Disclosure

Salaried Employee of the American Board of Pediatrics
The project

Produce a video tutorial to introduce our new assessment pilot to pilot participants and our diplomates.
Getting started

• Establish the goal
• Define your audience
• Get stakeholder buy-in
• Get the right tools
• Create a process
The tools you need to succeed

• Word processing (with online editing capabilities)
• Recording device
• Screen recorder
• Editing software
The script (Tools cont.)

• Try to use an online editor to foster easy collaboration
• Track changes
Recording devices (Tools cont.)

• If you have a good mic, use it
• TASCAM recorders are quality and inexpensive
• No recorder? No problem. Use your smartphone
Editing software (Tools cont.)

- Camtasia for editing and screen recording
  - Affordable and specifically designed for creating tutorials and presentations
- Final Cut Pro may work better for you on a Mac
- There are free options out there
  - Lightworks comes highly recommended
  - Shotcut, too
Trust the process

1. Writing the scripts
2. Script revisions
3. Voicing the script
4. Filming/screen recording
5. Editing
Writing the script

• Focus on your audience
• 30 seconds of video for every 75 words
• Scripts are different; write them as such
• Read your first draft aloud
Script revisions

- Foster collaboration
- Set firm deadlines
- Listen
- When necessary, stick to your guns
Voiceover

- If you record on a phone, take it out of the case
- Rest it 2” – 4” away from your mouth
- Record in a quiet place; the car works well
- Pay attention to room tone
- Smile when you read
- Be yourself
Filming //screen recording // editing

• Last call for script edits
• If screen recording, have the slides/interface you’re shooting been proofed?
• Play your edited audio as you shoot
• Add transitions when necessary
• Sync audio and video
Background music

- Adds auditory appeal
- Hides voiceover imperfections
- Keep it to a dull roar
- Plenty of royalty-free options available
Reviewing the analytics

• 4,000 total plays
• 81% average engagement
  • On average, people watch 80.5% of the video.
• 89% play rate
  • Out of 3,689 people who loaded this video on a webpage, 3,277 people played it.