1 Goal Definition

- Clearly define the objective of the educational material. What should employees take away from it?
- Assess the target audience’s current knowledge level and tailor the content accordingly.

2 Pre-production

Content Development:
- Ensure that the content is clear, concise, and structured logically.
- Prioritize important information and break it down into manageable sections.
- Engage subject matter experts to ensure accuracy.

Script Writing:
- Create a detailed script to ensure all topics are covered.
- Add pauses, emphasis, and cues to aid the presenter and editor.

Equipment Checklist:
- Camera (with tripod)
- Microphone (lavalier/lapel mics are ideal for clarity)
- Lights (at least two for a balanced setup)
- Backdrops or a quiet location

Rehearse:
- It helps in reducing errors and retakes during the actual filming.

3 Filming

Location:
- Choose a quiet location, free from external noise.
- Ensure good acoustics; soft furnishings help to reduce echo.
- Opt for a neutral backdrop unless demonstrating a practical skill or process.

Camera Setup:
- Use a tripod to stabilize the shot.
- Ensure the frame is correctly set up: the top of the presenter’s head should be close to the top of the frame, and they should be centered.

Lighting:
- Utilize three-point lighting: key light, fill light, and backlight.
- Ensure there are no shadows on the presenter’s face.

Sound:
- Test the microphone before recording.
- Monitor sound for any disturbances.
- Consider using headphones to ensure clarity during recording.

4 Post-production

Editing:
- Trim out mistakes or unnecessary parts.
- Add transitions between sections for smooth flow.
- Use B-roll or supplementary footage to illustrate points and add interest.
- Add text overlays or graphics where necessary for emphasis.

Sound:
- Ensure audio levels are consistent.
- Use noise reduction tools if needed.
- Consider adding background music at a low volume, ensuring it doesn’t distract from the content.

Accessibility:
- Add captions or subtitles for those with hearing impairments.
- Ensure video contrasts and text overlays are suitable for those with vision impairments.

5 Distribution and Accessibility

Platform Selection:
- Choose platforms that are accessible to all employees, considering the organization’s IT infrastructure.
- Consider the compatibility of the video format with different devices.

Feedback Loop:
- Allow employees to provide feedback on the material.
- Address queries and enhance content based on feedback.