Session 110
BYOL: Creating Microlearning Video

Josh Cavalier, Lodestone

Austin, TX • June 8 – 10, 2016
Creating Microlearning Video

Sign-up for:
https://www.wevideo.com
(Personal)
What is the Definition of Micro-Video?

60 Seconds or Less
60 Second Breakdown

Micro-moments

Intro :11
Welcome :15
Speak Words 3 Times :25
Write Words :28
Visual Translation :37
Repeat Words :43
Real World Example :49
Repeat Words :56
Joke 1:00
End Credits 1:07
Bob Bergen
Voice Actor, “Looney Tunes”
30 Second Breakdown

Micro-moments

Count Words: 07
Four Sounds: 11
Wrinkle Nose: 18
Third Sound: 23
Sentence: 27
Joke: 29
15 Second Breakdown

Micro-moments:

- Intro: 02
- Over: 04
- Cross: 06
- Tuck: 08
- Dance: 10
6 Second Breakdown

Steps

Hang Paper :0125
Hang Hooks :0275
Hang Pictures :04
Remove Paper :0475
Warning: Reality Distortion

Kill me now.

#TapThruHowTo Backsplash - Watch once. Then tap thru to learn steps. #howto #DIY

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Less Than 5 Seconds
Creating
Moments of Learning Intent

- Know a Fact
- Perform a Task
- Make a Decision
- Follow a Passion
Microvideo Workflow

**Plan**
- Audience
  - Motivation
  - Context
  - Profile
- Instruction
  - Business Need
  - Strategy
- Writing
  - Video Structure
  - Storyboard
  - Emotion
- Delivery
  - Environment
  - Bandwidth
  - Screen
  - Platform

**Create**
- Animation
  - Bumpers
  - Movement
  - Emotion
- Video
  - Shot List
  - Branding
  - Faces
- Audio
  - Music
  - Sound Effects
  - Voice Over

**Consume**
- Analytics
  - xAPI for Video
  - View Data
  - KPI's
- Instructional Flow
  - Repository
  - Stitched, AI
  - Drip, Segmented
- Metadata
  - Schema
  - Taxonomy
  - Tags
- Social
  - Curation
  - Comments
  - Sharing
Micro Video Scripting Tips
Cognitive Theory of Multimedia Learning

Essential vs. Incidental

Source: Dr. Richard Mayer (2003)
Reverse Modality Effect
Formulas
Microvideo Learning Sequences

Emotion Pull | Prime | Content | Reflection | Emotion Push
Monroe’s Motivated Sequence

<table>
<thead>
<tr>
<th>Attention</th>
<th>Need</th>
<th>Satisfaction</th>
<th>Visualization</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotion Pull</td>
<td>Prime</td>
<td>Content</td>
<td>Reflection</td>
<td>Emotion Push</td>
</tr>
</tbody>
</table>
Planning Blocks

Video
- Headshot
- Title
- Scene
- Animation
- Screen
- Photo

Audio
- Voice
- Music
- Effect
Block Storyboard

Example Timeline
Objective: Review steps for logging into the learning management system
Time: 60 seconds

<table>
<thead>
<tr>
<th>Emotion Pull</th>
<th>Prime</th>
<th>Content</th>
<th>Reflection</th>
<th>Emotion Push</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong></td>
<td><strong>Title</strong></td>
<td><strong>Animation</strong></td>
<td><strong>Headshot</strong></td>
<td><strong>Title</strong></td>
</tr>
<tr>
<td><strong>Title</strong></td>
<td><strong>Headshot</strong></td>
<td><strong>Grown</strong></td>
<td><strong>Headshot</strong></td>
<td><strong>Title</strong></td>
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<tr>
<td><strong>Music</strong></td>
<td><strong>VO</strong></td>
<td><strong>Effect</strong></td>
<td><strong>VO</strong></td>
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</table>

*V = Visual, A = Audio*
Emotion Pull

Content

Emotion Pull/Push

Content

Emotion Push
Emotion Pull

Title

Content
Titles

Gain Attention  Objective

Gagné’s "Conditions of Learning"
Title

Headshot

Emotion
Pull

Content
Headshot
“You never get a second chance to make a first impression.”

- Will Rogers
Social Encounters Increase Theta

Positive Emotions → Increased Cognitive Process
Headshot
Reflexive Memory
Instruction
Instruction
Online Video

Mobile Traffic

40 (50%)
Live Action
Angle
A is vertex of the angle
∠BAC or ∠CAB

Screen Drawing
Narration
Sound Effects
Instruction
Microvideo Scripting Tips
Words Per Second

Speed for Voice Overs:
Slow: 2 WPS
Medium: 2.5 WPS
Fast: 3 WPS

Newscasters speak at 2.5 words per sec.

6 seconds 15 words
10 seconds 25 words
15 seconds 37.3 words
30 seconds 75 words
60 seconds 150 words
Active Voice

**ACTIVE**

Tom **painted** the entire house.

**PASSIVE**

The entire house was **painted** by Tom.
Script Example 1

Product Solution or System Feature

• Question
• Answer
• Why?
• Because
• Reasons
• Introduce Machine/Product or New System Feature
• Benefits
• How Does it Work?
• Conclusion/Call To Action/Resources
Script Example 2

New Process

• Background/History (How we did it)
• How we are doing it now
• Why the Old is Bad
• Todays Solution Major Benefit
• Advantages of Today
  • Feature 1
  • Feature 2
  • Feature 3
• Call to Action Next Steps
Internal Help/Coaching

• Review your issue/validate
• What we do to solve your problem
• How we do it:
  • Methods
  • Solutions
• Contact us
• Next steps
Microvideo Workflow

Plan
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Plan
Microvideo Formula

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Storyboarding Tools

Digital Storytelling
Powerful Visual Communication, Made Easy

https://www.storyboardthat.com
<table>
<thead>
<tr>
<th>Shot Number</th>
<th>Visual</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>001</td>
<td>Camera 1: Intro shot with instructor. Smooth zoom in.</td>
<td>Welcome to Captivate 9 Fundamentals intro text. Quick 15 second synopsis of the program.</td>
</tr>
<tr>
<td>002</td>
<td>Title Sequence: Lodestone video bumper with Captivate 9 Title</td>
<td>Driving upbeat music bed</td>
</tr>
<tr>
<td>003</td>
<td>Camera 1: Instructor With animated Lower third</td>
<td>Introduction of instructor, full overview of the class, and additional information.</td>
</tr>
<tr>
<td>004</td>
<td>Slide: 001</td>
<td>Course Learning Objectives In this session...</td>
</tr>
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Editing Tools

https://www.wevideo.com
Editing Tools

Characters With All The Right Moves
Our libraries are filled with styles, settings, props and actions. Lip-sync is automatic!

https://goanimate.com/
Make visually stunning videos virtually anywhere.

With the industry-leading video production toolset, you can work across desktop and devices to edit virtually any type of media in its native format and create professional productions with brilliant color for film, TV and web.

http://www.adobe.com/products/premiere.html
Distribution Tools

kzoinnovations.com

corp.kaltura.com

brightcove.com
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