Questions**:
  - Questions regarding best practices or help creating your video contact Dave Mercier.
  - Branding questions, contact Matt Schumake.

Intro: The Basics

The next four slides *provide an overview of creating a video providing a foundation for the presentation and best practice document.*

- **Starting with the Basics**
  - The "same" as preparing for a presentation with slide deck.

- **General Steps in Creating a Video**
  - New steps on how to approach the presentation from a recording/editing perspective.

- **Sharing Videos**
  - Large files are *hard* to share.
    - SharePoint, Teams, and email links.

- **Video Library**
  - Storing Institutional Knowledge

Intro: Starting with the Basics

- **Target audience** – An information video for employees will differ from a video for stakeholders.

- **Purpose** – Videos must have a specific purpose. A well-identified purpose helps to create appropriate content strategy for the video.

- **Title** – The video title is the first line of communication with a user. The title should self-explanatory, and adequately describe what to expect in the content.

- **Duration** – The more you can condense the subject in a video the better. Viewers can lose interest in long technical videos.

- **Hosting sites – _Internal_:** Engineering videos are developed to access from our internal site. _External_: If intended to be on the ULSE external site or YouTube, contact communications for support.

Intro: General Steps in Creating a Video

- ✓ **Define the objective:** Determine the goal of the video and what information you want to convey to the viewers.

- ✓ **Plan the content:** Plan the structure and content of the video based on the <u>objective</u>, <u>target audience</u>, and level of technical expertise.

- **"Scriptwriting":** Outline the information you want to convey and the visuals you will use to accompany the presentation.

- **"Storyboarding":** Outline the flow of the video and the visuals that will be used for each section. We typically "storyboard" with the slide deck we develop for the presentation.

- **Recording:** Record the (audio and video) you need to support the visuals. Typically, this is done together.

- **Editing:** Edit the audio and video together to create the final video. Audio can be edited separate from the video.

- **Visuals:** Add the visuals, such as slide deck, screenshots, and diagrams, to support the presentation.

- **"Quality Control":** Review the final video to ensure that it is <u>technically accurate</u>, <u>understandable</u>, and visually appealing for the target audience.

- **Distribution:** Publish and promote the video and make it easily accessible to the target audience.

Intro: Sharing Videos - Distribution

- **Video files are typically too large to email.**

- **Teams Folder / One Drive**
  - When developing, use our Teams folder or share file from OneDrive.

- **Engineering Team SharePoint Site**
  - Save the video file to SharePoint folder.
  - Copy link of video file in SharePoint folder and add to appropriate Engineering Team SharePoint pages.

- **Email**
  - Email link to ULSE individuals.
    - "Here is the link to My Great Video"

Intro: Video Library

Store Institutional Knowledge

- **The Engineering Vault – SharePoint**
  - A common location that ULSE can go to for technical videos.
  - An Engineering Team branded, organizational video portal with secure access.

- **The Engineering Team Wiki**
  - Add the video file to the wiki repository.
  - Add link on the wiki page "Tech Talks List" and other appropriate pages.
  - Include description with appropriate keywords that describes the video. This will make searching easier.

Communications Plan

Communicate how science and engineering findings are relevant to developing and maintaining UL standards.

- A communications plan was developed working with communications to ensure we, the engineering team and ULSE, understand the purpose of internally developed engineering team education videos.

Communications Plan

- **Use internally developed media** in support of findings among the primary target audiences – UL Standards & Engagement staff and Standards Technical Committees – as well as UL Research Institutes and UL Solutions colleagues.

- **Communicate how science and engineering findings are relevant** to developing and maintaining UL standards.

- **Showcase the role that science and engineering** play in standards that address the safety, security, and sustainability of products and systems.

- **Opportunity for staff to explore** select topics to learn how science and engineering impact their standards.

- **Educational resource to help staff** educate technical committee members to understand the link between standards and safety-based engineering.

Development of a Basic Video

Live Recorded Presentations

- The **video editor** will typically edit the video as follows.
  - **"Dead Time":** Cut "dead time" from live recording.
  - **Interruptions:** Remove interruptions from live recording.
  - **Introduction:** Add an introduction for viewers of the recorded video describing when and why the presentation was made.
  - **Pre- and Post-Roll:** Add the standard Engineering team pre- and post-roll to the video.
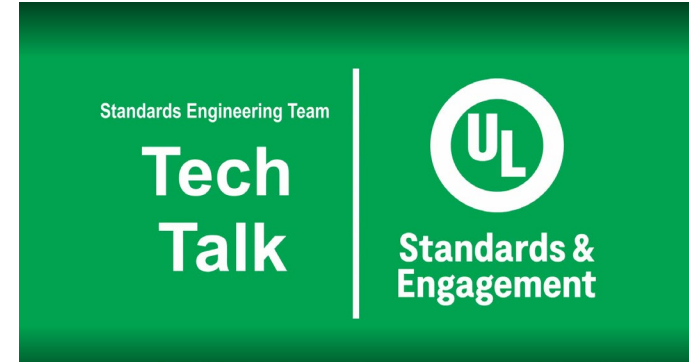
Development of a Basic Video

Demonstrations

Lab Tours / Demonstrations: Educational videos, such as a lab tour or demonstration of a test is a more complex videos requiring more effort in preparation and editing.

– **More Parts than a Presentation**
  – The critical element is to develop the story to be told and determine the <u>interviews</u>, <u>photos</u>, <u>slides</u>, and <u>video segments</u> required to educate the viewer.
– **More Steps**
  – Pre-Production, Production, Post-Production and Publish
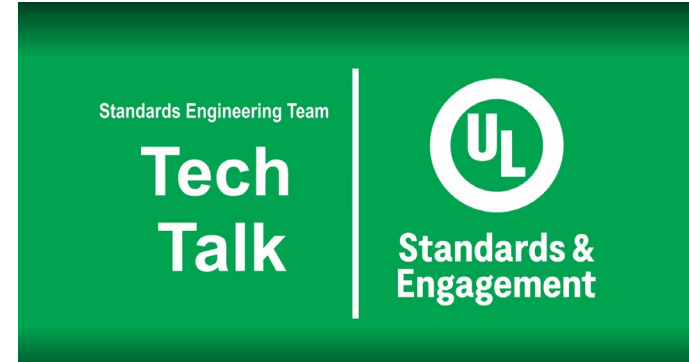
Systematic Approach to Video Development

There are four basic steps for creating and sharing a video.

- **Pre-Production**:
  - The stage for mapping out your strategy and script.

- **Production (Video Recording)**:
  - The phase in which the video is recorded.

- **Post-Production:**
  - The editing of the video and adding other components such as a uniform branded introduction (intro) and an ending (outro).
    - Guidance is provided on how to work with the video editor.

- **Publish:**
  - Post the video for the intended audience.

- *Each of the above steps is described in detail in the best practice document.*

Examples

The following are three examples of types of videos typically created as educational videos by the Engineering Team.

- **Video 1 – A Microsoft Teams' Recording**
  - **Use video recording** of the slide deck and audio, such as a Teams presentation.
  - **Clip** the beginning and ending as needed.
  - **Add a short audio introduction** *if needed* to state when/where/why the video was presented.
  - **Insert the standard intro and outro** into the video.

Examples

The following are examples of types of videos typically created as educational videos by the Engineering Team.

- **Video 2 – Slide Deck Presentation with Voiceover.**
  - **Record Audio** *(edit as needed)*
  - **Output slide deck as jpg files**.
  - **Insert audio and jpg files** into the video editor and adjust the timing of each slide with audio.
  - **Insert the standard intro and outro** into the video.

Examples

The following are examples of types of videos typically created as educational videos by the Engineering Team.

- **Video 3 – Interview or Lab Tour**
  - **Record _video segments_** needed for the "story."
  - **Bring video files** into the video editor
  - **Edit,** as needed, files in the video editor.
  - **Insert the standard intro and outro** into the video.

Examples Demonstrating Best Practices

- **Intern Presentation**
  - An example of a presentation recorded on-site using a video camera.
  - The slides from the presentation were added to the video recording after recording during the editing stage. (Link)

- **International Presentation**
  - Prerecorded using Microsoft Teams for an international presentation.
  - The video was cropped to remove as much of the Teams framing as possible, leaving the slides as the central part of the video and the presenter in a small window. Intro and outro segments were also added to the final video. (Link)

- *Detailed documentation of the process for both videos are provided in the best practices document.*

Editor's Role
International Presentation

- **Focus**: Determine if, in editing, the focus is on the slide deck/graphics or the presenter. The presentation required no editing.

- **Edit:** The editor edits the video and inserts the proper intro/outro in the video.
  - Deleted video without content at the end of the presentation.
  - Added intro Tech Talk video segment.
  - Inserted the title slide from the slide deck between the intro and the presentation for a simple transition between the introduction and the presentation.
  - Added the outro Tech Talk slide at the end of the presentation.

- **Finished Video**:
  - The editor saves the finished video file on the Engineering Team SharePoint site available via this link.
  - The slide deck in PDF format is saved along with the video file.

UL Standards & Engagement

Editor's Role
International Presentation

- **Post Slide Deck:**
  - The Teck Talk video and slide deck (PDF) links are added to the Engineering Team's SharePoint Site.

- **Stream Enhancements:**
  - Selected frame for thumbnail. Utilized frame with intro slide added during editing.
  - Additional information is provided in the About Video section.
  - Added chapters for introduction, UL Standards & Engagement, Green Building Standards, and Conclusion

Branding Guidelines

The following are general guidelines to remember when developing a video.

- Use **"UL Standards & Engagement"** as the org name (with an ampersand).
  - Do not refer to our org as "Underwriters Laboratories, ULSE, UL Standards and Engagement, or UL Standards."

- Use the current logo (horizontal) in the top left or top right corner. For center placement, use the vertical logo. (Link)

- **Presentations intended for outside audiences** are to be reviewed by Denice Durrant and George Borlase.

- **Videos developed for external use** should be developed by UL Standards & Engagement Communications.
  - "External Use" is when the video is not limited to UL Standards & Engagement and its technical committees.

Resources

- **DaVinci Resolve Training** (Link)
    - Training Videos: Introduction to Editing: Part 1 and 2 – Video and Project Files
    - Training Books: The Beginner's Guide to DaVinci Resolve and The Editor's Guide to DaVinci Resolve (PDF and Project Files)

- **Branding Resources**
    - UL Standards & Engagement Brand Hub
    - Brand Logos
    - Brand Color Codes
    - Brand Review
    - Brand Fonts: UL Moderate font
        - Instructions on how to install fonts in Windows are available via this link.

Thank you

ULSE.org

Safety Science in Action™