

Before Creating Your First Video

A checklist

Focus on Outcome

- Have you narrowed down your focus to one idea or topic?

Know the End Before You Begin

- You know the end destination for the video?
- Are you putting the video on a public channel?
- Are learners going to access the video through your LMS?
- Do you want to track performance or receive quiz results?
- What size will fit the end destination perfectly?
_____ x _____ (Width x Height)
- Do your learners need accessibility features?
- Is the video a part of a series or need to be linked to another video or other content?

Make a Plan

- Script or outline the content of your video.
- Create a storyboard of what needs to be seen in your video. If working with camera video don't forget to show variety of shot types, and angles.
- Ask for reviews throughout the process.

Gather Materials & Equipment

- Do you have brand colors, including the RGB or Hex color numbers?
- Do you have required logos needed?
- Do you have images, lower thirds, and other graphics you will need to complete the project?
- If creating camera video, have you secured permissions to shoot at that location?
- Have you selected talent for video or voiceover? Do they have access to scripts and storyboards so they can prepare?
- Do you have all the equipment needed and ready to go to your shoot? Do you have a space set-up to record your voice over?