PLANNING YOUR NEXT WINNING
SCREEN CAPTURE
VIDEO TUTORIAL

BRAINSTORMING

Video Screencast Brainstorming Worksheet

Creating a screencast video is a great way to show case your products, demonstrate your services and show others how to do something. But where do you begin?

This worksheet helps you brainstorm the necessary steps to get your video

My main topic for my tutorial video is:

The keywords I am targeting are:

I will present my material using:

- PowerPoint: _____
- Screenshot: _____
- Formal Style: _____
- Informal/Friendly Style: _____
- Music/titles Only: _____

Other Ideas:

The information I need in my script includes what elements:

- Introduction of the subject? Introduction of the speaker?
  _____

- Testimonials? _____

- Will Key points need to be talked about in detail? _____

- Will I be selling something? What are the selling points?
  _____

- Do I need to explain each step? Any step by step tips? _____

- Comparisons to other products needed? _____

- Should I include a summary? _____

- I have included keywords in my title or throughout the script

  _____

Any other key points needed in my script?

My video's length will be:

- Short? _____

- Over 5 minutes _____

- Can it be broken into two or more shorter videos? _____

Notes:

My video recording checklist includes:

- Have I created a recording checklist? What does it include?

  _____

- What do I need to create a quiet recording area?

  _____

- What equipment do I need?

  _____

- What software do I need? Have I downloaded it?

  _____

- What type of narration / voice/ music will I need?

  _____

- What do I need to do to learn how to use the software?

  _____

Other Ideas:

I have prepared my recording environment by (eliminating noise, screen clarity)

My editing checklist includes: (time, callouts, audio)

- What do I need to do to edit my video?

  _____

- Do I need to add text? If so, what type (URL, Titles, Captions)?

  _____

  _____

- Have I highlighted important shots such as

  _____

  _____

- Have I added callout boxes, images, video clips and other elements? Do they work well with the video's subject?

  _____

- If I delete parts of the video, I will make the transition to the next screen by adding

  _____

  _____

  _____

- In my video I need to cut, crop, delete, move or rearrange what areas

  _____

Other editing ideas:

My resources include tools like

Before I publish my video I have:

- Reviewed the video? Had others review it? _____

- Determined the size I need as _____

- Saved a copy at _____

- I have what kind of feelings about my video? (Comfortable, disappointed).

  _____

- If I am not happy with how the video turned out, I will _____

_____
| |
| |
| |
| |
| |
| |
| |
_____

When publishing my video I have chosen:

- The places I publish my video to are:

  _____
  _____
  _____
  _____

- Determined the highest quality recording size to be

  _____
  _____
  _____
  _____

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