

No Biz Like Show Biz





I'm an [in]structor

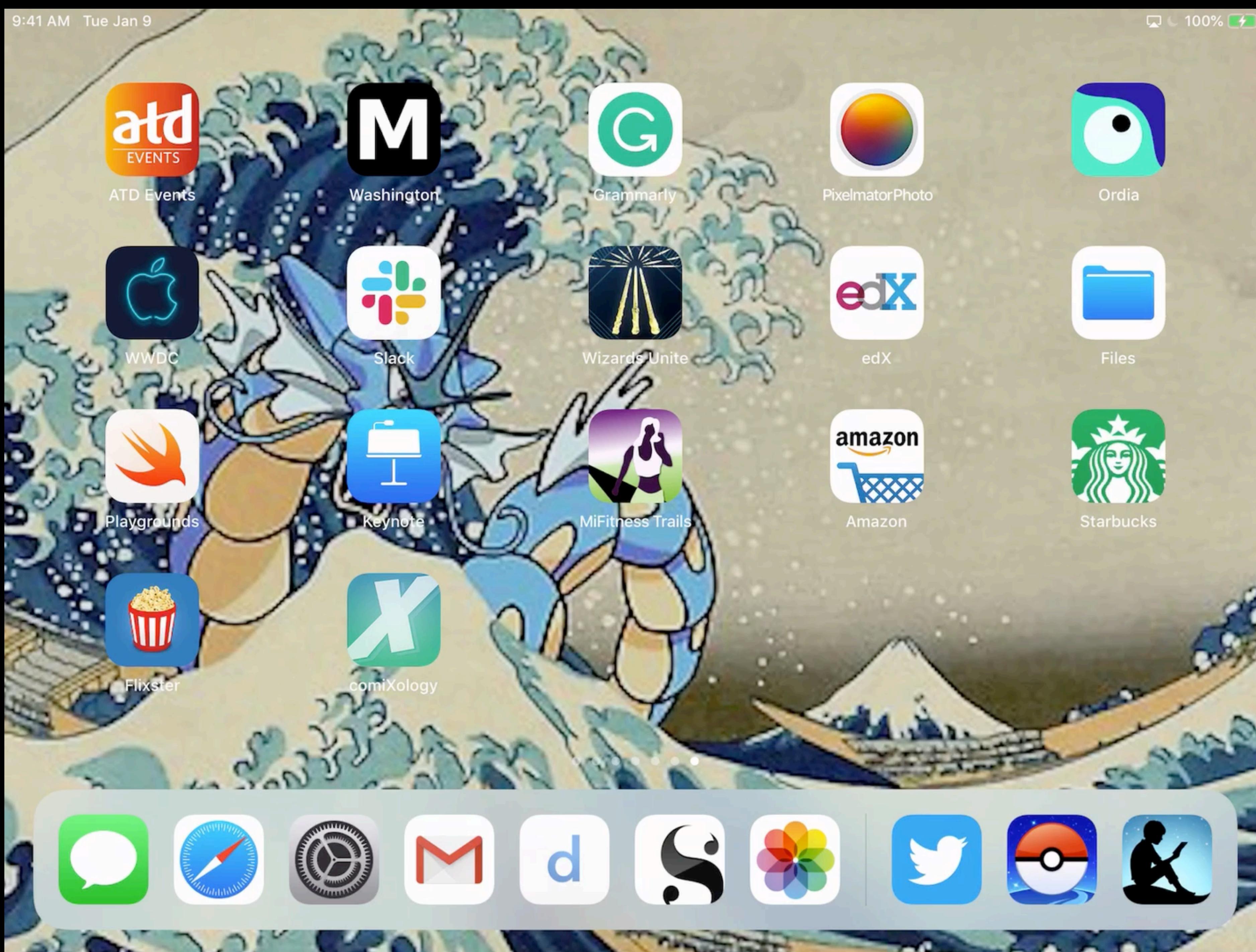


MakeAppPie

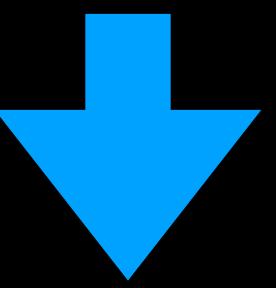
LinkedIn Learning



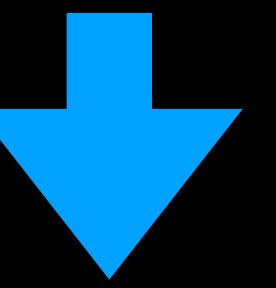
# MiFitness Trails



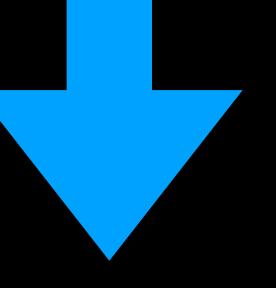
# Pre-Production



# Production



# Post-Production



# Publishing

# Pre-Production

# Tagline

- Wagon Train to the Stars
- Jaws in Space
- The Hidden Fortress in Space
- Run outdoor trails on a treadmill. Use built-in or custom trails.
- Learn how to use state variables with buttons

# Objective

- A statement of the outcome of this training
- "At the end of this video, the learner will be able to..."
- Some measurable or observable action

# Bloom's Taxonomy

- The higher, the better.
- By the end of this speech the learner will be able to make a five minute video instructing a user in the use of their app.
- By the end of this video, the user will be able to add their own course to MiFitness trails.

(Evaluation)

Judge, Value, Critique

(Synthesis)

Design, Make, Write

(Analysis)

Contrast, Take Apart

(Application)

Use, Complete, Solve

(Comprehension)

Relate, Summarize

(Knowledge)

Define, Identify, Tell

# Script - The Hero's Journey

- Humble beginnings
- Crisis causes the journey
- Meets strange people, one a mentor
- Combat against the Big Beast
- Becomes a better person in the victory



# Script - You Are Obi Wan

- Your user is the Hero, you the mentor
- Need to know how to do something
- Introduce new concepts
- Apply the concepts, and possibly failures
- Show it working/won



# Script Structure

- Intro - Why to do this? (Crisis)
- Narrative - How to do this?(Journey)
- End - What is the reward? (Reward)

# Script Structure

- Good Length = 5 minutes/ 500 words
- Break it up - Make more videos if need more time
- Intro - Why to do this?( 15 - 30 Seconds/ <100 words)
- Narrative - How to do this? (4 - 4.5 minutes )
- End - What is the reward?(15 - 30 seconds/ <100 words)

# Blocking out / Choreography

- Do the steps in a copy of the app as you are writing
- Be specific in what the viewer is seeing
- Give a good sequence of the steps.
- Build on earlier videos

# Script Styles: Text Only

You might have seen some Swift code that has question marks in it, and had no idea why that was. Let's deal with two really useful operators, the *ternary conditional operator* and the *nil coalescing operator*.

If you download the exercise file, you'll find a playground that you've probably seen before. A simple `if` `then` `else` statement. Now for multiple lines of code, this what what you should be using, but there are times when you are just changing a value like in this case where I'm only changing between a good and a bad pizza.

For these cases, you can use a *Ternary Conditional operator* instead for a single line of code, and only one assignment. I'll change the rating to 7,

```
rating = 7
```

Assign a new value to pizzaRating

```
pizzaRating =
```

# Text Only with Objectives

- Use a large font for easy reading (18-20 point)
- Use a device to read (iPad, Kindle NOT paper)

## MiFitness trails

Video	Objective
01_01	At the end of this video the viewer will be able to launch the app and select a trail.
01_02	At the end of this video. the viewer will be able to select a workout type and configure speed.
01_03	At the end of this video the viewer will be able to start a workout and change views.
01_04	At the end of this video, the viewer will be able to start a run at a new point on the course.

### **MiFitnessTrails\_01\_01\_Start**

When you can't run outside, make running fun inside. MiFitness trails is your answer to keeping treadmills from being boring.

Start the app by selecting the Icon on your device. You'll be at the start screen. On the left is a trail selection trail selection list. above it is the add trail button. To the right is the workout selection.

To Select a trail, just tap it in the trail list. Then tap your workout and hit start your run. You'll be taken to the workout view. Tap start and your workout begins.

To stop a workout, press stop then done.

Go hit the trails and enjoy your workout!

# Script Styles: Documentary

Clip	Source	Time	Description/ Direction	Script
07_07_01	Slides 01	00:10	Introductory title shot	You might have seen some swift code that has question marks in it, and had no idea why that was. Let's deal with two really useful operators, the ternary conditional operator and the nil coalescing operator.
07_07_02	Screen	00:12	Cut to Xcode with exercise file in playground. Add the link at mention of exercise files	If you download the exercise file, you'll find a playground that you've probably seen before. A simple if then else statement. Now for multiple lines of code, this is what you should be using, but there are times when you are just
07_07_03	Screen	00:30	In playground on line 21, Type rating = 7	For these cases, you can use a Ternary Conditional operator instead for a single line of code, and only one assignment. I'll change the rating to 7,
07_07_04	Screen	00:47	In playground on line 20, type pizzaRating =	Assign a new value to pizzaRating

# Edit & Rehearse

- Start with a blank slate
- Go through every step you will do in recording
- Time yourself

# Production

**Live Action    Screenshot    Slide Deck**

Camera  
Microphone  
**Live Action**  
Live Set  
Lighting  
Green Screen

Screen Capture  
Microphone  
**Screen**

Images or  
Screen Capture  
Microphone  
**Slide Deck**

Screen Capture

Microphone

Screen

Images or  
Screen Capture

Microphone

Slide Deck

# Microphones

Good Microphones are Critical!!!



# Reverb And Microphones



# Microphones

Good Microphones are Critical!!!



# Screen Capture Software

- Not iOS Screen Capture
- Quicktime - \$0
- Screenflick \$35
- Techsmith Snagit \$50, \$13 annual Maintenance
- Techsmith Camtasia(Mac and PC) \$250, \$50 annual Maintenance.
- Adobe Captivate (\$33.99/mo, \$408/yr)

# Set the stage

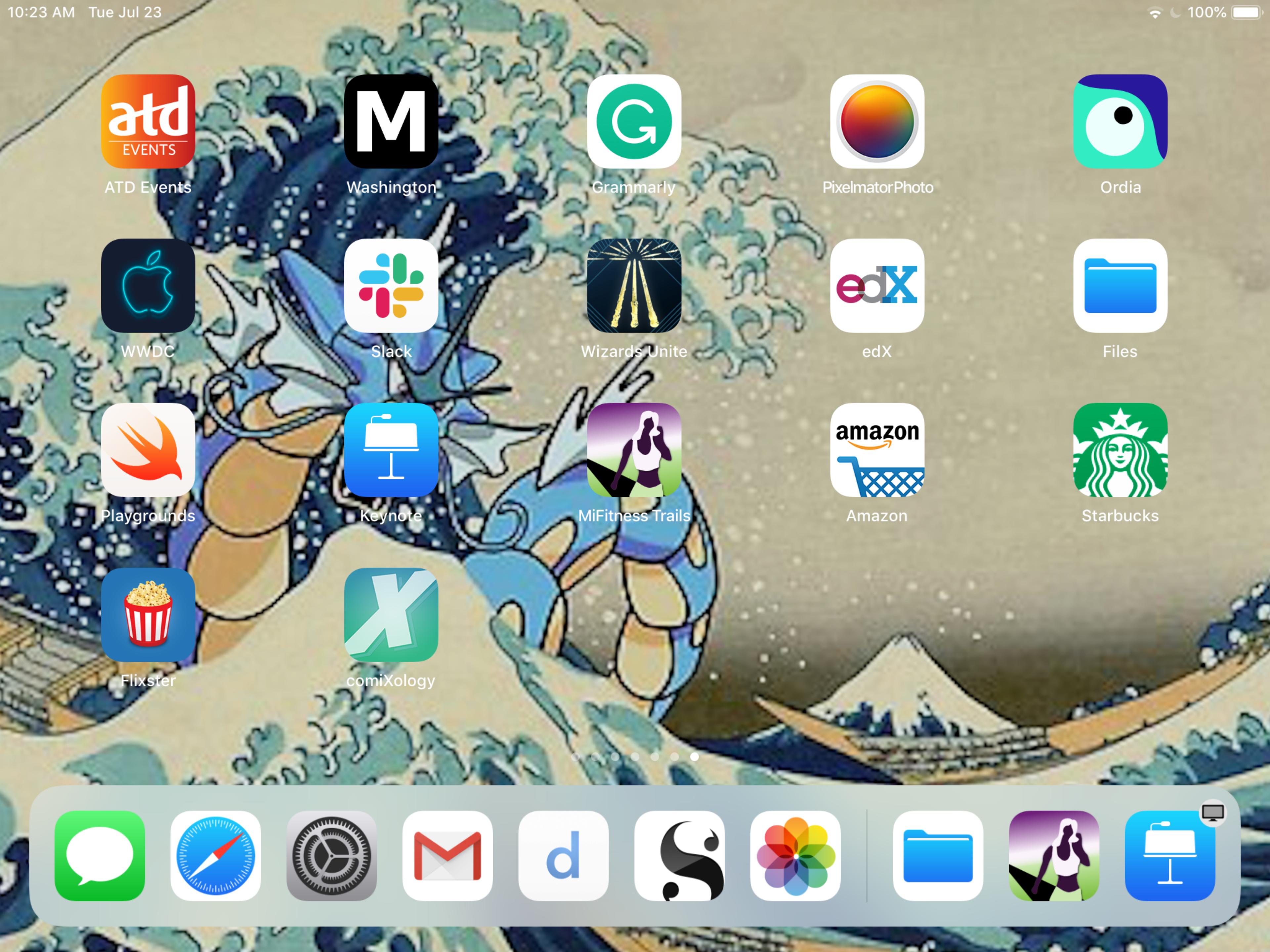
# Workflow Microphone Demo system Teleprompter





80%







MiFitness Trails

• • • • •



# Set your stage

- Remove ALL distractions and irrelevant info
- Change to solid background
- Remove all icons from status bar, dock and desktop (Including clock)
- Fullscreen of app if possible

# Set your stage

- Pre - Set your data
- Pre - set your saving and loading paths.
- Adjustable Fonts: 18 point or bigger 22 point ideal.
- Launch screen recording software

# Set your stage

- Launch and load your slide deck
- Launch screen recording software

# Recording Settings

- App store - native resolutions for devices
- 16:9 Aspect Ratio, 30fps

2160p: 3840x2160(UHD)

1440p: 2560x1440

**1080p: 1920x1080(FULL HD)**

Legacy: 1360X768

**720p: 1280x720(HD)**

480p: 854x480(SD height)

360p: 640x360(SD width)

240p: 426x240

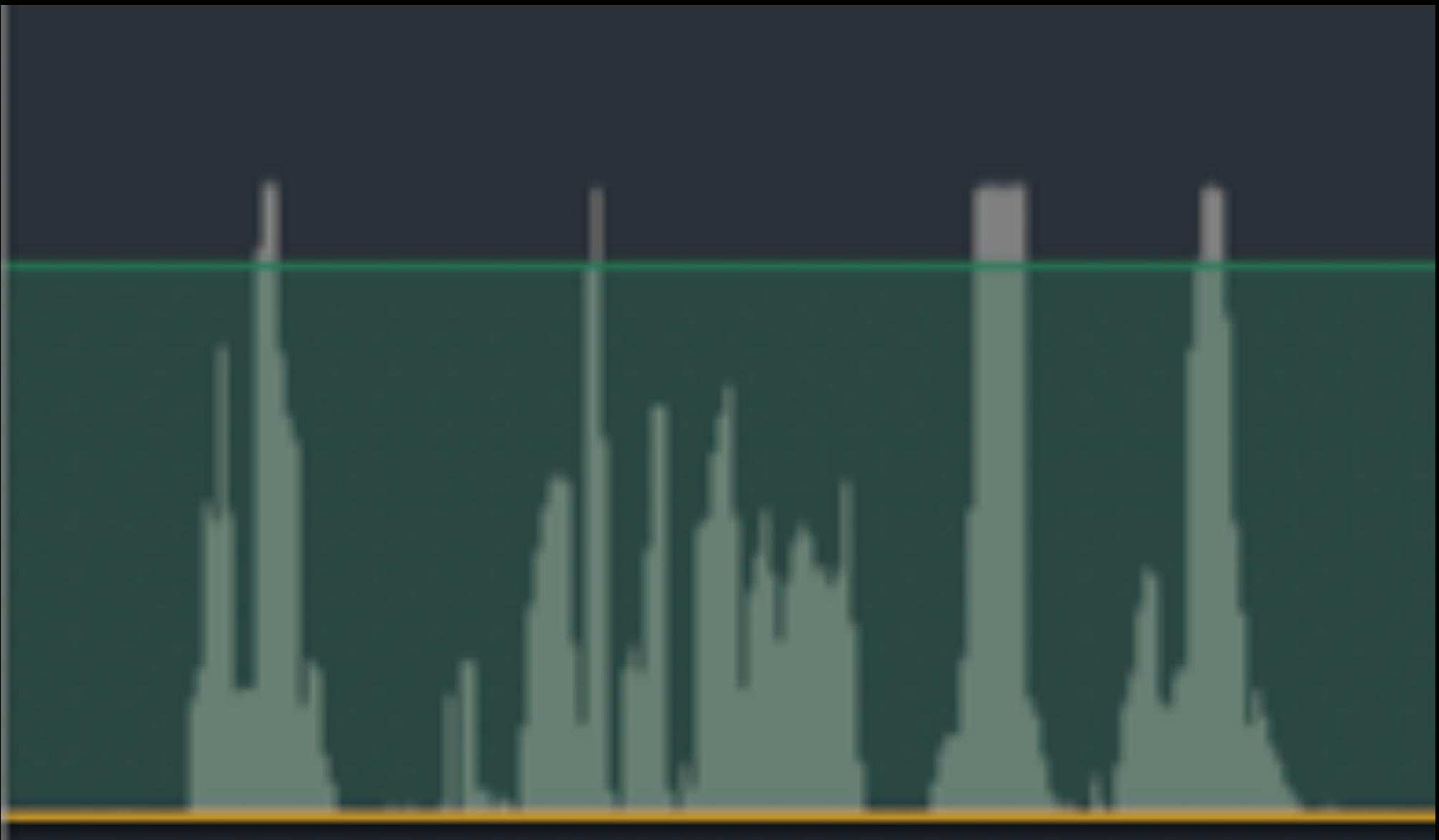
# Record



# Aim for One Take

# Making Mistakes

- In video: "Redo" Or "Rephrase"
- Pickups: redo a while segment
- "Hello editors, this is a audio and video pickup for video XXXX at M minutes and S seconds"
- Retakes: Redoing the entire video take.
- 



# Record Screen Action

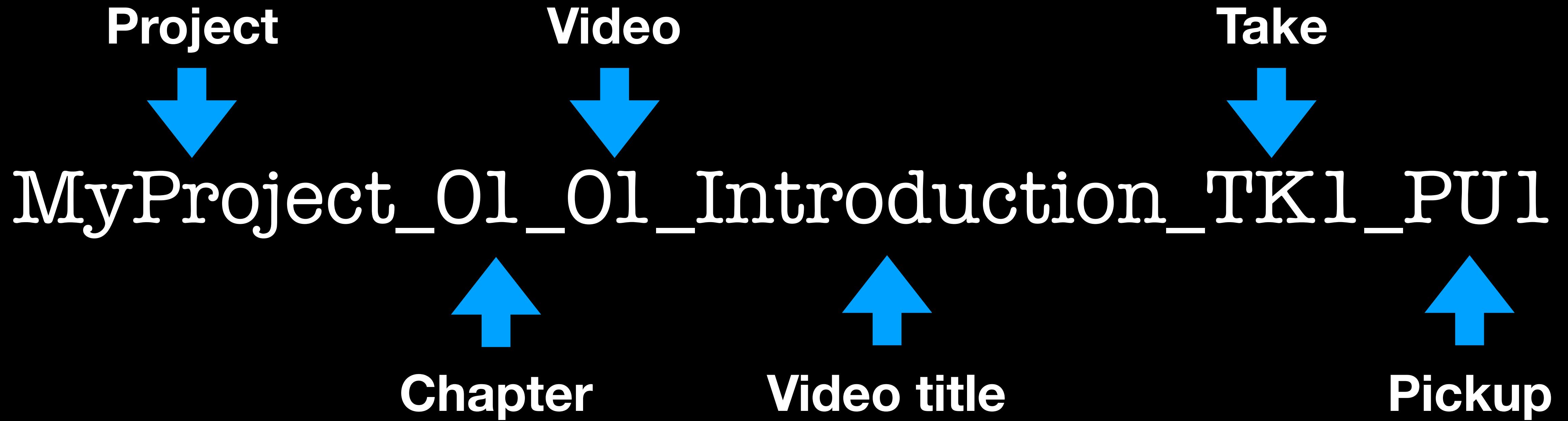
DEMO

# Producers or Dailies

Get a second set of eyes and  
ears



# Saving and naming



# Post-Production

# Video Editing Software

- iMovie
- Techsmith Snagit \$50, \$13 annual Maintenance
- Techsmith Camtasia(Mac and PC) \$250, \$50 annual Maintenance.
- Adobe Captivate (\$33.99/mo, \$408/yr)
- Final Cut Pro X (\$299.00)
- Adobe Premiere Pro CC(\$31.49/mo,\$239.88/yr )

The image shows a video editing application interface with three main sections:

- Preview:** A central window displaying a workout selection screen titled "What trail do you want to run". It lists several options like "eiffel tower", "Chicago 5K", "Buena Vista 5K", etc., with a large green button at the bottom labeled "Start your run".
- Properties:** A sidebar on the right containing a "Marker" section with a thumbnail, name field, and settings.
- Timeline:** A bottom section showing four tracks (Track 1, Track 2, Track 3, Track 4) with audio waveforms and clips labeled "MifitnessTrails\_01\_01\_Airpods\_Tk1". A vertical timeline bar indicates a duration of 0:15/00:53.

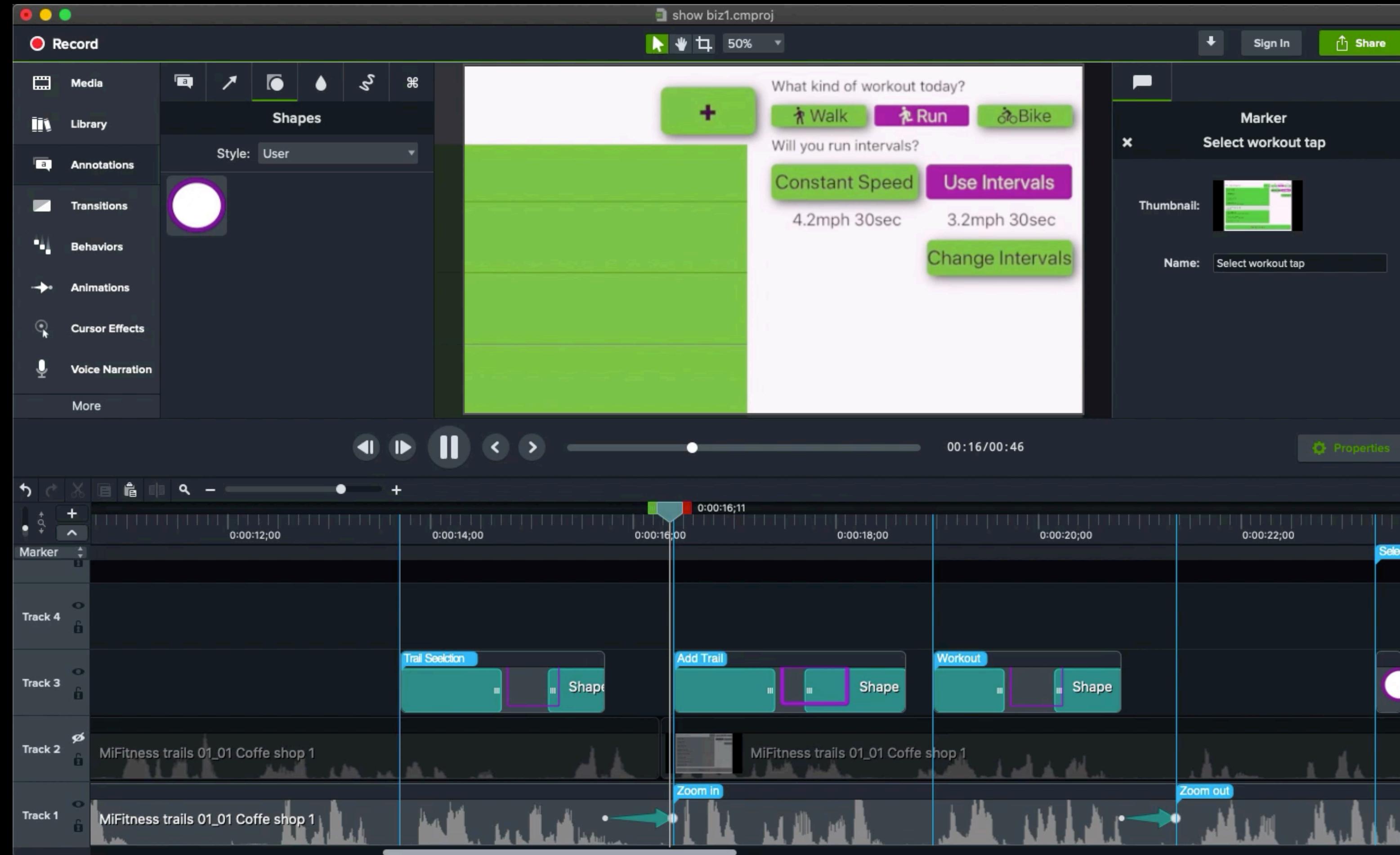
On the left, a sidebar lists various media assets under categories like Media, Library, Annotations, Transitions, Behaviors, Animations, Cursor Effects, Voice Narration, and Audio Effects. A large watermark "Preview" is overlaid across the central Preview section.

# Add Pickups and Slides

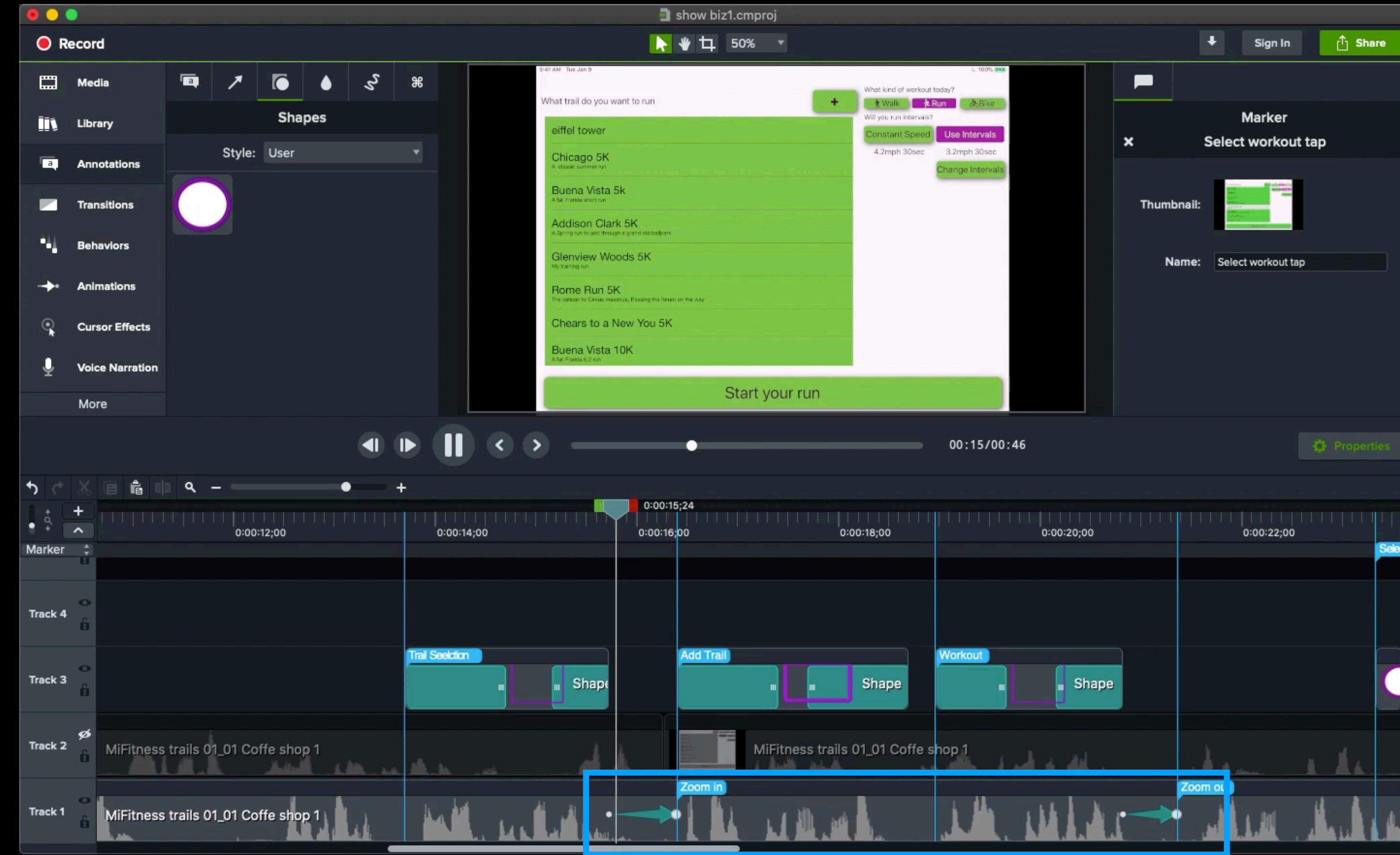
# Remove errors

# Speed up Typing

# Add Annotations

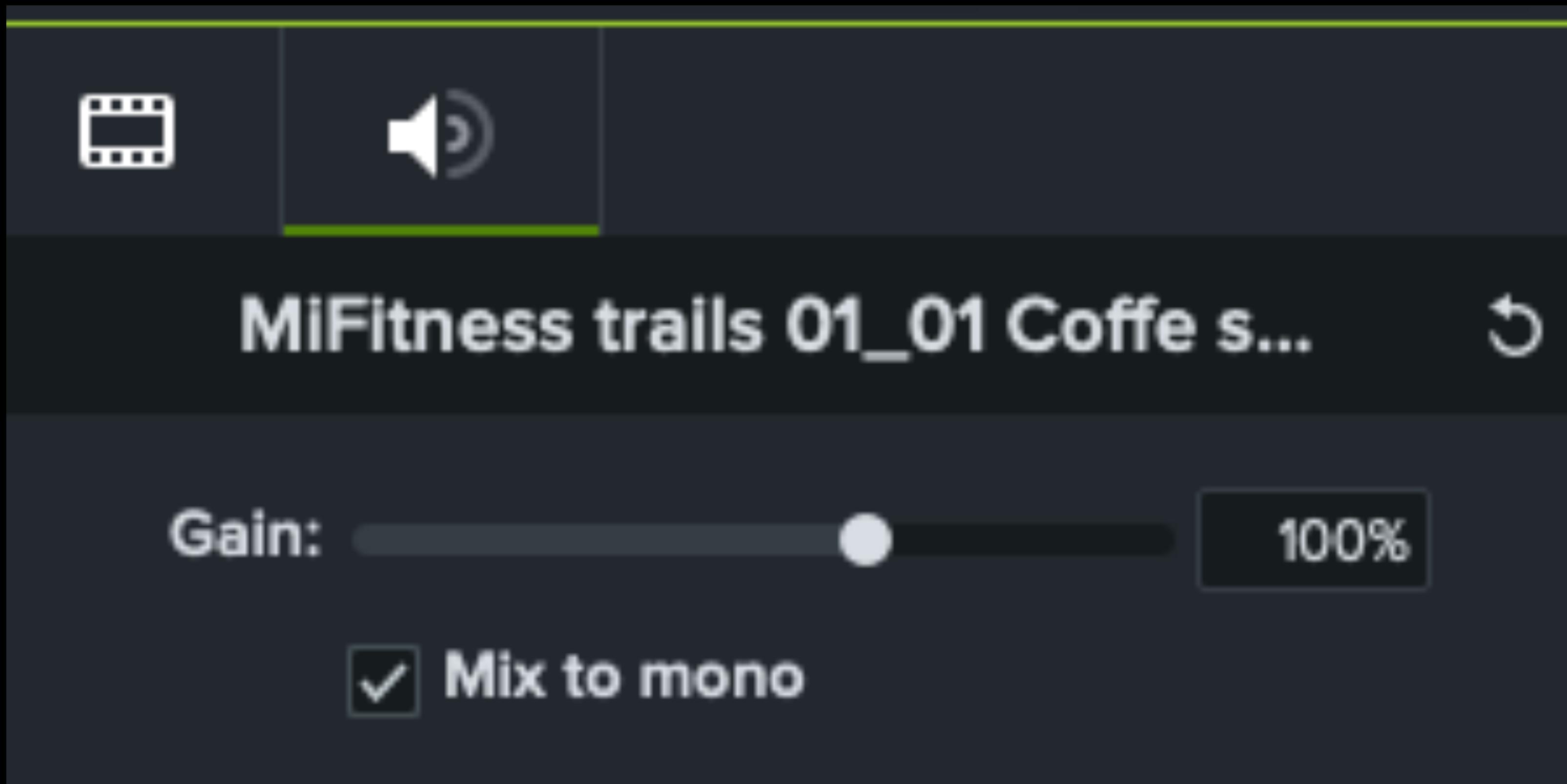


# Zoom where necessary



# Audio Issues

Stereo to mono





# Publishing

# Publishing

- Find the publishing site's requirements for sound and video resolution
- Decide on quality vs space
- Export/Share movie directly or to a file

# In Application

# Internal website

- Google Sites
- Intranet site



The screenshot shows a Google Sites page titled "SAP B1 Basics". The page has a blue header with navigation links: Home, IT Services, Google Apps, Sharing Files, SAP B1, and Work Specific. Below the header is a large banner image featuring a pinecone and two books on a wooden surface. The main content area has a heading "Your first steps for SAP Business One" and a subtext: "Here's where you'll find the basics of logging on to SAP B1, logging off properly and some basic navigation." To the left is a screenshot of the SAP Business One application interface, showing various modules like Administration, Financials, Sales, and Purchasing. To the right is a section titled "01 Logging on SAP B1" with the subtext "Learn to log on to the SAP B1 Server, then to log onto SAP B1". A small edit icon is in the bottom right corner of the page.

# YouTube

The screenshot shows a YouTube video player interface. At the top, the YouTube logo and the channel name 'Kinderswift' are visible. The video title 'Defining Functions' is displayed in a large, light blue font. Below the title, a Swift code snippet is shown:

```
func myColorRed(myRed:CGFloat) -> UIColor{
    return UIColor(red:myRed, green: 0.0, blue: 0.0, alpha: 1.0)
}
```

The text '( identifier:Type)' is highlighted in blue. Below the video player, the video details are listed: 'Kinderswift 8: Making Functions', '178 views', and 'Published on Dec 10, 2014'. The video has 3 likes and 0 dislikes. There are buttons for 'SHARE', 'SAVE', and '...'. A red 'SUBSCRIBE' button with '394' subscribers is located at the bottom right. The video description at the bottom states: 'We define our first three functions in Swift's playground. you can find the transcript and code at : <http://wp.me/p2kbUU-qt>'.

# Learning Management Systems

The screenshot shows the UMU.com Learning Management System interface. At the top, there's a navigation bar with tabs for Home, Classes, Courses, Learning Programs, Assignments, Course Resources, and a notifications bell icon. The user profile "Steve" is visible on the right.

**User Profile:** Steve Lipton (Basic, LV.7) - Upgrade for more amazing features > MY PROFILE

**Basic Information:**

Created Courses	Participated Courses	Created Learning Programs	Learners Influenced	Unread Notifications
1	3	0	8	0

**Basic Features:**

- Create Course**: Upload videos, write articles, take attendance, create a quiz or exercise. All of these can be done online or offline with blended learning.
- Create Learning Program**: Group courses into a complete learning path. Decide how learners progress through the program.

Pin course to top of page [View My Courses >](#)

# Training Websites

The screenshot shows a web browser window with the LinkedIn Learning interface. The title bar displays the URL `linkedin.com`. The main content area shows a list of 13 courses, sorted by newest. Each course entry includes a thumbnail image, the course name, completion status, and a bookmark icon.

Course	Status	Completion Date	Bookmark
iOS Development Tips Weekly	Completed	Jan 24, 2018	Bookmark
SAP Business One Essential Training	In Progress	2h 40m left	Bookmark
iOS and watchOS App Development: Notifications	In Progress	3h 20m left	Bookmark
iOS Development: Auto Layout Programmatically	In Progress	4h 27m left	Bookmark
Apple watchOS App Development: Advanced APIs	Pending	-	Bookmark

# Questions

[steve@makeappie.com](mailto:steve@makeappie.com)



[steve@scientificdevice.com](mailto:steve@scientificdevice.com)

<http://makeappie.com>

linkedIn: [www.linkedin.com/in/steven-j-lipton](http://www.linkedin.com/in/steven-j-lipton)