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The Ins & Outs of
Instructional Video
Production for
Online Delivery

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Collaboration Among
Different Constituencies



A successful delivery requires input from SMEs, Instructional Designers, Videographers, Editors, Proof Readers, and Graphics Designers.

Introduction to Video
Production



An overview of the key steps and considerations involved in effective video production for online delivery. Such as planning, script development, equipment selection and post-production tasks.

Importance of High Quality
Video Production



High quality video production is crucial for online delivery. It ensures that the message is delivered clearly, and the target audience is engaged. Poor quality production can ruin the credibility of the message and result in negative feedback.

Different Team Structures
for Video Production



AUC has several teams: ID + Multimedia + Video Services + SME + client Department
Instructional videos can also be produced by a 1-Man-Studio, with the right setup

Phases of Effective Video
Production



Effective video production for online delivery involves three main phases: pre-production, production, and post-production. Pre-production includes planning and scripting, a camera test and rehearsing. Production involves filming and sound capture, and post-production involves editing, sound mixing, and adding graphics. Each stage should be given proper attention to ensure a quality final product.

Alternative Solutions to
High Cost Equipment



Alternative solutions to high cost equipment include using a smartphone with a tripod stand, background cloth and proper lighting. There are also affordable cameras and software for editing that can be used instead of high-end equipment.

