Create Compelling Multimedia Documentation

(i.e. how to make tech videos that don't suck)

Our agenda

- Introduction
- What is multimedia documentation?
- When should you make a video?
- Pre-work: scripts & storyboards
- Branding
- Usability
- Software / Tools
- Final takeaways

Hello!

I'm Alexandra White

Technical writer at Google since December 2018

"Very cool person," says my father

Find me online at @heyawhite

What is multimedia documentation?

Images & GIFs

Pros

Great for small concepts or pointing out product features

Can be compiled to create a larger story

Cons

Accessibility

Can't be translated

Video documentation

Pros

Explain complicated concepts

Create a brand story / marketing

Can be any length

Cons

More expensive to create

Harder to maintain

Requires learning new tools

Webinar & recorded trainings

Pros

You're already doing the work

Real time audience feedback

Cons

Hard to cut for time / dead space

Very long

Anyone can make a video.

When should you make a video?
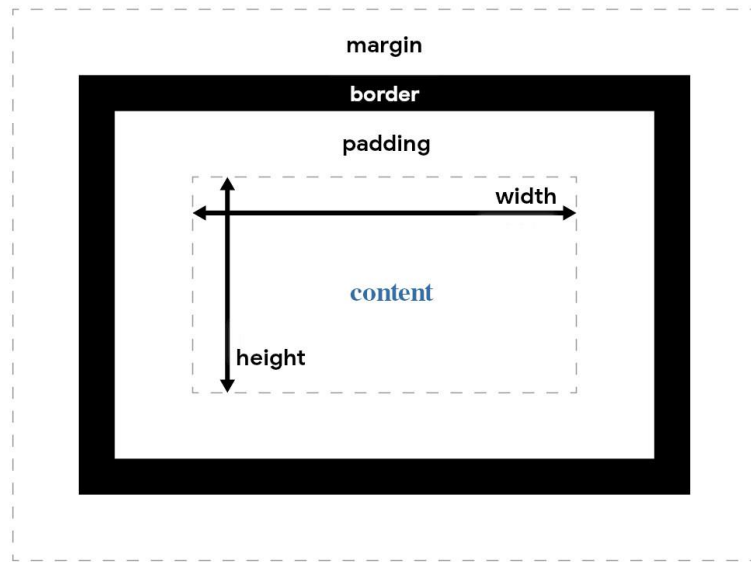
When to make a video

Docs are complete

Complicated concepts

Long processes with completed UI

Marketing

Big revenue clients want video

Internal training

When to make webinars

Marketing strategy

Repetitive internal training

Process takes 10+ minutes

Multiple outcome possibilities

Seeking feedback

When NOT to make a video

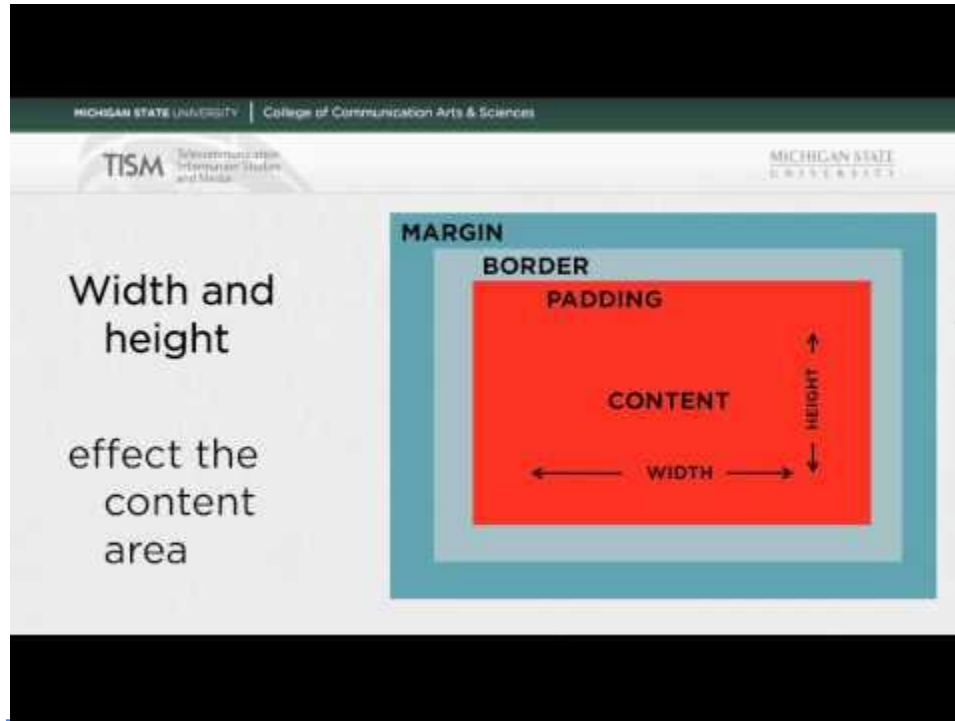No time to learn the software

Unfinished product

Small audience

No content strategy

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Good videos vs bad videos

Bad video

Copyright: Manutsawee Sitatham

Good video

Copyright: Michigan State University TISM

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Pre-work: scripts & storyboards

How to write your script

Tell a story

Create sections to break ideas

Avoid buzzwords

Read it out loud

Get feedback

Get approval.

Creating a storyboard

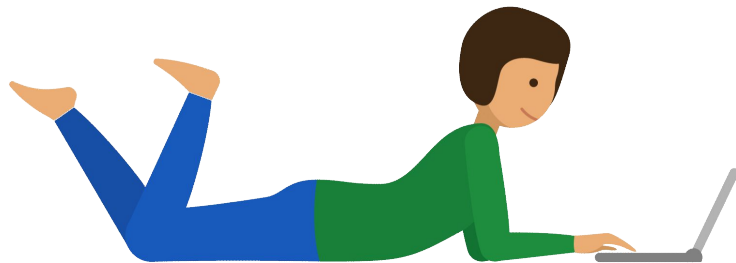|	What's seen	What's heard
1	[photo: picture of a cat] [graphic: flow of data] [slide 3 of deck (insert name of deck)] [John speaks to camera]	This is where the text should go that corresponds to what's seen by the audience.
2		
3		
4		
5		
6		
7		

Animations at Google*

40-60 hours = 1 minute of video

Team of three people

*DVAA Education Video Team statistics

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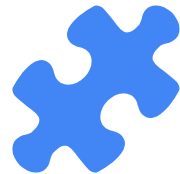# Style & branding

Style guidelines

- Logos / Iconography
- Color
- Typography
- Voice / Tone

📌 Google's guide: **goo.gl/1d8mk5**

Be consistent.

Video brand guidelines

- Beginning and end frames
- Video-quality graphics
- Branded backgrounds
- Purposeful animation

📌 Google's guide: **goo.gl/1d8mk5**

Respect employees like customers.

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Usability

Make your videos usable

Do you need audio?

Captions and translations

Transcripts

Timecodes

Use high quality audio.

Test everything

Get feedback

Watch the video & perform the actions

Explain the concepts

Software options

Images

Free

Gimp

Paid

Snagit, Pixelmator, Adobe Photoshop

GIFs

Free

Giphy

Paid

GIF Brewery, ShareX

Video

Free

iMovie, Open Shot

Paid

Camtasia, Adobe Premiere, Final Cut Pro X

View more: **alexand.us/tw-tools**

Making profit

Measure profitability

Analytics in the docs

Analytics for the video

Customer service tickets

Get feedback

Getting feedback

Active feedback

- Written comments
- Thumbs up / down
- Clicking a button

Passive feedback

- Collect analytics
- Monitor user behavior

Success creates joy.

Final takeaways

- Be brief
- Get approval
- Use a style guide
- Test everything
- Learning > spending money

Thanks!

Any questions?

Be my internet friend. Tweet me at @heyawhite.