



# Rapid Video Development for Learning Certificate

Gain the confidence to quickly produce affordable, high-quality video.



Certificate of Completion



Face-to-Face Course



2 Days to Complete



Focused on a Topic Within One Area of Expertise (AOE)



On-Site Offerings Available

**T**alent development professionals are increasingly called on to create training video content that extends learning into the classroom and beyond. In this certificate course you will learn how to make a training video using consumer-level equipment that looks professional and reinforces learning.

Drawing on media psychology and learning theory, the course takes you through a step-by-step planning process for structuring learner-centered didactic video. You'll plan a storyboard and write an engaging script, study the e-learning video production process, streamline production by using rapid video techniques, effectively use a camera and compose shots, and edit video.



**High quality content  
+ quality content fast  
+ quality content on  
a budget = video for  
learning that sticks!**

1. **QUALITY**  
Make high-quality content that is easy to understand.
2. **SPEED**  
Make content fast without compromising quality by using professional media techniques.
3. **BUDGET**  
Make content on a low or fixed budget.





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## Derived From ATD Research, Backed by Our Competency Model

ATD's Rapid Video Development for Learning Certificate program follows the key knowledge and actions that talent development professionals must have when developing videos for learning, as defined by research. Video is the new flipchart. Learn to use consumer-level equipment to create engaging video that looks professional and reinforces learning. Discover how video works as a communication method in relation to learning content and understand how human cognition and adult learning theory apply to media content.

### In this program, you will:

- Learn all aspects of shooting video, including planning, pre-production, shooting, recording sound, editing, and deployment.
- Use readily available equipment to create engaging video that looks professional and reinforces learning.
- Discover how video works as a communication method in relation to learning content and understand how human cognition and adult learning theory apply to media content.

### After this program you will be able to:

- Explain how video works as a communication method in relation to learning content.
- Understand how human cognition and adult learning theory apply to media content.
- Plan and structure a didactic video so the content is quick and easy to understand.
- Draw a video production storyboard that blocks out each shot size and camera position.
- Write a video script that follows the conventions of "writing to picture."
- Create a production plan that includes logistics review, shot plan, responsibility chart, and risk assessment.
- Shoot video on a consumer-level camera with manual functionality.
- Cut shots together using a storyboard or timeline video editor and add appropriate message layers.
- Publish a final video in a format appropriate to your distribution platform.

## Related Learning Offerings

### ATD Master Trainer™ Program

*Tailor your learning. Prove your ability. Deliver the most engaging and effective training.*

### Designing Visuals for Learning Certificate

*Produce extraordinary visual learning materials that get results.*

### Facilitation Skills Certificate

*Apply advanced-level facilitation skills to increase your professional credibility.*

### Microlearning

*Use bite-sized learning to enhance employee development.*

### Training Design and Delivery Certificate

*A five-day instructional design and training delivery boot camp.*





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## COURSE OVERVIEW

<b>1</b> How People Learn	<b>2</b> Communicating With Pictures	<b>3</b> Adding the Spoken Word	<b>4</b> Adding Music and Sound Effects	<b>5</b> Creating a Production Plan	<b>6</b> File Management	<b>7</b> Creating Graphics for Your Video	<b>8</b> Shooting Great-Looking Video	<b>9</b> Video Technology	<b>10</b> Editing and Publishing Video	<b>11</b> Production Workflow
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### Introduction

- **Power of Video**
- Power of Pictures Activity
- **Video on the Web**
- **Message Layers**

### Module 1: How People Learn

- **Storing Knowledge: Mental Models**
- **Accessing Knowledge: Memory Retention**
- Memory Activity
- Task Analysis Activity
- **Learning Objectives**

### Module 2: Communicating With Pictures

- **Planning Your Pictures**
- **Role of the Camera**
- **Where to Put Your Camera**
- **Camera Angle**
- **Shot Sizes**
- **Setting Up the Shot**
- Storyboard Activity
- Application Activity

### Module 3: Adding the Spoken Word

- **Pictures and the Spoken Word**
- **Don't Repeat the Picture**
- **Spoken Word Grammar**
- **Script Format**
- Application Activity





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## COURSE OVERVIEW

### Module 4: Adding Music and Sound Effects

- Music and Sound Effects
- The Role of Sound Effects

### Module 5: Creating a Production Plan

- Planning
- Resource Plan
- Responsibility Map
- Create a Shot Plan
- Communication Plan
- Location Plan
- Shot Plan and Risk Assessment Activity
- Application Activity

### Module 6: File Management

- **Justifying Knowledge Management**
- Recognizing KM Opportunities and Building a Justification Activity
- Aligning With Your Organization's Strategies Activity
- **Guidelines for Building a Business Case**
- **Approaches for Evaluating Knowledge Management**
- **How to Identify Knowledge Management Opportunities**
- **Change Management**
- **Barriers to Change**
- Dealing With Barriers to Change Activity

### Module 7: Creating Graphics for Your Video

- Graphics in Video
- Using PowerPoint for Graphics
- Using Photoshop for Graphics
- **Making Your Graphics Look Good**
- Create Graphics Activity





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## COURSE OVERVIEW

### Module 8: Shooting Great-Looking Video

- Buying a Camera
- Four Steps to Professional Shots
- Framing Shots to Draw In Your Viewer
- Safety
- 5 in 5 Safety Audit Activity

### Module 9: Video Technology

- How Video on TV Works
- TV Lines
- How Web Video Works
- Production Techniques to Reduce File Size

### Module 10: Editing and Publishing Video

- Editing Your Video
- Importing Your Video
- Assembling Video on the Timeline
- Trimming Each Individual Shot
- Adding Cutaways or B-Roll
- Adding Transitions and Effects
- Adding Music and Sound Effects
- Jump Cuts
- Windows Live Movie Maker
- Application Activity
- Distributing Your Video

### Module 11: Production Workflow

- Discipline
- Production Discipline Activity

## What Participants Are Saying

“ I left the training with a plethora of new knowledge on film production and an eagerness to put everything into practice. The program was in-depth; the instructor was very knowledgeable and had an easy rapport with the class along with great facilitation skills. He made the class!”

— Kim Holl

Rapid Video Development for Learning Certificate Participant





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## RESOURCE SAMPLE

# Framing Shots to Draw Your Viewer In

There are a number of techniques that professional videographers use when they frame their shots so they look good. These are:

### 1. Rule of Thirds

Use the intersection of lines to position your subject on object.



### 2. Looking Space

Ensure your subject has screen space to look to.



### 3. Headroom

Ensure your pictures do not have too much headroom.



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855.404.2783 | [mycareerpath@td.org](mailto:mycareerpath@td.org) | [www.td.org/education](http://www.td.org/education)

**atd**  
EDUCATION



# Why Choose ATD As Your Professional Development Resource?

Over the last 75 years, our mission has been to empower talent development professionals with the knowledge and skills they need to be successful and remain competitive. We accomplish this by providing learning that sticks and leads to measurable results in your on-the-job performance.

## What You Can Expect From an ATD Course

- ✓ Research- and competency-based learning with applied adult learning principles
- ✓ Hands-on practical activities
- ✓ An engaging environment that builds confidence and makes learning personally relevant
- ✓ Actionable take-home materials to ensure real application back at work

**95+**  
Course Topics



**900+**  
Organizations Have Trained With Us



**120+**  
Countries With an ATD Presence



**100,000+**  
Professionals Have Learned With ATD Education



## Ready to Get Started?



### Register by Phone or Get a Consultation

Not sure what to take? Call a professional development specialist to help you enroll. They can give you course recommendations based on your learning goals and your role.

Call: **855.404.2783**

Visit: **[www.td.org/learningpath](http://www.td.org/learningpath)**



### Register Online

- Visit **[www.td.org/rapidvideodevelopmentforlearningcert](http://www.td.org/rapidvideodevelopmentforlearningcert)**.
- **Choose** your preferred dates and times.
- **Click** Enroll.
- **Follow** the cart and checkout prompts.



### Register a Team/ On-Site Training

Interested in bringing a course to your company as an on-site learning event?

Call: **888.816.7813**

Email: **[enterprise@td.org](mailto:enterprise@td.org)**

**We Are Here to Help You and Your Team Learn, Grow, and Improve!**



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