



Adobe

Action! Making instructional movies

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Key objectives - How the presentation is paced

- Importance of videos in user documentation
- Brief analysis of videos used in documentation
- How to shoot video footage
- How to edit and publish a video

Why videos in technical communication

1. Easy to comprehend
2. Shows, not just tells
3. Complements words, does not steal their limelight
4. Not domain-centric. Can be applied to concepts on any domain.

Advantages of Video-sharing

- Localization – The interface is available in 61 country localized versions.
- Reach – It spans countries, borders, even at times companies.
- Closed Captioning – Subtitles for videos.

Advantages of Video-sharing (contd..)



How to Use a Fire Extinguisher

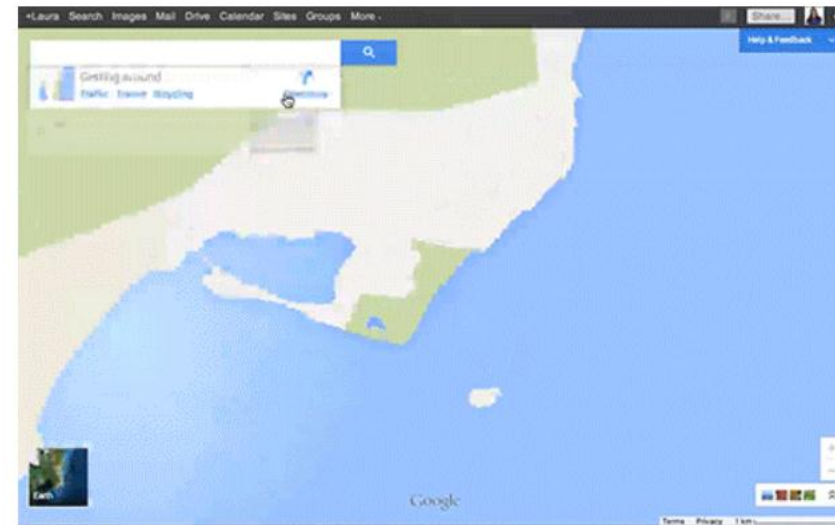
Examples from the industry

Google Street View: Google introduced Street view with a very simple and effective video Animation that starts playing as you open the Webpage.

Use Street View

1. Find a location:
 - Click once on a particular location on the map.
 - Search for a specific location.
 - Click on a search result.
2. In the resulting info card for the place, you'll see available imagery including Street View. You can also expand the carousel to see more imagery for that location.
3. Select the image labeled "Street View" or with the Street View icon . Your screen will zoom down to street level.
4. To exit Street View, hover over the imagery drawer again and select the box labeled **Back to Map**.

See an example:



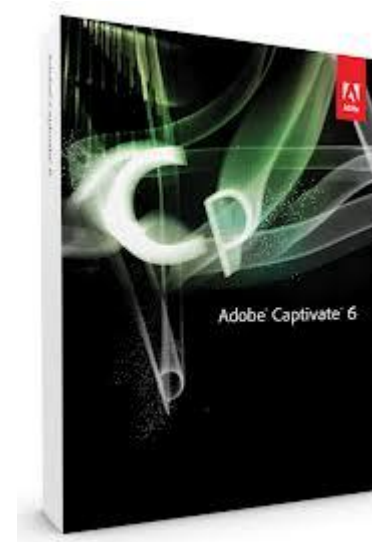
Recording video footage



What do you need

You need the following to make a good instructional video:

1. A good camera, computer, and connecting cables.
2. A screen recording and video-editing software.
3. A tripod
4. **Notes and observations from this presentation*****



Camera quality

Top parameters to decide which camera to use to record a video.

1. Resolution: Good Image quality (1080p)
2. Built-in optical image stabilization
3. Pixels (10MP or above preferred)
4. Supported video formats

Popular Video formats

- Windows Media Video (.wmv)
- QuickTime (.mov)
- DivX (.divx)
- Moving Picture Experts Group (.mpeg, .mpg, .m4p).
- Audio Video Interleave (.avi)

Shooting/Recording Video footage

- **Subject:** If you have a person featuring in the video, ensure that the person has been briefed about the video. It is good to have a transcript of what the person needs to say and has rehearsed it a bit.
- **Location/Environment:** The sound quality and the overall effect of the video depends on these two.
- **Script:** The storyboard of the script has to be written in advance and should be concise and sharp.
- **Multiple takes:** You can shoot more than one clips of your videos. It is easier to edit videos or experiment with original footage.


Add or Import media

- DVD Camcorder or PC DVD Drive
- Webcam
- Digital Still Camera, Phones, or Removable Drive



Quick Guided Expert

GUIDED EDITS: Making better movies, Step by Step.



Getting started with Premiere Elements

This is a quick 5 minute crash course with Premiere Elements.

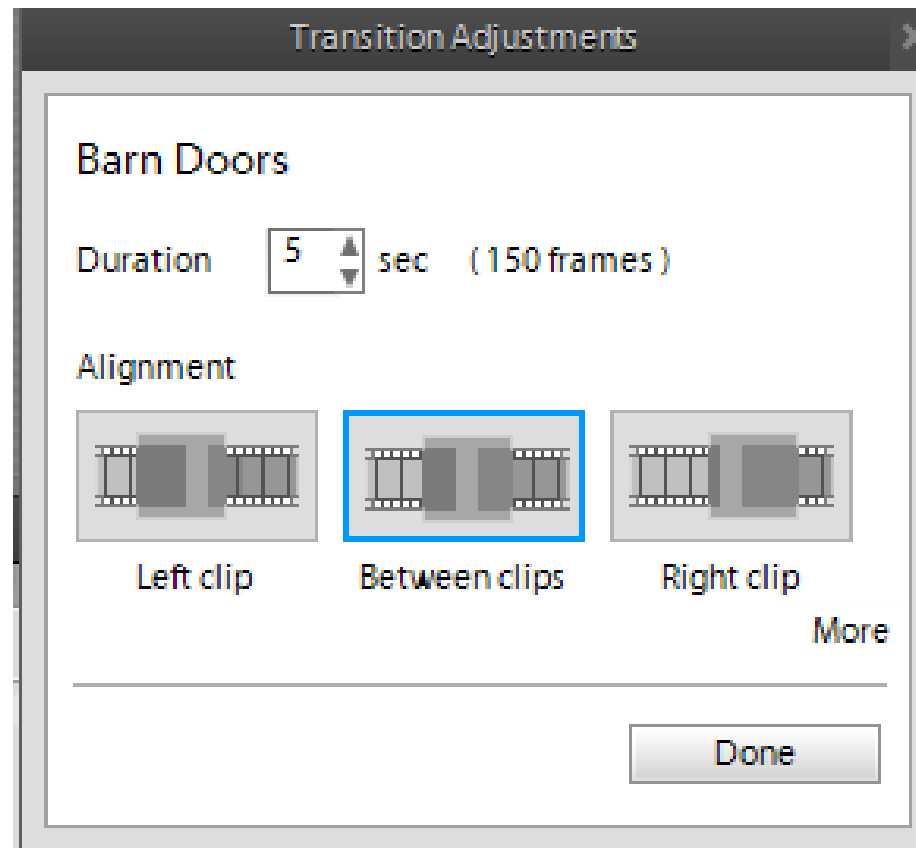
In this you will be seeing how to add clips to your video, arrange them into a sequence, learn how to split & trim your clips & publish them to your local computer!

Trim unwanted footage



- Select the video clip from which you want to trim unwanted footage.

Transitions between clips



Add narration

- Attach a microphone (input source) to add narration to your movie, click next.
- To add narration to your movie, move the CTI to the point where you want the narration to begin.

Music!



- You can add music scores to video clips and enhance the musical atmosphere of the video.
- You can choose from various royalty-free music scores in Adobe Premiere Elements. A music score here refers to an audio track that you can apply to a video in the timeline.

Publish



- **Vimeo: 65 million unique visitors per month and has more than 8 million registered users.**
- **Youtube: attracts the most traffic**

Ezvid Free Video Maker for Windows

Windows Movie Maker

Avidemux

Gimehta@adobe.com– My Email ID.

Tweets at
WriterGm





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