How to Create a “How to” Video

Narration:

SU - How to videos are very common. If you are ever in need of knowing how to do something, chances are your answer is just a few clicks away from you online. I’ve been online looking for those answers. You know and I know that there are some videos that you just stay away from because of the look and feel. Here’s what you need to do to create a good How To video.

VO- Step one, narrow down your topic to a simple concept. Think of you as the viewer looking online for an answer. Most people do not want to watch a 20 minute video on how to ski when all they want to know is how to do a ski jump. People want what they want now.

Step two, create a list of steps that gives instructions on how to attain the end product. Do not go off on tangents.

Step three, write a narration to your video. Use your steps as the basis for your narration but use a personable and conversational language.

Step four, transfer your narrative script to the audio column in a video script. This will allow you to break down your script by shots and give you an idea of shots you will need to support your video. You will need to decide here when you will want to be seen on camera as the host doing a standup or when you will just want to hear your voice doing a voice over while showing other video.

Step five, using a camera and a microphone, record yourself narrating your video. This will later be used for voice over your video and a host stand-up that shows you on location showing how something is done.

Step six, record your B-Roll/ video that will cover parts of your voice. It’s best if you shoot in sequences. Show continuous action when you are talking about one particular thing. In other words start with a long shot to give your audience an idea of location but use close ups to show detail.

Step seven, capture or upload all of your video into a new project folder on your computer workstation. Remember to have an organized approach when managing your video files.

Step eight, Create a new editing project.

Step nine, begin editing by first lying down your voiceovers and stand-ups otherwise known as A-Roll.

Step ten, Create and insert graphics that label and number your steps.

Next , add your cover shots, otherwise known as B-Roll, to align with the voiceovers. If you say “use a 9/16 wrench” then you must show a 9/16 wrench.

Finesse your video . Add a soundtrack to match the mood of your video. Create and insert an opening title that expresses the theme of your video. Create credits that give recognition to people who worked or performed in your video.

Last step. When you are done editing you need to export your video as a whole. Decide if you will use this on the web or to be distributed on media such as DVD. Export the video using the proper settings.

SU - So there you have it, a solid how to video on how to make a how to video. Goodluck and hopefully you can now try it on your own.