

# Process of Developing Video Resources

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# Formats of Video

- Lecture/Talk
- Demonstration
- Interview
- Discussion/ Panel Discussion
- Drama
- Role play
- Screencast

# PROCESS OF DEVELOPING VIDEO RESOURCES

Pre-production stage



Production Stage



Post-production Stage

## PRE-PRODUCTION STAGE OF DEVELOPING VIDEOS

- Need Analysis
- Selection of the Content/Topic
- Formulating Objectives (Learning Outcomes)
- Development of Programme Brief
- Script Writing and Review
- Preparation of Storyboard and Review (Interaction between Academic and Technical team)

# PROGRAMME BRIEF- EXAMPLE

## Programme Brief - Format

**Title of the programme:**

**Class :**

**Objectives:**

**Target Audience:**

**Content coverage**

**Media:** Video

**Presentation Format:** Discussion/ Demonstration/ Interview/ drama/ role play/ documentary/ docudrama/ feature/ lecture/ vox-populi (voice of the people) / story tell/ cultural activities – dance/ singing/ recitation/ model reading etc....

**Description of the programme:**

- Story Line
- The purpose of the video: Ways it can be used for teaching -learning- assessment to be described

**Production Team:**

Script Writer -

Content expert -

Technical expert -

etc

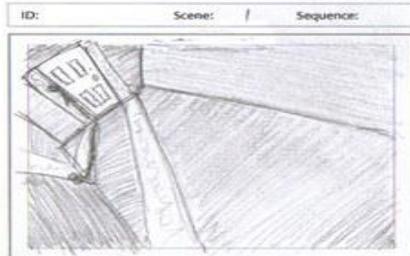
# Story Board Format

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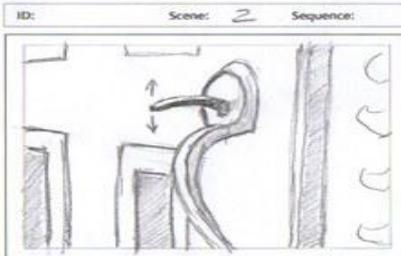
Video	Audio	Text	Background

# Story Board Sample

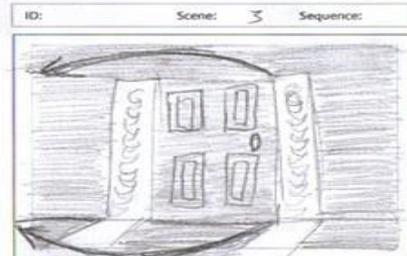
Russ Fan  
CA3D-431-0L2



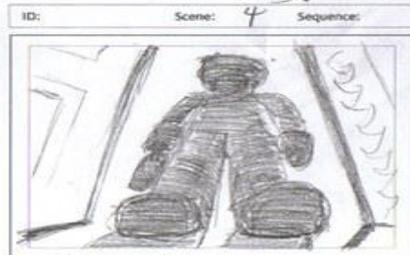
Est. Park Floor Light streaming through windows flanking the door. Silhouette passes in front of the window. (Flip frame, dar on right, light on the wall?)



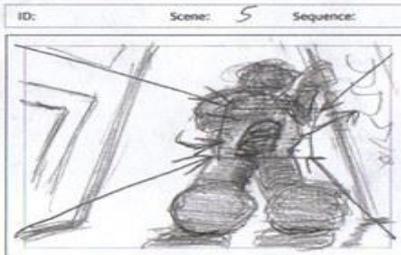
Cut to Door Handle See/Hear Door Jiggle. Then Hear Key Jangle and Key Enter Lock. Turn Click, Thumb stretch Moves down



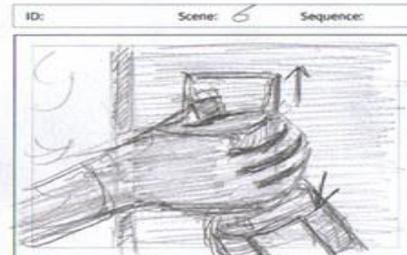
Door stems open



Silhouette of an large imposing man, camera at foot level. Man looks steady but in camera music



Character's knees buckle, stage right. Camera zooms in slowly to follow hand holding bottle



Hand fumbles up and down over the light switch we hear a click as the light switch is flipped.

# PRODUCTION STAGE

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Actual Recording/Shooting

- Own devices ( Video Software)
- Video Studios



# POST-PRODUCTION STAGE

## ○ Editing

- graphics, images, voice-over, music, etc. are inserted at appropriate places.
- During editing
  - **Technical Design-** such as video file formats, adaptability with other electronic devices, etc. and
  - **Visual Design-** includes the Graphical User Interface (GUI), fonts, colour, layout, etc.

## □ Academic Preview

- Technical
- Content
- Pedagogical
- Try out
- Packaging-
- Development of metadata
- Dissemination



# Visual Design

- Graphical User Interface (GUI)
- Fonts
- Layout
- Colour



# Technical Design

Accessibility
Usability
Adaptability
Scalability
Sustainability
Interoperability



# TIPS FOR DEVELOPING EFFECTIVE VIDEOS

- A well designed plan, script and storyboard
- Quality Digital resources ( camera, video recorder, lights, etc)
- Adequate lighting (Natural, Studio, etc)
- Powerful video recording and shooting software
- Choose appropriate presentation format
- Select appropriate style, pace, etc.
- Make presentation interactive

# DIGITAL TOOLS FOR DEVELOPING VIDEOS

Premium	Freemium	FOSS
<ul style="list-style-type: none"><li>□ Brightcove</li><li>□ CarzyTalk</li><li>□ Cyberlink Power Director</li><li>□ Explaindio</li><li>□ Hummingbird</li><li>□ Knovio</li><li>□ Livestream</li><li>□ Microsoft Stream</li><li>□ Nawmal</li><li>□ Pinnacle Studio</li><li>□ Qumu</li><li>□ SitePal</li><li>□ Vzaar</li></ul>	<ul style="list-style-type: none"><li>□ Adobe After Effects</li><li>□ Adobe Premiere Pro</li><li>□ Bambuser</li><li>□ Biteable</li><li>□ Snagit</li><li>□ Flleq</li><li>□ Genial.ly</li><li>□ Kaltura</li><li>□ Kizoa</li><li>□ Moovly</li><li>□ Movie Maker</li><li>□ PowToon</li><li>□ Vimeo</li><li>□ Camtasia</li><li>□ Loom</li><li>□ Screencast-o-matic</li></ul>	<ul style="list-style-type: none"><li>□ OBS</li><li>□ Animoto</li><li>□ Applie Imovie</li><li>□ Avidemux</li><li>□ FlexClip</li><li>□ H5P</li><li>□ Handbrake</li><li>□ Meerkat</li><li>□ Periscope</li><li>□ SchoolTube</li><li>□ StudiRack</li><li>□ Swiffy</li><li>□ ThingLink</li><li>□ Vine</li><li>□ Screencastify</li></ul>

# **FACTORS TO BE CONSIDERED FOR SELECTION OF DIGITAL TOOLS**

- **User-friendly & Ease of use**
- **Video format support**
- **Editing features**
- **Editing tools**
- **Compatibility factors**



## TIPS FOR VIDEO EDITING

- Choose right software
- Use a fast computer
- Appropriate and aesthetic colour combinations, visuals, effects, transitions, text, graphics, images
- Select good and suitable music
- Select compatible file formats
- Change visuals every 4-6 seconds
- Remember copyright issues

# CRITERIA FOR EVALUATION OF VIDEOS

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**Target  
Audience**

**Content**

**Pedagogical  
Consideration**

**Presentation**

**Technical  
Features**

**Administrative  
Considerations**

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## Content

- Accuracy
- Relevance
- Content coverage
- Updated
- Aligned with curriculum
- Spatial contiguity
- Temporal contiguity
- Scope and depth appropriateness to target audience
- level of difficulty
- Integration of real-world experiences etc.

## Target Audience

- Age group
- Previous knowledge
- Social / cultural background
- learning styles
- language
- Demographic information
- Emotional development
- Ability level
- Social development etc.

## Pedagogical Consideration

- Objectives
- Method of delivering content
- Media selection
- Presentation format
- Free from bias
- Contextual to local needs
- Scope for interaction
- Use of relevant images/ examples/ illustrations
- Support continuous learning
- Multiple modes of assessment
- learner engagement
- Skill development etc.

## Presentation

- Aesthetics
- literary and social values
- Motivation
- Innovative/ creative
- Universal design of learning
- Font
- Effects
- Coherence in media elements
- Chunking and organisation
- Scope for personalisation
- Inherent interactivity
- Suitability to learner with special Needs
- Addressing gender equality
- Multiculturalism etc.

## Technical Features

File format  
Architecture  
Usability  
Interaction  
Navigation  
Adaptation  
Reusability  
Metadata  
Interoperability compliance  
Accessibility  
loading Time  
license  
Duration etc.

## Administrative Considerations

Cost  
Delivery mechanism  
Support  
Services  
Training  
Maintenance  
Infrastructural and technological requirement  
Source of procurement/access etc.



## SUMMARY

- Select appropriate video presentation formats
- Design video Resources/program brief
- Develop script and story board
- Record/Shoot video
- Edit video
- Follow best practices to develop video
- Evaluate video