Outcomes

At the conclusion of this session, you will:

- Know three distinct purposes for producing a video
- Understand key steps and considerations to take in planning a purpose-driven video
The First Question:
Why are you producing a video?

Three major reasons:

- External Communications / Outreach / PR
- Professional Development / Training
- Instructional Tool for Students
Five Key Steps to Create Video with Purpose

- Determine the purpose of the video
- Define and understand your audience
- Create your message and tone
- Integrate video into your overall communication strategy
- Design a treatment / creative approach
Determine the purpose of the video

- Marketing / Brand Building
- Call to Action
External Communications / Outreach / PR

Define and understand your audience

- Local Community
- Parents
- Policymakers
- Others?
Create Message and Tone

- Limit Key Messages to Three Major Ideas
- Keep it Short!
Integrate video into your overall communication strategy

- Internet / Web / Social Media
- DVD
- Broadcast / Cable
External Communications / Outreach / PR

Design a treatment / creative approach

- Document Event
- Interviews / Testimonials
- Profile Program or Individual(s)
External Communications / Outreach / PR

Video Sample
Global Village Academy
Informational Video
Professional Development / Training

Determine the purpose of the video

- Define instructional goals and objectives
- Determine whether outcome is primarily cognitive, behavioral, or attitudinal
Professional Development / Training

Define and understand your audience

- Teachers: Experience Level, Subject Matter, Cultural Background, Attitude, etc.
- Administrators
- Others?
Professional Development / Training

Create Message and Tone

- Create content framework and progression of content delivery
- Linear vs. Interactive
- Academic, Professional or Casual?
Integrate video into your overall communication strategy

- Determine the context of the viewing experience
- Facilitator led or self directed?
- Ancillary materials: Web site, print materials, PowerPoint presentation, others materials?
Professional Development / Training

Design a treatment / creative approach

- Narrative: Expert, Scripted narration, Interviews
- Reality vs dramatized scenarios
  - “Idealized Reality”
- Graphics and Animation
Professional Development / Training

Video Sample
Making Meaning in the Immersion Classroom
Instructional Tool for Students

Determine the purpose of the video

- Instructional Goals and Outcomes
- Correlated to curriculum / standards / units / lessons
Instructional Tool for Students

Define and understand your audience

- Grade Level
- Language Proficiency level
- Cultural Background
Instructional Tool for Students

Create Message and Tone

- Content Framework
- Sequencing and scaffolding
- Attitude: Formal or Informal?
Instructional Tool for Students

Integrate video into your overall communication strategy

- Teacher led, individual instruction, or combination?
- Context of learning experience
Instructional Tool for Students

Design Telling Your Story: Treatment / Creative Approach

- Linear vs Interactive
- Reality vs Dramatization / Role Play
- Graphics / Animation
- Presenter
- Linear storytelling, modules, individual media assets
Instructional Tool for Students

A Non-linear, Media Assets Approach
CREATING VIDEO STORYTELLING WITH PURPOSE

Questions?
CREATING VIDEO STORYTELLING WITH PURPOSE

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