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## WRIT 2311 Writing in the Digital Age Instructional Video Assignment Sheet

### Project Overview

The goal for our video project is that each of you will develop an approximately two-minute long instructional video based on the topic you were assigned in class on Thurs., Oct. 5. These instructional videos are guided by the Austin Free-Net (AFN) YouTube Channel Content Strategy document, which is included as an appendix at the end of this assignment sheet. AFN members and I designed this strategy together at ATX Hack for Change last June. (For information about ATX Hack for change, navigate to <http://atxhackforchange.org/>).

This assignment sheet walks through the project steps, addresses grading criteria, and lists the deliverables that you are responsible for. It includes advice on campus resources as well as a project calendar.

### Instructional Video Project Steps

#### **Step 1: Picking Your Topic & Submitting Team Proposals**

On Thurs., Oct. 5, you were assigned a team and picked topics related to your team's technology. In creating your instructional video, you will guide a user through how to accomplish specific tasks. In order to accomplish this task, you will learn how to write effective instructions, look for examples of instructions written by others, work with the technology and construct a set of instructions, record video and audio for those instructions, and finally, add graphics and text to the video to complete the screencast tutorial.

Your team proposal should layout how you have chosen to divide the work and where each team member's instructions end and the next member's instructions begin.

**Your team's instructional video proposals are due via Box before class on 10.24.**

#### **Step 2: Writing Your Instructions/Video Script**

For homework on 10.12, you will read about how to write effective instructions. In the following class on 10.17, we will practice writing instructions. **A draft of your set of instructions is due via Box before class on 10.26.**

#### **Step 3: Recording a Screen Capture Walking through Those Instructions**

On 10.24, we will conduct tutorials on how to use screen capture software on the lab computers (Macs).

#### **Step 4: Recording and Adding Sound**

On 10.26, we will conduct tutorials on how to record sound.

**Step 5: Adding Graphics & Text**

On 10.31, we will conduct tutorials on how to add graphics and text to your videos using iMovie.

**A full draft of your instruction video is due in class on 11.2.**

**Step 6: Testing Video Drafts**

On 11.2, we will test your instructions in class. You will receive feedback from your usability testers to improve your instructions.

Based on your feedback, you should revise your videos. **You final video is due before class on 11.7.**

## Grading Criteria

Your grade for the instructional video project is based on how you complete the steps listed previously.

An "A" grade reflects exemplary work in each stage of the project.

Aside from the team proposal, you will be graded individually for this part of the video project.

## Deliverables

Document	Due Date	Points
Proposal	10.24 before class via Box	10
Script	10.26 before class via Box	20
Video draft	11.2	40
Usability testing	11.2 in class	30
Final Video	11.7	100
Total		200

## Video Project Calendar

<b>4. Managing &amp; Designing Online Content</b>	<b>7</b>	10.10	Project Introduction & Analyzing Austin Free-Net's YouTube Channel Strategy	Read & Blog: "Sheehan Instructions.PDF"
		10.12	Workshop on Instructional Video Proposals	Complete instruction worksheet Work in teams to discuss your video's focus
	<b>8</b>	10.17	Writing Instructions & Assigning Conceptual Video Teams	<b>Instructional video proposals due 10.24</b> Read: How to Create Screencasts that People will Actually Watch <a href="https://shawnhesketh.com/create-screencasts/">https://shawnhesketh.com/create-screencasts/</a> Watch: Record Your Own Screencast Using Apple's QuickTime Player X <a href="https://youtu.be/2qkHq4gDnE4">https://youtu.be/2qkHq4gDnE4</a>
		10.19	<b>No class! Work in Production Teams.</b>	
<b>5. Putting Together Your Instructional Video</b>	<b>9</b>	10.24	Using QuickTime Player for Screen Capture & Workshop on Conceptual Videos	<b>Written instruction drafts due 10.26</b> Watch: Getting, Making, and Using Music in Your Video <a href="https://youtu.be/rN51zdSv8TQ">https://youtu.be/rN51zdSv8TQ</a> Audio Basics: 3 Set Ups and Voice Over <a href="https://youtu.be/u_vQ4JpTbXQ">https://youtu.be/u_vQ4JpTbXQ</a>
		10.26	Sound Recording & Editing Tutorial	Watch: Things You Need to Do...Before It's Done <a href="https://youtu.be/w6CPhmPYN6Q">https://youtu.be/w6CPhmPYN6Q</a>
	<b>10</b>	10.31	Adding Graphics to Your Instructional Videos	<b>Instructional video drafts due 11.2</b>
		11.2	Testing Instructional Videos & Working with Your Production Team	<b>Instructional videos due 11.7</b>
	<b>11</b>	11.7	Usability Testing Videos	Revise videos
		11.9	Revising Instructional Videos	<b>Finish and Upload Instructional Videos to Box 11.14</b>

**WRIT 2311 Writing in the Digital Age  
Instructional Video Rubric**

**Name:**

**Credits**

- Includes opening credits with title that fits with instructional video series (formatting, naming, etc.)
- Includes main title image and music
- Includes closing titles that are formatted correctly and contain accurate information

**/ 20**

**Comments**

**Instructions**

- Introduction sets up video as part of series and addresses video contents
- Body provides step by step instructions without inundating user with extraneous information
- Conclusion points toward troubleshooting resources and next video in series

**/ 40**

**Comments**

**Screencast**

- Corresponds to steps in instructions
- No lengthy pauses or sound flubs
- Narration is well-paced and clear

**/ 40**

**Comments**

**Total**

**/ 100**

**Summative Comments:**

## Practical Advice for Composing with Film at St. Edward's

During this project, you will work with a number of applications. You may or may not own the software. You will also learn to use the video equipment available on campus. You can use your own video cameras and tripods or borrow them from the Munday Library. If you borrow one from the library, they are on loan for three days only, so you'll have to shoot and capture the footage to a hard drive during that time.

To check out a digital video camera and/or a tripod from the library, you can go to this link: <http://think.stedwards.edu/clams/digital-production-equipment-loans>

**The Munday Library has a limited number of cameras and tripods, so check with them to see if you can reserve equipment for specific days/times, and be sure to stick you're your production schedules.**

Again, remember to capture your footage to a computer or hard drive before returning the camera or all your hard work will be lost.

Once you have captured the footage, you will probably want to save it into an external hard drive (whether or not you are using your own computer, since video footage takes up a lot of space). A USB key may work, depending on its size. Cloud storage (e.g., Box, DropBox, etc.) may work as well.

Save your entire project on the external hard drive, and keep it there till after you have received your grade. Again, don't erase anything until the film is finished and graded.

If you have your own Mac, you can use it to edit the footage once you have it in the hard drive. If you don't have your own Mac, you can use a Mac at one of the labs on campus, including the Digital Media Center, and work on editing your film there. The staff at the DMC is very knowledgeable about iMovie and may be able to answer your questions as you work. You can also make appointments for consultations if you are having trouble with any of the equipment or software. To set up a consultation, email [training@stedwards.edu](mailto:training@stedwards.edu).

You are also encouraged to meet with me during office hours. Whether or not you decide to work on your own computer, you could do your editing at the DMC so that you can take advantage of the staff's guidance. Also, the DMC has a sound proof room with recording equipment that you may want to use to record the voice over for your videos. Here's the link to reserve video and audio production rooms: <https://apps.stedwards.edu/mediaroom/>.

## Revising Your Instructions

Go through your set of instructions, and make sure that you follow the directions provided.

1. *Title*

Your title should be specific and succinct. It should also include a module number.

For example:

Gmail Basics 1 of 6: Creating an Account

Gmail Basics 2 of 6: Writing and Sending an Email

2. *Intro, Background, and List of Materials*

Your introduction should be similar as well. Remember that it should also set up clearly what the content of the video is. For example:

Hello, my name is Don, and this video is part of Austin Free-Net's online tutorial series, Gmail Basics. This series is aimed at users who are new to Gmail and are working on a personal computer or PC. In this video, I walk you through the steps to accomplish x, y, and z. At the end of the video, I offer troubleshooting advice and point you toward the next video in our Gmail Basics series.

3. *Steps*

Include only one action per step.

Minimize compound sentences.

Use command language.

Cut excess words./Keep each step concise.

Use correct terminology. If you don't know a term, google it.

4. *Conclusion & Troubleshooting*

Remember that each action will need it's own conclusion, and each action will require its own list of steps. For an overall conclusion, you could use something like:

Congratulations, you have successfully learned how to do x, y, and z using Gmail. If you had trouble along the way, we encourage you to check out...online resources. If you're in Austin, you can stop by one of Austin Free-Net's many community labs around the city. To locate a lab near you, go to <http://austinfreenet.net/about-2/locations/>.

## **Austin Free-Net's YouTube Content Strategy Project**

### **Goal**

Boost Austin Free-Net's web-based tutorial content for new users of technology by creating a YouTube programming strategy or a series of micro-tutorial videos on common digital literacy topics.

### **Who We Are**

Austin Free-Net (AFN) exists to provide technology training and access to the community, fostering skills that enable people to succeed in a digital age. Our Vision: A world without digital barriers. AFN is a 501(c)(3) a nonprofit organization that has been working to bridge digital divides in the Austin area since 1995. We provide free adult one to one computer training where students get help learning computer basics by achieving the goals they set for themselves. We also provide free public access to the underserved communities at multiple sites in Austin, averaging over 100,000 computer logins per year. New technology promises an opportunity for all, but only on an equal playing field, with equal access to information, education and involvement in the community. Anyone that has the desire should be able to access the Internet to improve their lives and contribute to society. With these facts in mind, AFN exists to make equal access to computing resources a reality.

### **Our Audience**

AFN's current YouTube channel has 12 subscribers and 651 video views so far in 2017, compared to 533 views for all 2016. This year, four out of five viewers watched our channel content via a computer and only a third of AFN's content is viewed by persons in Texas. The current channel content is tailored to viewers interested in learning more about AFN (i.e. PSAs and marketing promos), however that focus will shift with the introduction of tutorial content that can viewed by the 40,000 Austinites without the help needed to get online while exposing AFN to a wider audience throughout Texas.

### **Areas to Improve YouTube Presence Beyond Content Development**

- SEO
- Software recommendations for tutorial
- Branded introduction
- Programming release and creation strategy
- Monetization opportunities

- Cultivating existing content to not recreate the wheel

## **Content Topics for Videos**

- The internet: smartphone vs pc (content & scope)
- Internet options under \$15
- Signing up for AISD Parent Portal
- Free workforce training in Austin
- Free mental health services in Austin
- Signing up for timely text alerts in Austin
- Cap Metro app ( a few existing videos exist)
- OTT (cord cutting)
- How to setup a smart TV
- Drag and drop web development (i.e. Weebly, Square Space)

## **Key Components in Video Creation**

1. What is the value proposition?
  - a. Free and timely learning
  - b. Types of videos (i.e. task, concept, overview, unboxing?)
2. Branding
  - a. Intro/outro
  - b.
3. Engagement
  - a. Insert cards
  - b. End screen options
  - c. Use YouTube comments to poll on other social media platforms
4. Budget
  - a. Keep production costs down with open source or borrowed video with voiceover
  - b. Affordable equipment (camera or phone, tripod, editing software, decent microphone, external hard drive)
5. Facebook advertising over YouTube (YouTube advertising is less effective but
6. Timeline
  - a. Screen captures (e.g. OBS Studio) template, voice over, length (2-5min)
  - b. Release schedule (want consistent drumbeat)
  - c. Use in classes to get to 10,000 in order to time video releases (maybe embed on homepage)
7. Overall topic with breakdown of 3-6 videos
  - a. How to search for youtube content
8. Language translation
9. Each video start with an overview of the content to discuss
10. Recommended videos
11. Use Google AdWords for synonyms
12. How to incorporate infographics (i.e., Canva)
13. Finding trending topics (<https://trends.google.com/trends/>)
14. What NOT to do
  - a. \$\$\$ for videos with other organizations



## Reporting Out to Hack for Change

1. YouTube Channel Structure
  - a. Intro Video
  - b. Different Audiences for Different Videos
2. Types of Videos
  - a. Tutorials (Hands On)
  - b. Trending Topics (AFN Explains)
  - c. Introductory Concepts (Big Picture)
  - d. About Us (PSA, client stories)
  - e. Events (live streams, meetings, etc.)
3. Common Video Genre Conventions
  - a. Tech
  - b. Format
  - c. Length
  - d. Intro & Outro Template
4. Specific Video Topics Explained
5. Strategy for Releasing videos/Production Timeline
6. Plan to Increase Views with benchmarks

Exemplar video tutorials for *Hands On* videos

1. GCFFreeLearn: "Facebook: Getting Started"
  - <https://youtu.be/ocO31AcSLng>
  - 20,915 views
  - Published July 7, 2016
  - 3:58
  - Description links back to tutorial series ("Facebook 101") on website
  - Video Attributes
    - Uses brief branding intro
    - Screen capture with voice over
    - Uses highlighting, zoom in, and text overlay to emphasize points
    - Keeps steps brief and advice/warnings moreso
    - In general, tutorial videos range from 2.5-4 minutes
    - Most instructions apply to web page, but the end of the video addresses the mobile app version
    - Ends with same branding as beginning, no links/cards
2. Facebook Audience Network: "Facebook Audience Network - How to: Getting Started"
  - <https://youtu.be/dqan21uWcUI>
  - 4,960 views
  - Published June 5, 2016
  - 2:09
  - Description includes vague channel description
  - Video Attributes
    - Has nothing to do with "How To" or "Getting Started"; advertising for network

- Uses animation with voice over
  - No separate branding/intro
  - Outro refers back to website, but without URL (which also isn't included in video description)
- 3. Virtual Assistant Inc: "How To Get Started On Facebook - Part 1"
  - <https://youtu.be/ryBj2K00c8c>
  - 5,543 views
  - Published on April 7, 2011
  - 5:00
  - Description says, "Connect with us!" That's it.
  - Video Attributes
    - Video begins with cheesy music, animation with title, and company logo in corner
    - Introduces the person leading the tutorial
    - Doesn't include any voice over
    - Relies entirely on text in video
    - A clip art-looking nightmare
    - Uses arrows and red lighting
    - Covers much of the same materials as the GCFFreeLearn video with a bit more detail
    - Ends with a thank you and vague references to other videos
- 4. Christine McIvor: "Facebook Basics - How to Use Facebook"
  - <https://youtu.be/RUnmowztKMq>
  - 669,828 views
  - Published on February 6, 2010
  - 10:00
  - Description only includes link to facebookforbusiness.com (but not her site in video branding)
  - Video attributes
    - Begins with branding for personal website
    - Intro: Facebook logo and greeting
    - Includes title cards with list of what tutorial will provide
    - Video is entirely screen capture with voice over
    - Starts after person has an account
    - Doesn't clarify what she means by basics
    - Maps out interface
    - Uses yellow highlighting
    - 4:38 before she talks about doing anything with Facebook
    - Quickly goes back to tour
    - 6:45 finding and adding friends
    - 8:20 creating friend list
    - Outro: Uses same branding at end as beginning

Exemplar video tutorials for *Big Picture* videos

1. Federal Trade Commission: "Computer Security"
  - <https://www.consumer.ftc.gov/articles/0009-computer-security>

- 3:32
- Published
- 3:58
- Steps you can take to protect yourself, like keeping your computer software up-to-date and giving out your personal information only when you have a good reason.
- Video Attributes
  - Clean format and simple explanations

## **Next Steps**

1. Timeline
2. Content
3. Connection with St. Edwards