

Evaluate Your Content - *Discover Your Why*

The target audience for this content is _____ which totals about _____ people.

Other audiences that would be interested in this content include _____ and _____ which totals about _____ people in number. If this content were shared to these audiences, it would have to be cleared with the following people first: _____.

The only languages we need to support are _____.

This content works for the target learners: standalone / in any order in sequence

I will know my content is a huge success when each of the following happen:

1. _____
2. _____
3. _____

This content will likely require an update within _____ months.

The strongest emotion evoked by this content is _____.

This content is best-suited for video delivery above all other learning modalities because:

1. _____
2. _____
3. _____

The tool(s) we have to create & manage video content are:

Pre Production	Principal Production	Post Production	File Management
<i>Department wiki</i>	<i>iPhone 6</i>	<i>Screenflow</i>	<i>H:drive</i>

The most essential measurement in my organization is _____.

We will measure this in _____ every _____ days or until _____.

Test Your Content – *Your Turn to Learn*

The following people can kill this project at any time without notice _____
 _____ . Additional approvals were gathered
 from _____
 during Pre-Production by _____. (name and date complete)
 All of the above will be given the opportunity to review the final video _____ days prior to launch,
 and understand that no further feedback is required prior to delivery to the target learners.

The following members of our target learner group have agreed to be *Previewers* of our video content:

Name	Email	Department / Role
<i>Sally Sellzital</i>	<i>sally@hereswhereiwork.com</i>	<i>Sales Lead</i>

To determine if the video meets its stated learning objectives, we will solicit the following feedback from our *Previewers* after every major iteration.

Video Asset ID	Previewer's Emotional Response	Previewer's Key Take-Aways	Other Observations
<i>VWRI-1234A</i>	<i>Amused</i>	<i>Share early, share carefully, share in order to listen</i>	<i>Liked content but seemed confused by navigation</i>

Evaluate Your Systems – *Technology of Delivery*

The systems in our organization that currently house/deliver video training are:

Name of System	Which serves the purpose of...	For...	And is managed by...
<i>El Emmess</i>	<i>providing learner access</i>	<i>employees</i>	<i>Bob McBobbob</i>

I will know these systems are working as intended for all learners when the following happen:

1. _____
2. _____
3. _____

Our primary constraint when delivering video to our target learners is _____.
 When we bump up against that constraint, it usually results in symptoms like _____.

Testing results on target learner device(s) at their common location(s) indicate that the video specifications that work best for our target audience are:

- File Format _____ (example: MP4)
- Resolution _____ (example: 1080p – 1920x1080)
- Frame Rate _____ (example: 30fps)
- Encoding _____ (example: H.264)
- Audio _____ (example: Stereo 48kHz)
- Other settings _____ (example: variable bitrate)

"This Video Works!" The Nifty :10 Placeholder & Test Video

Downloadable **MP4, MOV, & WMV** at <http://sam-rogers.com/tech/youtube-video/this-video-works/>
 Video freely available for testing under [Creative Commons - Attribution](#) license. Use as you see fit!

Internal support is available to me at _____ during the hours of _____.
 User support is available at _____ during the hours of _____, and in the following languages _____.

I commit to treating anyone who manages, maintains, troubleshoots, or uses our learning systems with dignity at all times. x _____ Date _____

Take Aways & Further Learning – Keep it alive!

Mythbusting Process

1. State belief as hypothesis
2. Define each element or ingredient
3. Identify measurable variable(s)
4. Pilot to test variables
5. Confirm or Bust myth & revise hypothesis

Iteration Guidelines

- Pick a metric, any metric
- Always be testing something
- Consistency-Schmonsitency

Stage	What Happens	Key Focus	Resources
Pre Production	overview, script, plan	Script & Story	Skip this step at your own peril: http://sam-rogers.com/tech/productivity/pre-production-or-death/
Principal Production	lights, capture, action!	Clearly Fun	Start here: http://sam-rogers.com/tech/youtube-video/advice-on-video-production-for-the-small-screen/ Then search YouTube for more specific info on technical questions (greenscreens, microphones, etc.)
Post Production	edit, create, craft	Sequence	Follow our 5 steps to win at editing: http://sam-rogers.com/tech/learning/post-production-of-elearning-video-content/
Platform Production	upload, describe, configure	Testing & Usability	Test delivery on platform with target learners in real world: http://sam-rogers.com/tech/youtube-video/placeholder/

Fun Videos

[Crazy Russian Hacker](#): Short, sweet, & cheap instructional videos (as demo'd in session).

[Glove and Boots Copyright](#): eLearning Video at it's best, from YouTube Certified.

Helpful Books

[How To Shoot Video That Doesn't Suck](#): Two years of film school in 248 pages (audiobook too!)

[The Artist's Way](#): Recover your creativity from a variety of blocks (limiting beliefs, fear, self-sabotage, etc.) and replace them with artistic confidence and productivity.

[The 4 Hour Chef](#): Choose your own adventure guide to Rapid Learning (not really a cookbook). Adopt the methodology of world-class performers and learn to iterate anything.