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BYOD: Storytelling on Steroids with VideoScribe

Karin Rex, Geeky Girl
STORYTELLING ON STEROIDS

Do you have a story to tell? A lesson to teach? A product to market? VideoScribe lets you do all that. Rapidly. VideoScribe helps you create whiteboard animations that can be posted online or included in eLearning or presentations. (No drawing talent needed!)

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LEARNING SOLUTIONS 2018, BYOD SESSION 214

WHY STORY?

“Explaining storytelling is like explaining a kitten.”

Annette Simmons
The Story Factor

Retention rate of just listening to statistics
5-10%

Retention rate of combining statistics with a related graphic
65-70%

Retention rate of combining statistics with stories
85-90%

Retention Soars!

WHY VIDEO?

One third of the time that people spend online is dedicated to watching videos.

80%

Percentage of all web traffic that video will claim by 2019

Customers
64%

Percentage of customers who are more likely to buy a product online after watching a video

Decision Makers
59%

Percentage of company decision makers who would rather watch a video than read

Web Traffic
Videos RULE

Adding Text in VideoScribe

Click on the Add New Text button, then adjust using Text Properties

Edit text, alignment and color
Add Blur, Glow, Brightness, Saturation, Shadows or Contrast

Choose or create a new hand here

Click Play to preview your new look

Adding Images in VideoScribe

Click on the Add New Image button, then adjust using Image Properties

Choose a different picture
Add Blur, Glow, Brightness, Saturation, Shadows or Contrast

Choose or create a new hand here

Click Play to preview your new look

Whiteboard Animation Tips

Use Relevant Pix
The pix in your scribe should all help further the goal of the video

Handwritten Fonts
If text on the screen is being DRAW in the scribe, use a font that resembles handwriting

Drag in Photos
When using a graphic that is a photograph, have it DRAG in instead of drawn

Minimal Words
Keep words to a minimum If words are being drawn DO NOT speed them up too much

GOOD SCRIPTING IS PARAMOUNT

Whether you will be including a voiceover or displaying your script on screen, keep the goal of your video at the forefront of your mind when deciding what to include

Keep words to a minimum (pretend each word costs a million bucks) and let the whiteboard animation shine

What do you want your viewers to know?
What do you want your viewers to feel?
What do you want your viewers to do?

Digital marketing expert James McQuivey estimates that a single minute of video content is the equivalent of 1.8 million words.

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SO CALL ME MAYBE?