

Instructional Video Creation Worksheet

Make your educational videos more effective by answering the following questions:

What's the Takeaway?

After watching your video what will the viewer be able to do, specifically? Starting with a solid takeaway saves time and effort during the video creation process. You stay focused on only the information you need to deliver.

What's the Significance?

Why should the viewer care about your video? What benefit will they get out of it? Or, what kind of pain will they avoid? How will the content in your video affect their lives? What's in it for them?

What's the Structure?

What's the order of your information? What procedure does the viewer need to follow? What concepts/principles do they need to understand in order to get to the takeaway? What are the steps? (TIP: Don't force an unnatural structure onto your content. Let the takeaway dictate the structure.)

What Imagery Will You Use?

What can you show to make your content easily understandable? (TIP: Think about how you would deliver the information in your video if you couldn't use words, if you had to make a silent movie.)