CREATING WATCHABLE LIBRARY VIDEOS:
THREE MINUTES TO GLORY

MARLEE GIVENS &
LIZ HOLDSWORTH
AGENDA

• Who, what, and why
• Discussion
• Script writing activity
• Break
• Lightning demonstrations
• Considerations, storytelling, and editing
• Q & A
WHO WE ARE
WHY SHORT

- Industry best practices and market research e.g. Lynda.com
- Our abilities and preferences
- The goal of what we are trying to do

Additional reading on "Why short"

Blog post:
https://blog.edx.org/optimal-video-length-student-engagement

Full research article:
How would you go about deciding on a topic?

What are pain points or work-arounds in your library suitable for a short video or series of videos?

Discuss with your neighbor. Be prepared to report back.
SCRIPTING ACTIVITY!
Library videos are neither watchable nor glorious. Discuss.
LIGHTNING DEMOS!
Liz Holdsworth
liz.holdsworth@library.gatech.edu
Questions for us

Did we muddy the waters enough for you? What do you want to know more about?

Questions for your colleagues

Are you bold? Do you want to demo your script and pain point RIGHT NOW? In front of a sympathetic but forthright audience?