

The RD-Connect guide for making videos: video tutorials

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Video tutorials need to be professional, dynamic and clear, otherwise they will repel instead of attracting. **It's better to have no video than a bad video.** This guide is to help you avoid most common mistakes while making a **video tutorial with recording your screen.**

The content

Video production takes time and effort, so plan it well.

Is Your Topic Suitable for a Video Tutorial? Videos are good only for visual topics, such as how to navigate on a website or do origami. If pictures don't make the topic easier to understand, consider explaining it in a text instead.

Keep it short!!! Viewers have limited attention span. Try to keep your video as short as possible, not more than 5min. For complex topics, 10min is acceptable, but if it gets longer, split it into parts.

Prepare your script. Have a clear idea what your video should contain, don't improvise!

Break it down into steps and show it step by step. It lets you keep a clear structure and help the viewer follow.

Show every step. Don't skip steps because you assume your audience knows them. If you instruct them "open program ABC" show them how you open it; if you say "download software XYZ", show them how you're doing it.

Structure your video:

1. Short introduction – what the video will show, present the problem / question
2. Body – explain how to do it step by step
3. Summary – if relevant, summarise the main points, present the outcome

Include Call-to-action. Encourage the audience to visit the website/platform/... and include the address or link. If relevant, refer them to a related RD-Connect video (e.g. part 2).

Write a short description of each video informing the viewers about the content and objectives. It's informative for the viewers and helps you stick to the content.

Video

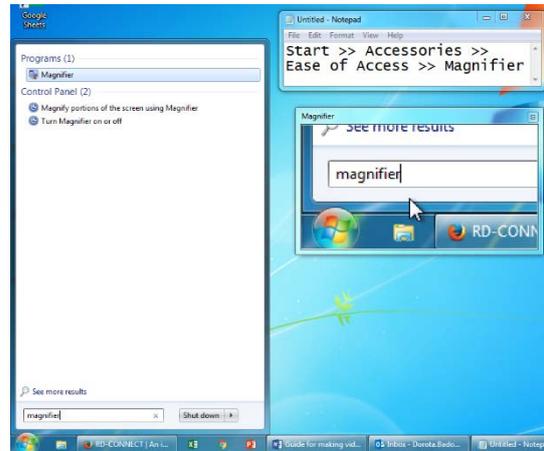
Record your screen with dedicated software e.g. [Camstudio](#) or [Kazam](#), not with an external camera!

Make sure the picture is not blurry – that might depend on the software you use or your settings.

Move your mouse slowly and only when you really need to. Don't move the mouse hectically - it's very distracting.

Make your clicks visible (e.g. a colourful glimpse) if your recording software allows it.

Use zoom to help the viewers see the details. You can use such programs as [Magnifying glass](#) or the Magnifier available in Windows (see the picture).



Audio

Use a microphone! Don't rely on the microphone built into your laptop.

Shoot in a **quiet place** where you won't be disturbed.

For best audio quality, **you might need to record it separately**; using different programs (e.g. Audacity). You can also record your voice with a camera and add it in a video editing software.

After recording, do **noise removal** (see Video Editing below) and adjust the volume.

Speech

Use short sentences and simple words!!! In spoken language, long sentences are hard to understand. Most things are visible on the screen anyway, so you need fewer words than in a written text.

Adjust your language to the audience. Avoid or explain jargon to make the video understandable also by unexperienced users.

Speak clearly and without heavy accent – this applies particularly for native speakers. Think about non-native English speakers – they have to be able to understand you as well.

Don't speak too fast. It's easier to follow and gives you time to think what to say next.

Remember to **breathe and make pauses**. Pauses allow cuts during editing.

Select a speaker with pleasant voice, clear pronunciation and no heavy accent. If it's not the case for you, ask a colleague or hire a professional.

If you get stressed, the voice tends to get a high pitch and pronunciation gets blurry. **Warm up your facial muscles** by chewing and yawning movements. **Relax your voice strings** by gurgling some water, tapping your chest while saying "Aaa" and stretching your body – yes, you might look silly, but it really works 😊 A massage of your arms and neck can do miracles as well.

Be alive! Act as if you were talking to someone, speak with more than monotone.

General hints

When recording, **turn off your phone** and any other devices that can make noise or distract you.

Before the final recording, **make a test recording**, to check if everything looks ok and the sound quality is good.

Consider **calling out important information on-screen** in parallel to narration. This will help your audience understand and learn.

If your software allows it, you can show yourself talking as well. The viewers will appreciate the opportunity to see the speaker. Example: <https://www.youtube.com/watch?v=laY3jWktT0w>. For hints on filming people, check the [RD-Connect guide for making videos: filming people](#).

Don't expect your recording to be perfect from the first time. You will probably need to repeat it several times. For most people it gets better after few attempts.

You can watch an exemplary tutorial on how to make tutorials below:

- How to make a good tutorial (Part 1) <https://www.youtube.com/watch?v=731eD3AN3YQ>
- How to make a good tutorial (Part 2) <https://www.youtube.com/watch?v=N2PWdtQe1iQ>

Video editing

Video editing is where you can make your video look professional and dynamic. **Video editing software**, such as Adobe Premiere Pro and Final Cut Pro, can do many tricks to make cuts and correct some mistakes. Note that video editing required a good computer with a strong processor and good parameters.

Some editing programs, such as [Windows Movie Maker](#) and [Kdenlive](#) are free. See a [list of free video editing software](#).

Audio editing, such as cuts and **noise removal**, can be done in the free software [Audacity](#).

Music. If you want to add music, make sure it's not copyright protected. Good sources of free music are: [Tunefruit](#), [Jamendo](#) and [Vimeo music](#). If you want, feel free to use the music from the RD-Connect promo video, which we have the license for ([download the music file here](#)).

Corporate style

IMPORTANT: All RD-Connect videos must begin with the RD-Connect intro ([download here](#)). If possible, the videos should end with the RD-Connect outro ([download here](#)).

Good luck and have fun making videos! 😊

The End
