

Blog post 3. A how-to video

In Blog post 3, you will use video to teach a skill related to your field of study. Your tutorial video will involve teaching a process or providing step-by-step instructions. Such videos are sometimes referred to as “how-to” videos. The best ones are carefully planned and provide clear instructions. For your video presentation, the target length is from 3-5 minutes. This blog post will be graded with [this rubric](#).

To develop your how-to video, follow the process outlined in Parts 1 and 2 below.

PART 1: LEARN FROM OTHERS

A. Watch at least one of these ‘how-to’ videos:

1. [How I sharpen my colored pencils](#) (time 3:54 min)
2. [How to stretch a large canvas](#) (time 6:38 min)
3. [How to draw a hole in paper: 3D Narrated Trick Art](#) (time 3:52)

B. Post your answer to one of the following questions in MyCourses > Blog post 3 > How-to videos (forum). Be sure your post adds new information and doesn’t just duplicate another post. When posting, state the theme of the video in the subject line. In addition, comment a peer’s post.

1. How does the presenter begin? In other words, what are the first words?
2. What issue does the presenter address?
3. What are the key features outlined by the presenter?
4. How does the presenter end the video presentation?
5. What transitional words and phrases does the presenter use to guide the listener through the steps (e.g., the first step is)? (List the words and phrases)
6. How would you describe the target audience, e.g. novice, advanced beginner, competent, proficient, expert?
7. What might improve the video? What changes would you recommend?
8. How memorable are the instructions? After watching the video, would you be able to perform the skill taught?

PART 2. PLAN YOUR 3- TO 5-MINUTE ‘HOW-TO’ VIDEO

1. Plan what skill to teach others

Think of a skill related to your field of study, at which you are good. Why would you want to teach that skill? How might the target audience use your skill and what they might struggle with? In other words, define your target audience (e.g. novice, advanced beginner, competent, proficient, expert) and consider their needs and interests. What does the target audience need to know and need to learn? If you don’t know, then talk to some friends or classmates about your idea. Use that information to fine-tune your tutorial topic so that it meets the target audience’s needs. See the related course material

- [Audience analysis](#) (time 3:16 minutes)

2. Create a storyboard

Plan the content using a storyboard to outline step-by-step what you plan to teach and visualize what you want to show in your video. In other words, visualize how your story will unfold step-by-step from beginning to end. On your storyboard, write down the key ideas – step-by-step – and the types of visuals needed for each step. Don't spend a lot of time on drawings, either roughly sketch the idea or write it down (using key words). See the related course materials on storyboarding:

- [Storyboard 1: what and why](#) (time 2:12 min)
- [Storyboard 2: An example](#) (time 2:00 min)
- [Storyboard 3: Drafting a rough outline](#) (time 3:58 min)
- [Storyboard 4: Refine the introduction](#) (time 8:57)
- [Storyboard 5: An effective conclusion](#) (time 3:20 min)

Create your storyboard and submit it to **MyCourses > Blog post 3 > Assignment 3.2**

3. Prepare the visuals

Consider the best option for the visuals. How will you visually show how-to-do something step-by-step

- Use actual materials and physically show the process?
- Make slides?
- Other?

4. Write a script to narrate the story – a few tips

- Use words that you would use in everyday conversation. This informal approach helps to create a more natural feeling script.
- Show viewers what is going on; don't just tell them. Let actions speak for themselves instead of telling viewers what is happening on-screen. In other words, use narration to add context.

5. Put it all together and practice

Practice, practice ... and then practice again. Read your script aloud to see how it flows. If you get tripped up, look again at whether you're using natural language.

Practice your narration with your visuals – again and again. Typically, the hard part to remember is the *transitional words and phrases* that guide the listener. So, pay attention to those. Ideally, you wouldn't have a long series of 'next, next, next' as that makes it harder for the listener to remember the steps. Try recording yourself as you practice. Review your recording and consider whether you need to change

something (e.g. edit out unnecessary bits or add something) or just practice more. Remember, it doesn't need to be perfect! Your aim is to try to speak naturally while showing how-to-do something.

6. Record your video

To record your video, you will need a multimedia device with a good mic, recording software (e.g. Panopto), and storage space (e.g. Panopto). If you don't have a good mic, you can borrow one from Aalto Studios, located next to Kipsari. There, you can also borrow other equipment, such as video cameras and lights. Note, you may need to book the equipment to ensure that it is available when you need it.

For recording, you can use Panopto (which has limited editing functions) or other video-recording software (e.g., iMove, Camtasia) with which you're familiar (and have access to). Whether you use Panopto to create the video or some other software, we recommend **storing your video** in Panopto as an mp4 file. Panopto is Aalto's multimedia platform and it will automatically generate **a link or embedding code** that you can use in your blog for distribution. Note that you cannot upload videos to MyCourses as the file size would be too large. Here are links for accessing and using Panopto:

- <https://download.aalto.fi/index-en.html> At this link, Aalto students can download Panopto (software that will allow you to record yourself and your slides or screen simultaneously). Download it to a device with a good mic and video camera (computer, tablet, or phone). *Note: you must download Panopto in order to save your work.*
- <https://wiki.aalto.fi/display/OPIT/Panopto> This link provides tutorials on how to create and upload multimedia files in Panopto. Mac and PC users will find this page useful. In addition, here is a [pdf with Panopto instructions for PC users.](#)
- <https://aalto.cloud.panopto.eu/Panopto/Pages/Home.aspx> Here you can find short instructional videos with tips on making videos.

Another possibility for recording videos is to book the [Self-service Studio](#) in the Learning Centre on the Otaniemi campus. If you choose this option, you will need to get familiar with the studio. Assistance is available either via the phone number in the studio or personnel in the recording studio next to the Self-service Studio.

7. Link your video to your blog site (as Blog post 3) for others to view and comment.

8. Comment two how-to videos of peers.

Receiving feedback is an essential part of any learning process. Therefore, your task is to watch the videos of two peers and leave comments, *ideally on posts that haven't yet received comments.* For each video presentation

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- Leave comments in the comment section of Blog post 3 of two peers. In your comments, *state two pluses and two minuses of the video presentation*, and
- Log your comments in the [Blog Comments Tracker](#)
- Submit your Blog Comments Tracker to **MyCourses > Blog post 3 > Assignment 3.3**