

ORACLE®

## Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for information purposes only, and may not be incorporated into any contract. It is not a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. The development, release, timing, and pricing of any features or functionality described for Oracle's products may change and remains at the sole discretion of Oracle Corporation.

# The Technical Communicator as Videographer

- Tips, Tricks, and Best Practices



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## Why Video?

- Supports multiple learning styles
- Scalable



## Step-by-step Videos



Step 1

Step 2

Step 3

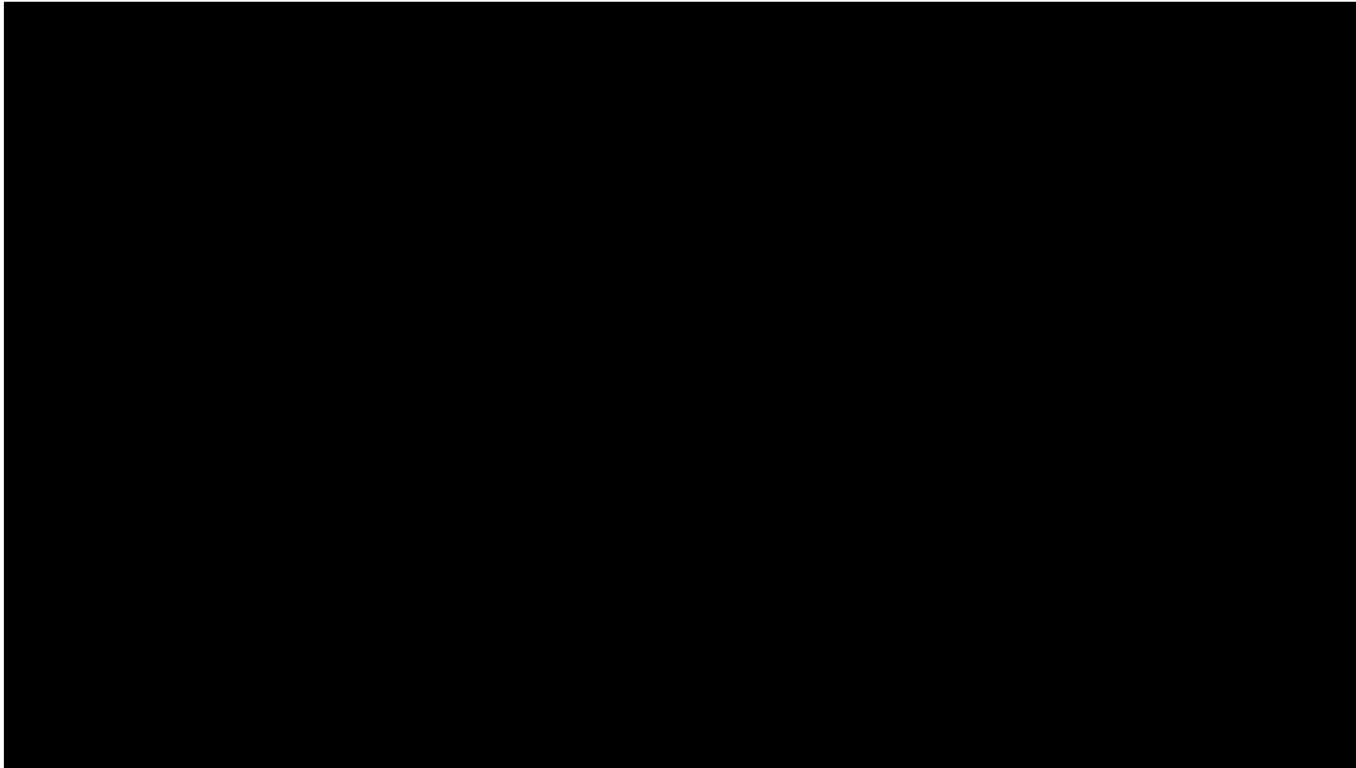
- Short and sweet
- Supporting information
- Special packaging

## Ask an Expert Video Series



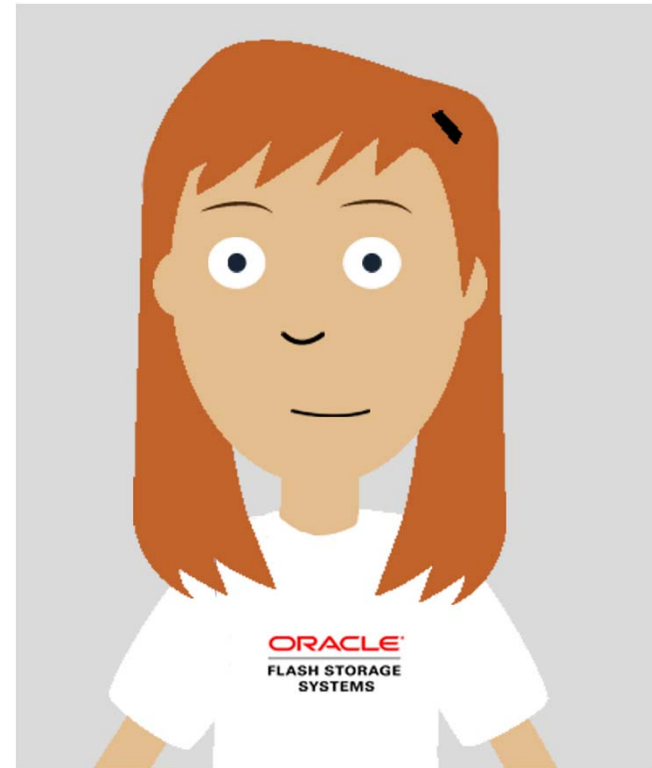
- Chalk Talks
- In-depth, highly technical content

# Ask an Expert Demo



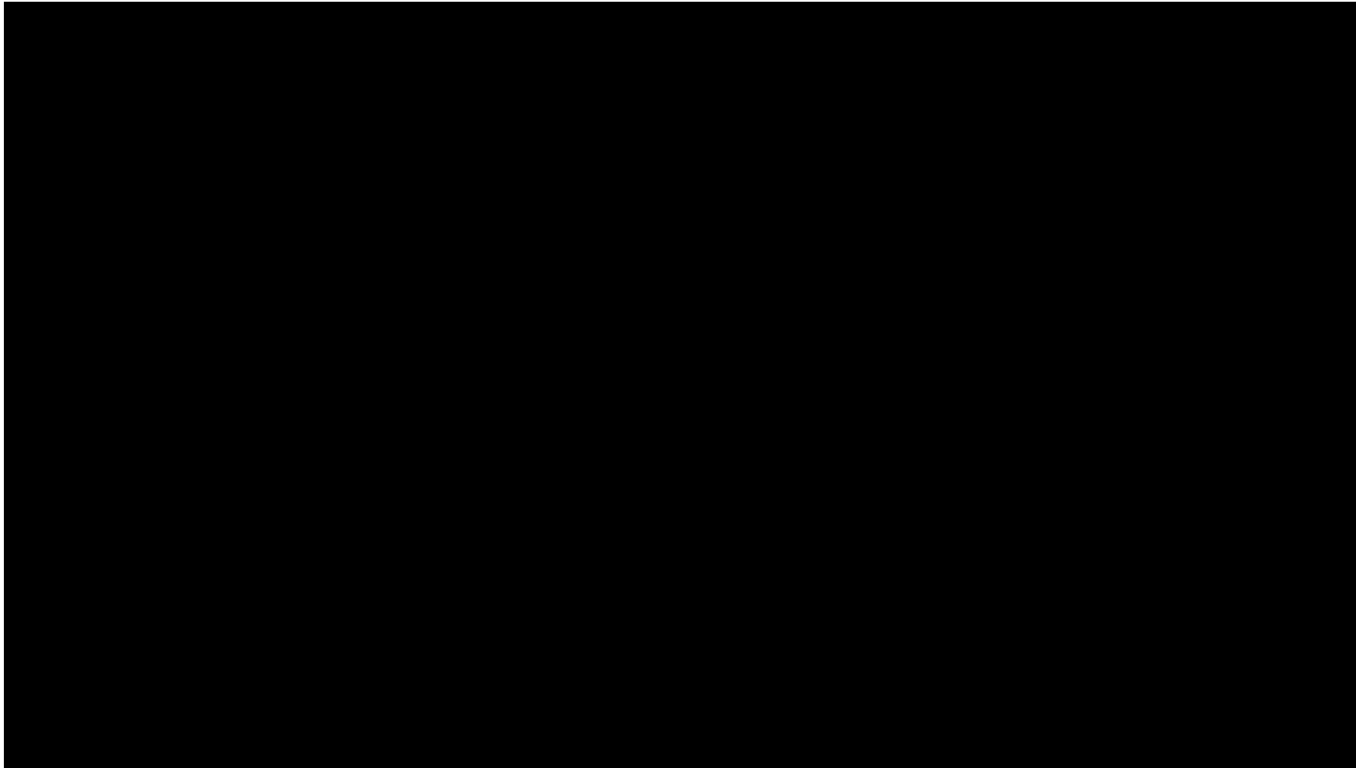
# Avatar Alternative

- A new way to deliver Ask an Expert videos
- Great for experts who are camera shy





# Avatar Alternative Demo



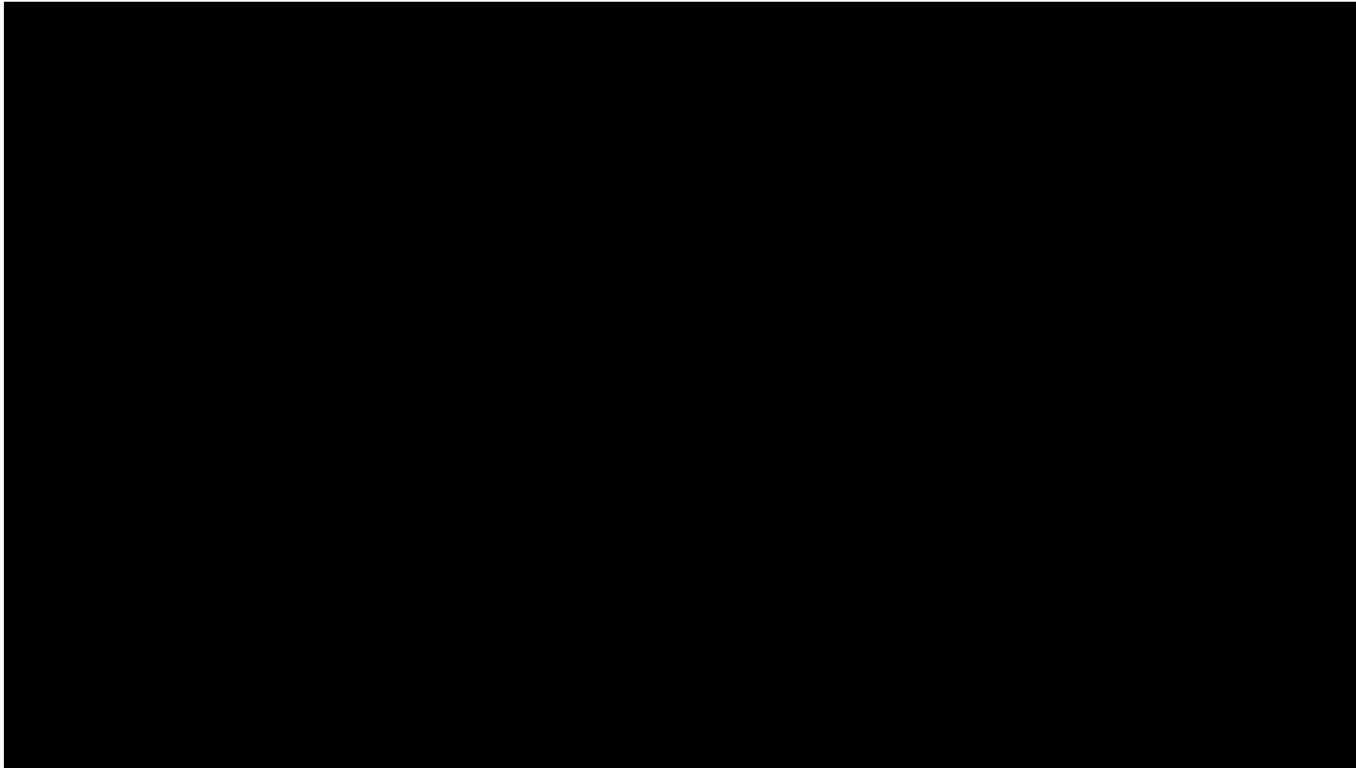
# Troubleshooting Videos



“Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.”

— Maimonides, Philosopher

# Troubleshooting Demo



# Tools

- Camtasia
- Adobe Premiere
- Adobe Character Animator
- Adobe After Effects
- Adobe Audition



# Lights, Camera, Action

- Lighting
- Camera
- Tripod
- Microphone
- Equipment doesn't need to break your budget

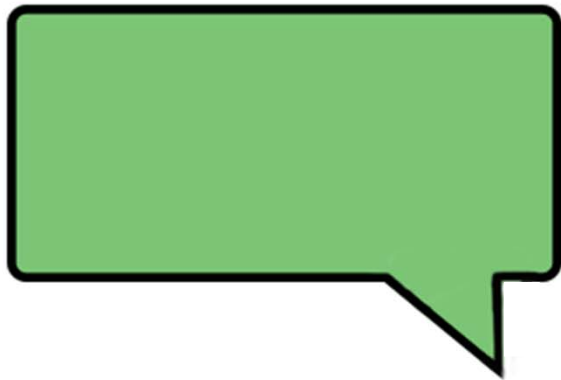


# Filming

- Provide different angles
- Steady shots are the best shots



# Callouts and Graphics



- Don't go overboard
- Using callouts add emphasis
- Graphics are great to support information

# Scripting and Voiceover

- Keep it conversational
- Walk the walk, talk the talk





# Organization

- Proper organization is key from beginning to end
- Shot lists are your friend
- Organize by asset type
- Clip organization simplifies editing



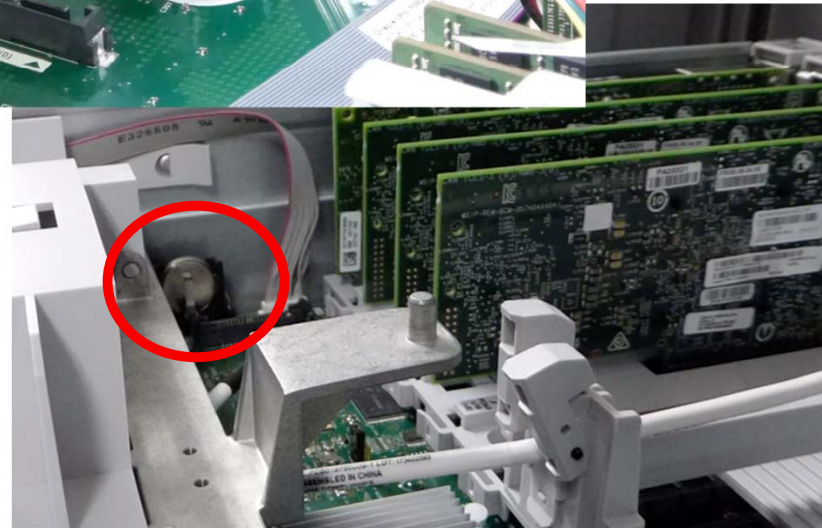
# Reuse and Updating

- Organization saves you from the headache!
- Changes and updates are inevitable



Before

After



# Resources

- Learn Adobe Premiere Pro and Adobe After Effects:

<https://www.youtube.com/user/Justthisgood>

- Adobe Character Animate tutorials:

<https://www.youtube.com/user/okaysamurai>

- Lynda.com
- Some tools provide excellent tutorials to get started



# Q&A



# Contact Us

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