Videos

# Overview

Videos are an important part of conveying technical content because they engage users and can make complex information easy to understand. Showing real-world examples that solve a particular business problem keeps users interested, especially if the videos contain rich content.

# Before you make a video

Before you decide to make a video, think about the following:

* **Why:** Why is the video necessary?
* **What:** What business problem does the video solve?
* **Who:** Who benefits from watching the video?
* **How:** How will the information be conveyed in the video?

Even though videos are valuable assets, carefully choose which features require videos. Videos should not be made to demonstrate tasks that simple procedures or graphics can easily replace. Videos should entice users to employ a new feature, especially if the feature simplifies an existing process or provides new technology that aids the user by solving a problem that no other product or feature can do or can do as well.

For more information about whether you need to create a video, see [Research the video](about:blank).

# Plan your video

After you determine that your feature would benefit from creating a video, you need to research the feature, create an outline for the video, and get your proposed content approved from your Information Architect, Subject Matter Experts (SMEs), and Product Owners (POs).

After you get approval to make your video, you need to download and install software (if you haven’t already) and write your video script.

# Download and install software

In order to make your video, you need to have the software and correct fonts installed, and you also need a starter video project and templates on your machine. For more information, see the [Install the software and templates](about:blank#Prepareyoursystemtomakevideos-Installthefollowingsoftwareandtemplatesusingthelinksprovidedinthetablebelow) section of the [Make a video](about:blank) wiki.

# Write the video script

Before you start writing your script, download the UA video script template in the [UAVideos.zip](about:blank) file, and use it to write your video script.

In the video script, include the tags (keywords) for your video, posting instructions for YouTube, and write the YouTube introduction.

In the “Tags” section of the video script, provide keywords. Keywords are provided so that search engines can match a user’s search entries to the content in your video. For the type of keywords that you should include, see the UA video script template in the [UAVideos.zip](about:blank) file.

In the “Post to YouTube” section of the video script, list the name of the Camtasia project, and provide other important information such as whether the video is part of a series of videos and if watching the videos in a particular order is necessary.

The YouTube introduction should be brief and concise. Provide just enough information so that the user understands the content of the video and include keywords in your introduction.

## What to include

1. Use the stock introductory statement in the UA video script template, and customize it for your content. Include the stock introductory slide, and customize it for your video.
2. Document each task that the user must perform, and number each step in the Step and Track Number section.
3. When you record the audio for a step or for a series of steps, after you record the steps, include the track number that corresponds to the step number in the Step and Track Number section.
4. Include any images, code samples, or other visual aids that you plan to use in the Notes section of the corresponding step.
5. If you have any special instructions, such as pausing before a phrase or highlighting some code, then include those instructions in the Notes section of the corresponding step.
6. (OpenEdge only) After all the steps, use the stock Progress Education Community (PEC) statement in the template. Use the stock slide, to show the URL for the Progress Education Community.
7. For the conclusion, use the stock closing statement in the template, and customize it for your product. Use the stock, final slide to show the URL of your product’s Hub page as the last image.

## How to write the script

Describe the business problem that will be solved, so your audience understands the benefit of watching the video.

Provide a scenario. Scenarios give important information such as describing any steps that were already performed or stating specific conditions that apply such as system requirements.

Give a brief overview of the steps that are necessary to complete the task (the point of the video).

Be aware of the length of each step. Steps should be as short as possible and concise. Do not add information that is not necessary to complete a step.

If you need to give background information, then include the information before the start of the steps that are going to be demonstrated.

If there are tasks that must be completed before the user views the video, then provide a link to where the user can find those tasks. Do not assume that the user can find this information without help.

Include images, code samples, and animation, to support the demonstration.

At the end of your video, always describe how the user can find additional content on one of Information Hubs, and include a slide with the relevant URLs. If a course is available, provide a link to the course on the Progress Education Community site.

**Most important:** Read the script out loud, and rewrite any portions that seem stilted. Then, re-read it, and make adjustments. Writing a script is an iterative process.

When you are satisfied with the language in your script, read the script and perform all the actions that are in the script, to ensure that the video flows well overall. Just because the script flows well, does not mean that when the language and actions are put together the video flows well.

## Write in a conversational tone

The most effective scripts continually address the audience, so write with your audience in mind.

Write your script in a conversational and friendly tone, but still be professional. Think about the language that you would use to show a colleague how to do something.

Conversational means that you can use common contractions.

You can use *we* and *let’s* occasionally, but overusing those words can be considered condescending. As with technical writing, do not use jargon, idioms, or colloquialisms; these can be difficult for non-native English speakers to understand.

Include imperative sentences, but be conscious of their placement and number. Too many can make you sound robotic.

If you have a series of imperatives, try adding a pause or a transitional word, such as *next* and *then*, but as with imperatives, be conscious of the placement and number of times you use the same transitional word. Repeating the same transitional word over and over is unimaginative, and again, can sound robotic.

Anticipate questions that your audience may have. It is OK to ask a question and then answer it.

## Plan your use of visuals

Consider your video to be a short film, not a presentation. A good video should grab the audience’s attention and keep it.

As you write the script, think about how you are going to use images, run code samples, and animate information, to illustrate a concept or step. Visuals are very important; they add variety and keep your audience interested.

Do not use PowerPoint slides in your videos, unless they are for the introduction (title) of the video or for the closing information (URLs to the Hub or PEC).

### Work with available resources

Take advantage of Marketing’s [icons and logos](about:blank), Envato’s [free images](about:blank), and word cloud generators, such as [Word Art](about:blank).

**Note:** Make sure that you review the [Progress Brand Guidelines](about:blank) before you include any images in your videos.

### Request new images

If none of the existing images meets your needs, you can have images created, and the Design Services team can help. Using Design Services ensures that images comply with Progress standards. To work with Design Services, create an [Ask Progress](about:blank) request. Submit the request well before you need the images because working with the artist in order to get what you need may take time.

### Sample scenarios and suggested visuals

Consider these scenarios, and think about how you can apply them to your video:

* **Explain a code sample**: Highlight the text you want focus on, or isolate the text in a bubble and enlarge the text.
* **Discuss a series of actions:** As a new action is performed, float in the text that describes the action.
* **Introduce a concept:** Generate a word cloud that represents that concept.
* **Show an alternative way to perform an action:** Fade out the first method, and float in the second method.

# Before you record the audio

Even though you can record the audio for your video in Camtasia, the best practice is to record the audio separately and then integrate the audio with the video. To do this, you need to set up a Yeti microphone, and use the Audacity software to optimize the recording level. For more information, see [Record the audio](about:blank) on the Core A Information Design and Development wiki.

After your environment is set up, read the script out loud. If you hear yourself, you can often correct problems with things like intonation and flow before you record the audio. Make sure that you adjust the text of the script, to reflect any of your corrections. If the correction is shortening or lengthening a step, then ensure that the step numbers in your script reflect the change. If the correction is adding a pause or pointing out something in the code or in an image, then add those corrections in the Notes section of the script.

Read the script as many times as it takes for you to feel comfortable with the content of the script and the sound of your voice.

When you record the audio, remember to speak slower than you typically would and enunciate your words. Use your normal, professional tone of voice.

# Record the video

Before you record your video, ensure that the assets you plan to use are well organized; do not combine different types of assets in the same directory. For example, keep your images in one directory and your code samples in another. For an example of a correct directory structure, see [Organization is the key to success](about:blank#Recordandeditthevideo-Organizationisthekeytosuccess).

After your directory structure is set, customize the template for your product.

Finally, record the screen portion of your demonstration, using the setup guidelines described in [Record and edit the video](about:blank). Be prepared to edit your recording. It is easy to make mistakes that may seem minor, but they can be distracting to the user.

# Integrate the video and the audio

After you record the audio and the video, you must integrate them. You do this by synchronizing the audio with the video. For more information, see [Synchronizing and highlighting the video](about:blank).

# Review the finished video

Before you publish the video to the Hub and to YouTube, send the video to your Information Architect, Subject Matter Experts (SMEs), and Product Owners (POs) for final review comments. For information about how to create and send a review copy, see [Share the video](about:blank).

If you need to make changes, share the updated video again, to ensure that the video is in its final, approved form.

# Publish your video to the Hub

To add your video to the Hub, you use a bundle name that matches to your product area and the bookmap ID for your video. For example, for an OpenEdge video, use openedge-videos for the bundle name with the bookmap ID cbu1548921501591.ditamap.

Do not forget to add your video to the What’s New and to the XML for the content tiles and guided journeys, if applicable.

For more information about publishing your video on the Hub, see [Add the video to the Hub](about:blank).

# Publish your video to YouTube

In order to publish a video to YouTube, you must be a YouTube administrator. For information about the tasks you must complete and who can post your video, see [Post a video to YouTube](about:blank).