EXPLAINER VIDEOS
from start to finish
Explainer Formula

IDENTIFY the Problem with a QUESTION
SHOW something INTERESTING on the Screen
SAD or FRUSTRATED Characters for Emotional IMPACT

PROVIDE a SOLUTION to the Question
SHOW HAPPY CHARACTERS
DEMONSTRATE how your SERVICE works

RECAP
CHECK FOR FULL TEXT ATTACHED
GET IT @CSULB
GET FULL TEXT OR USE BEACHREACH

SUMMARIZE THE VIDEO
CLOSE with a Call to ACTION
Timeline of Explainer Video Production

1. Start with an idea
2. Develop a script and storyboard
3. Revise your script
4. Select your software
5. Create your video!
6. Solicit feedback from colleagues and users
3 STEP FORMULA

THE PROBLEM
• Library is closed due to COVID
• How will he be able to access library services?

THE SOLUTION
• Digital Access to services and collections
• Digital Access to research help

SUMMARY OF SOLUTION/CALL TO ACTION
• Benefits of using the virtual library
• Go to the library for help today!
<table>
<thead>
<tr>
<th>Explainer</th>
<th>Script</th>
<th>Scene</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem</td>
<td>Due to COVID, many campuses are closed and campus is online only.</td>
<td>Show doors closing and locks and locks.</td>
<td>Show a dire situation with no outcome in sight</td>
</tr>
<tr>
<td></td>
<td>How will you be able to access materials for your classes or get help with research when you are home alone on your couch?</td>
<td>Show library and distressed student in front zoom out to sitting on students couch</td>
<td></td>
</tr>
<tr>
<td>Solution</td>
<td>The library is here to help 24 hours a day.</td>
<td>Graphical text and image of library</td>
<td>Each statement accompanied by moving graphics and kinetic text</td>
</tr>
<tr>
<td></td>
<td>From the comfort of your couch, the library can provide access to eBooks, full text articles, and streaming videos.</td>
<td>Zoom out from library scene to see it is on computer screen, building scene disappears and pops up and graphic for eBooks, articles and video pops on the screen</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Even print items are available using our drive up service.</td>
<td>Student drives up in front of library and library staff smiling holding books</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Need research help?</td>
<td>Show student reading assignment gasping</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Live help from librarians are available via, chat, email and even zoom!</td>
<td>Show chat boxes, student emailing from phone and zoom meeting talking to a librarian</td>
<td></td>
</tr>
<tr>
<td></td>
<td>If you need help during off hours, our chat is available 24 hours a day and we have a variety of research guides and instructional videos to help you learn on your own.</td>
<td>Graphics of 24 hours, screen shots of research guides and videos pop up on the screen</td>
<td></td>
</tr>
<tr>
<td>Summary</td>
<td>The library is here for you in these difficult times, we can help with all your research needs and will ensure you have enough support to navigating your assignments.</td>
<td>Library staff with a masks and graphic showing all services around them.</td>
<td>I made the call to action slide a template so it would be reinforced with every viewing</td>
</tr>
<tr>
<td>Call to Action</td>
<td>Go to <a href="http://www.library.edu">www.library.edu</a> to find out more! Click on the link for COVID services to learn about any new services we add during the semester!</td>
<td>Scene goes back to student happy and relieved.</td>
<td>Call to Action slide with library website</td>
</tr>
</tbody>
</table>
Explainer Software

$0
PowerPoint
ADOBESpark

$100-300
Toonly
Vyond

$300-400
PowToon
Wideo

$500-600
RawShorts
MySimpleshow
Create it!

Constant movement, very little text, use imagery to convey meaning
FORMAT

You have 7 seconds to grab your viewer
Keep your Video between 1-3 minutes
About a 300- 500 word script

Music at 20% or less
INCREASE music when narrators are not speaking
Select upbeat, poppy songs

Constant MOVEMENT keeps viewers ENGAGED
POP enter characters with a slight zoom
Moving text, change character expressions, different clothes
Scene Selection

Start simple, build and save templates, start a small collection of library related icons

- Use Templates or color backgrounds

- Start with minimal text and images

- Find sites for images and icons that are CC licensed
Lesson 1:

Tips on how to start a business
Hi, I am a librarian

How can I help you with research today?
Characters
Think of your demographic, think of the world around you
CHARACTERS
CLIP ART AS CHARACTERS

For a PowerPoint explainer you can use icons instead of characters
VIDEO EFFECTS

Everything moves

Always have music

Get professional narration
LIBRARY
Pick up Service
Use Narration instead of text

Record in a sound studio if possible; your computer and a mic will work too
I would like to hire four student voice-recording artists to do voiceovers for the videos. Voice types should be:

- Upbeat and energetic.
- Conversational tone of voice or;
- Educational/informative tone of voice
- All genders
- English speaking voices with characteristics (tone, accent, etc.) to reflect the diversity of our student body.
- Traditional college age sounding voice
- Clear diction
- Someone that can inject a bit of their personality into the recordings as well, so it does not sound like a boring, dry reading.
Revise transcript to reflect actual recording

Save final script for CC use YouTube or .srt files
EDITING

Matching audio to the video is the most time consuming part of process

Transitions and Kinetic Text is also an art that takes time
Test it!

Have students and colleagues view your finished product and revise

- Takes 5 individuals to determine any issues
- Students can root out jargon
- Librarians can help limit content
Publish it!
Use a platform that enables embedding and CC

Upload to YouTube is the easiest

Vimeo may also be good
LESSONS LEARNED

- Use templates to save time on animation and design – create your own

- Don’t try to create your own Martin Scorsese Film

- Have Fun!
TIPS & TRICKS

Pick a software your organization can afford
Use one that allows upload of OG content
Use screen captures to show your website

Have a novice user read your script
Don’t use jargon
Don’t use specific database names

Use multiple narrators
Use royalty free music and sound effects

Upload to YouTube
Share and ask for feedback
SAMPLE EXPLAINER VIDEOS

**PowerPoint**

https://youtu.be/t4Dx-M7zkCI

**Vyond**

https://youtu.be/HnIDwM1ge4o
THANKS FOR COMING!

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RESOURCES

https://www.iconfinder.com/

https://www.coloradomesa.edu/distance-education/documents/creating_captions_youtube.pdf

https://youtu.be/kl39o2K3KD4
https://www.youtube.com/watch?v=JsyYNPVCxxU
Further Information

Reviews of Explainer Software
Jenn Jager (Youtube) https://www.youtube.com/channel/UCXBiu4sAc9QfTkhtOcUrTg

Royalty Free Music and Sound Effects
Audio cutter: https://mp3cut.net/
Free Sounds: https://freesound.org/
Youtube sounds https://www.youtube.com/audiolibrary/soundeffects
Commercial free music http://dig.ccmixter.org/free

Explainer Video Production