When to DIY and When Not to DIY

Jeff Joanisse, Th3rd Coast Training & Entertainment

Austin, TX • June 8 – 10, 2016
Real DIY Sessions from focus on

- Guerrilla Video Techniques for Beginners
- Editing with Adobe Premiere
- Video Production for Online Teaching and Engagement
- Coaching SMEs to Produce Rock-star Videos
- Creating High-quality Training Videos on a Tight Budget
- Building Interactive HTML5 Video with Adobe Edge Animate
- Shooting with the Camera You Have: Production on Smartphones
- Effective Video on a Shoestring Budget
- Pro-quality Video Production on a Budget
- Designing Better Videos: From Concept to Delivery
- Lights, Camera ... Wait, Who Has the Script?
REAL ISD

JOB POSTINGS
ISD Job posting 1

Instructional Designer

Bachelor’s degree required
Masters degree in instructional technology

Demonstrated expertise in eLearning instructional design
Expertise with eLearning course authoring tools, such as Lectora & Articulate Storyline
Expertise with photo and graphics editing tools, such as Photoshop and Illustrator
Experience with development of healthcare related compliance
Experience with videography & video editing
Instructional Designer

Required Skills:
Strong experience in web-based learning, technical training, and instructional design.
3-5 years **UI design** and graphic design skills
Experience with **HTML5, CSS3**
Highly proficient in Microsoft Excel
Experience in **Adobe Creative Suite** including **PhotoShop, Fireworks, Illustrator** and **Dreamweaver**
Project management experience
Exposure to training material and curriculums
Expectation of ISD has changed

But WHY?

- Graphic Designers
- Filmmakers
- Story tellers
- Illustrators
- Web Developers
- AND Techies
E-LEARNING HAS CHANGED EVERYTHING
And in the **BEGINNING**...

E-learning was simple

- Simple authoring tools
- PPT based
- Conversion tools
- Lots of drag and drop
- Lots of NEXT BUTTON

**I JUST USED**

THE NEXT BUTTON DURING MY E-LEARNING
Evolution of e-learning

Animation, Interactive Video, VR
Expectation of ISD has changed

- Graphic Designers
- Filmmakers
- Story tellers
- Illustrators
- Web Developers
- AND Techies
WEAR LOTS OF HATS

Is that FAIR?
<table>
<thead>
<tr>
<th>Specialty</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instructional design</td>
<td>19.1%</td>
</tr>
<tr>
<td>Do a lot/little of everything</td>
<td>13.9%</td>
</tr>
<tr>
<td>Training/education/certification direction</td>
<td>13.1%</td>
</tr>
<tr>
<td>Instruction/teaching/training/coaching</td>
<td>10.9%</td>
</tr>
<tr>
<td>Business development, sales, and marketing</td>
<td>5.1%</td>
</tr>
<tr>
<td>Executive management</td>
<td>3.8%</td>
</tr>
<tr>
<td>Content authoring</td>
<td>3.7%</td>
</tr>
<tr>
<td>LMS/LCMS implementation/support</td>
<td>3.7%</td>
</tr>
<tr>
<td>Product/project management</td>
<td>3.6%</td>
</tr>
<tr>
<td>Independent consultant</td>
<td>3.4%</td>
</tr>
<tr>
<td>Media creation/production</td>
<td>2.5%</td>
</tr>
<tr>
<td>Curriculum direction</td>
<td>2.5%</td>
</tr>
<tr>
<td>Strategy and planning</td>
<td>2.3%</td>
</tr>
<tr>
<td>Information technology</td>
<td>2.1%</td>
</tr>
<tr>
<td>People/resource management</td>
<td>1.7%</td>
</tr>
<tr>
<td>Research and development</td>
<td>1.6%</td>
</tr>
<tr>
<td>Business unit management</td>
<td>1.6%</td>
</tr>
<tr>
<td>Creative direction</td>
<td>1.5%</td>
</tr>
<tr>
<td>Web development</td>
<td>0.9%</td>
</tr>
<tr>
<td>Technical writing</td>
<td>0.7%</td>
</tr>
<tr>
<td>Subject matter expertise</td>
<td>0.6%</td>
</tr>
<tr>
<td>Programming/scripting</td>
<td>0.6%</td>
</tr>
<tr>
<td>Documentation design and maintenance</td>
<td>0.5%</td>
</tr>
<tr>
<td>Help desk/customer support</td>
<td>0.4%</td>
</tr>
<tr>
<td>Database administration and maintenance</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

94% non-creative specialties

Should **YOU** be able to create these digital assets **YOURSELF**?
NO
Well...Not Really...
Finding the **Value**

Is DIY Best for the learner? *Typically not.*

Is becoming a videographer the best use of your time and skills? *Typically not.*

**OR**

Do people not value what the learning professional brings to the table? *I hope not.*

**OR**

Is it all about **BUDGET**? And nobody cares about the **learner experience**
Find your sweet spot

• Are you a little Technical?
  – HTML
  – xAPI
  – SCORM

• Are you a little Creative?
  – Graphic Design- learn a little Photoshop
  – Writing- learn creative writing...not just technical
  – Video- learn simple interview style videotaping and lighting and most important AUDIO
When to DIY

• Small to no budget
• Lower profile project
• Simple graphics or building off of TEMPLATES
• Technical writing or Simple stories
• Video testimonials or SME interviews
• Next button e-learning
• Conversion projects (Flash to HTML 5, PPT to video etc)
It’s about **TIME, $$$, QUALITY**

Where do **YOU** and **YOUR SKILLS** and the skills of your team add the most bang?
When to Call the Experts

• If you have an idea or project that is out of your comfort zone
• Is HIGH PROFILE ie: get lots of eyes on it
• Needs to make your DEPARTMENT look good
• Needs to represent corporate culture
• Needs to entertain
• Needs “story based” writing
• Requires Actors, Dialogue or Animation
DIY the IDEA

• Build Awareness of what’s possible
• Focus less on “how to DIY”
• This industry is becoming more specialized
• Own your specialty
• Be a good PARTNER
• Be an IDEA PERSON
YOU
are good at
WHAT YOU DO!