



AnywhereEducationTM

Turn-Key Mobile Multimedia Publishing and Education

A Guide To Creating Basic Multimedia Training Material For AnywhereEducation Publishing

Creating multimedia training content can be a daunting challenge especially if you want to incorporate animations and 3D modeling. The reality is that it does not need to be. You can create very effective basic training materials and later embellish them as they evolve. Don't let complexity stop you from starting.

STEP 1: IDENTIFY YOUR EXISTING MATERIALS

Most organizations already have training materials in one of three main formats:

1) **Word documents, printed guides or booklets**

This is the most common format for an organization to have for training materials because it is a format that can be authored **directly by the subject matter expert** without scaring them off with complexity - they only need familiar word processing software. This format is often an excellent starting place because this information is generally created by the subject expert. Many other training materials are created by "production staff", sometimes substantially less familiar with the topic.

2) **PowerPoint or Keynote presentations**

This format is an evolution of the document format as the material has been formatted for organized sequential presentation, usually with a live presenter/narrator. Much of the training in the last decade has been organized around PowerPoint presentations and the ubiquitous "PowerPoint handout". This type of material is especially helpful as a base if you also have an audio or video recording of the presenter, which can be used to create an articulated step-by-step script.

3) **Movies, including webinars or or "screencasts"**

This format is often an evolution of the **presentation**, as a presenter generally has assembled a PowerPoint or Keynote presentation which is presented and recorded on-screen. This variety may also frequently include step by step demonstrations of software usage or technique by capturing the screen of the presenter demonstrating usage. Movie based materials may have been created for use on a private intranet, may be published to DVD, may have been produced as for-profit webinars online, or posted free on YouTube or Vimeo. Many free videos have substantial value when assembled and presented in a structured syllabus.

STEP 2: HERE IS WHAT TO DO NEXT FOR EACH TYPE OF MATERIAL YOU HAVE.

The goal is to move your materials through the phases below until you get all content to the **movie** stage.

Use your **Word documents** as a base to create some basic PowerPoint or Keynote presentations. As you start this process, keep it clean and simple to get the content right. Do not worry about fancy formatting, templates or transitions at this stage. Focus on translating the materials into a clean, sequential presentation.

TIP: Since the original document may be close to the verbal format the narrator may want to eventually use as a script when presenting, try cutting and pasting the content from the original document into the "**Presenter Notes**" for each slide. Then distill only the prime points onto the slide itself.

Execute a **presentation** and capture it. This is the most important part of moving from PowerPoint to a movie. Have someone GIVE THE PRESENTATION and record that presentation as a "screencast". You can use fairly inexpensive software like [Camtasia](#) or [ScreenFlow](#) - Both of which enable simple editing, so if something goes wrong during the presentation, just go back and re-do it.

TIP: Audio quality is crucial, so use a separate, high quality microphone, not the one on your computer. An excellent choice is the [Samson CO3U](#) with [MD5 stand](#) and [PS01 "Pop filter"](#) or the very popular "[Blue Yeti](#)" podcasting setup. Both offer simple connectivity via USB

If you already have your training content in a **movie** format - you are way ahead of the game. The only thing left to evaluate is logical segmenting of longer movies.

TIP: While you can certainly publish any length movie, we recommend breaking up longer movies into 20-30 minute segments based on the topics covered to hold the user's attention and to allow self-paced learners with logical stop points.

STEP 3: PUBLISH YOUR MATERIALS ON YOUR PRIVATE BRANDED **AnywhereEducation** APP

