EASY TO WATCH, EASY TO LEARN: CREATING WHITEBOARD INSTRUCTIONAL VIDEOS

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Dobrinka (a.k.a Bini) Boeva

- Staff Technical Writer with VMware
- Located in Sofia, Bulgaria
- Over 10 years of experience
- Have worked on several video-related projects
- Whiteboard video pioneer at VMware
- Wanted in several European countries and the US
Find answers

Learn

Solve problems
Our brain is mainly an image processor
THE INTERNET IS EVOLVING

- Over 80 % of communications will be visual in near future
- Over 70 % of internet traffic will be video in near future
- Posts with videos attract 3X more links than text-only posts
Engage
HOW ?
RETAINS THE ATTENTION OF THE VIEWER
A research by Dr. Richard Wiseman

1000 participants online

- Featuring:
  - Talking head
  - Whiteboard animation
- Memory questions were given

% answered correctly:

- Talking head: 70%
- Whiteboard: 92%
3 TIMES MORE LIKELY TO BE SHARED
Simplifies the video production

- Everything is represented by animation
- No need of a video studio
- No need to set up a video shooting area
- No need of expensive equipment
Before You Begin
WHAT TO COMMUNICATE?

- Concepts
- Workflows
- System architecture
- Deployment Stack diagrams
  - Cross-functional
  - Cross-product
HOW TO APPLY

- Full length videos, no more than 3 minutes
- Animation fragments in existing videos
- Embedded animated diagrams in documentation
ANIMATION METHODS

VS
CONSIDER USING SOFTWARE

- VideoScribe
- PowToon
- EasySketchPro
- Explaindio
- rawshorts
How to start?
SELECT YOUR TEAM

- Team lead
- Storyboard writer
- Video producer / graphic designer
- Talent for voice over
SELECT YOUR TOOLS

- VideoScribe
- Adobe Illustrator
- Camtasia
- A microphone
- Adobe Premiere
SELECT THE VIDEO TOPIC

- Select a popular product or functional area
- Select a popular concept to explore
- Go for mid-level complexity
CREATE A STORYBOARD

- Design it for dynamic animation
- Think about how the images will sync with the narration
- Find a balance between the animation and the narrative
- Distribute the flow evenly
**RECORD THE VOICEOVER**

- Voiceover recorded before the animation is created
  - Mind the pauses between the difference scenes in the video as defined in the storyboard.
  - Import the voiceover and synch the animation accordingly
- Voiceover recorded after the animation is created
  - Export the animation stick to the animation timing as much as possible when recording
CREATE THE ANIMATION

- Choice of graphics
  - Use the built in graphical elements
  - Create custom vector graphics where needed
- Use different hand endings
- Use the drawing hand wisely
- Include sections with no hand
PUT IT ALL TOGETHER

- Lots of patience and curses
- Use the custom options for exporting the video, so that to export an HQ video
GATHER FEEDBACK FROM INTERNAL AUDIENCE
PUT IT OUT THERE

YouTube

vimeo
ANALYZE THE DATA
CREATE A STRATEGY

TEAMWORK

SUCCESS

STRATEGY

SOLUTIONS
To Sum It Up

- Use whiteboard animation to engage
- Apply for concepts
- Create by video scribing software
- Start with a short real life prototype
- Gather feedback from internal and external audiences
- Calculate the cost and create a strategy
QUESTIONS
Your opinion is important to us! Please tell us what you thought of the lecture. We look forward to your feedback via smartphone or tablet under

http://tv04.honestly.de

or scan the QR code

The feedback tool will be available even after the conference!