
Video tutorial

— Astana IT University —
English for Professional
Purposes

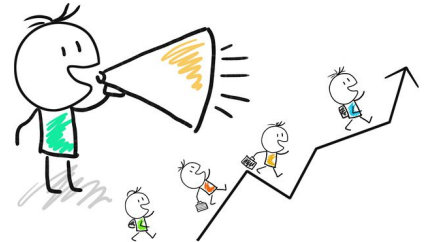
What is a video tutorial(VT)?

A video tutorial is one of the educational means, which has been used as an alternative to other teaching methods.



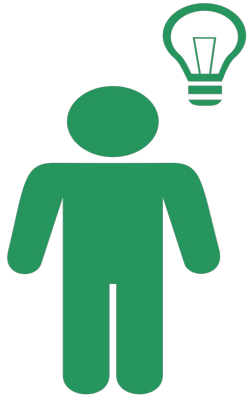
What are the purposes of a VT?

- ★ to guide a student's participation in the viewing experience;
- ★ to require higher order cognitive skills for processing information;
- ★ to transform a passive viewing experience into an active learning experience.



The VT should...

inform the audience of the purpose of viewing the video



instruct the audience to make observations and record information



challenge the audience with questions related to information presented in the video



direct the audience to **discuss** questions with others, **respond** to audience questions



engage the audience's thinking on a variety of cognitive levels, for example, from simple recall, description and identification, to analysis and evaluation



The VT's stages:

- ★ Hook
- ★ Introduction
- ★ Body (content)
- ★ Middle Engagement
- ★ Call for Action

The VT's stage: Hook

Hook - Give attention to viewers (surprising statistics, asking questions, an interesting story, graphics and music). Give the reason to stay with you. What it is going to be covered in the video or what the viewer is expected to see. Keep it simple by using conversational language.

A good hook should do the following:

- ★ tell the viewers what the video is about
- ★ reinforce that the video will answer/solve their question/problem
- ★ make them want to watch until the end (because of an incentive)
- ★ be funny or emotional.

***additional
notes below**

The VT's stage: Introduction

Introduction – say who you are, what you do. What your university's/personal mission is.

Give additional information to your viewer related to the tutorial purpose
(5-15 sec)

***additional
notes below**

The VT's stage: Body

Body of a tutorial – content of the video. This is what the viewer clicked the video to see.

Content should be sequential and contain 3-5 parts. Give them specific information how smth works, demonstrate how to do smth, introduce what the product does, what should be done to register in

It should be finished with concluding sentence: “Remember 3-5 tips and summarise your words”.

***additional
notes below**

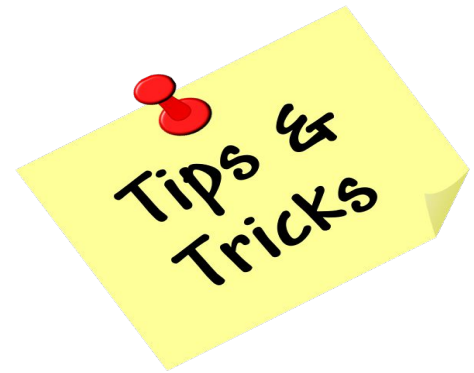
The VT's stages: Middle engagement and Call for Action

Middle engagement - increase the viewer's engagement in the process by asking a question. "Does it make sense?" You are guiding the viewers.

Call for action. Telling your viewers what to do next: subscribe to the channel, see another tutorial, give a thumbs-up, press a link and etc.

*additional
notes below

Additional tips (1):



1. Know Your Stuff

The first step to making a good tutorial is to know all of the ins and the outs of your topic. If you have some gaps, you should probably run through it a few times to make yourself as knowledgeable as possible.

1. Write a Bullet-Point Script

Having a few key bullet-points in front of you on a piece of paper or electronic device can help make sure you don't miss anything important and remind you what's coming up next.

1. Create a Clean Environment

If you're recording your computer screen that may include recording your desktop background, programs you have running, browser windows you have open, your bookmarks, and more. Before you press record, make sure that your computer's display looks professional and won't show any overly personal information.

Additional tips (2):

4. An Optimized Acoustic Environment

Turn off any fans, heaters, or other devices that produce ambient noise. Also look out for flat, uncovered walls and hardwood floors that may create harsh, reverberant echoes. If the room that you're in is producing too much reverb, you can cover the floors with rugs, the walls with blankets or paintings, and place pillows or comforters in the corners. Or simply record in a different room with better acoustics.

5. The Sound of Silence

After you've finished recording your voice walking through the video, record about 30 seconds of dead silence. When you're editing the video later, you may need to separate parts of the voiceover and you can use that "white noise" to fill in the gaps without the audio cutting out entirely and distracting the viewer.

6. Background Music

There's a variety of sites online to find licensed music for free in the creative commons (ccmixter.org etc.)

Key phrases: General

Introducing your topic

What I'd like to present to you today is....

Today's topic is

The subject/ topic of my tutorial is

In my tutorial I would like to report on

In my talk I'll tell you about....

Stating your purpose

The purpose/ objective/ aim of this tutorial is to....

Our goal is to determine how/ the best way to...

Today I will be showing you/ reporting on...

Structuring

I've divided my tutorial into three/four/five parts.

In my presentation/video I'll focus on three major issues.

Moving to the next point

Let's now move on/ turn to....

Let's take a look at

Highlighting information

I'd like to stress/ highlight/ emphasize the following point(s)

I'd like to start by drawing your attention to....

Let me point out that ...

I'd like to focus your attention on...

What's really important here is....

Let's look more closely at....

Indicating the end of your talk

I'm now approaching/ nearing the end of my presentation/ tutorial....

Well, this brings me to the end of my presentation/ tutorial.

As a final point, I'd like to ...



Key phrases: Main parts

Introducing the topic

We are going to look at ... and how you can utilize it to...

I am going to demonstrate the key features that you can use to...

The first thing I am going to do is...

If you are using it for the first time than...

Main part of the presentation

Let's dive into it!

On the side there is a number of options

At the top (underneath) we have...

This can include...

I have already created a demo

Scroll down to the bottom...

Once we're done we can select...

You have to go to the general tab first...

Alternatively, if you click on this button right here you get...

This really allows you to ...

If you want to get a general overview

Check and make sure that ...

Concluding your presentation:

These are some of the basics that will allow you and enable you to.....online

I hope you found this helpful



Vocabulary Bank (from textbook “English for Professional Purposes)

Unit 4 /Abbreviations

Unit 1

Hyperlink
Miscalculate
Restart
Subnetwork
Developer
driver
Instruction
Paperless
Variable
Plug in
Install, operate, maintain
Spam(junk) mail
Flaw in program
Computer bugs
Program freezes
Operating System (OS)
crashes
Requirements specification
Systems(software) design

Unit 2

Electronic point of sale
CAD-computer-aided design
CAM – computer-assisted
manufacturing
Technical support
Video-conferencing
Upgrade
Font
Computer aided

Unit 3

Application software
Remote
Embed
Encode
Transmit
Utilize
Outsourcing

CAL-computer assisted learning
CLI-command line interface
GUI-graphical user interface
HCI- human- computer interaction
HTML-hypertext markup language
HTTP- hypertext transfer protocol
ISP-Internet service provider
RAM-Random access memory
ROM-read only memory
URL- uniform resource locator
USB-universal serial bus
VLE-virtual learning environment
WIMP-windows, icons, menus, pointers
Default
Jump to the web page
On the main/dashboard
Software products on offer

Vocabulary Bank

Unit 5

Data was stored and converted into
Input types
Set up
Decode
Decrypt
Portable
Less/ more capacity

Unit 6

Design specifications
Functionality of the software
Web development
End-user applications
Streaming/stream

Unit 7

Host/hosting
Initial layout
Video sharing service
Access the service
Exchange video and music files

UNIT 8

To measure how well a system is
using
To minimize
Storage
Clustering
To incorporate
To convert
Outage

UNIT 9

Hardware specification
Input device

UNIT 10

Business penetration
To encrypt
To exploit
Bandwidth
Government legislation
Non- commercial transaction
Regulatory framework
To submit

Unit 12

Based on
Deal with
Handle a situation
Overlap
Built-in camera

Here are some examples:

1. https://www.youtube.com/watch?v=2Ojm-SkL_zE
2. <https://www.youtube.com/watch?v=LiEGspEwZ-E>
3. <https://www.youtube.com/watch?v=EfBELqSjfZg>
4. <https://www.youtube.com/watch?v=wGXIoKpkR50>
5. <https://www.youtube.com/watch?v=3PY6v9s1MU8>
6. <https://www.youtube.com/watch?v=Fqch5OrUPvA>
7. https://www.youtube.com/watch?v=ZSFyB_I9QnI



A quick task/competition

- Watch the tutorial 2 times in class https://www.youtube.com/watch?v=TQw9j8qE-_E
- Ready for Kahoot?! Test your comprehension of the tutorial
 - https://kahoot.it/challenge/0296057?challenge-id=451f6aed-c907-418e-83a5-14f191980389_1586164150900
- Discuss the presentation of the tutorial in small groups (next slide).



Presentation. Discuss the following questions in small groups:

1. What was the manner of presentation? Do you suppose, Sara managed to engage the audience?
2. Would you describe the presenter's look and voice as appropriate? What could be improved?
3. Have you got any comments regarding the body language Sara used?
4. Was the presentation style formal or informal?
5. What is your opinion about the graphics and effects Sara applied?
6. Do you consider the video tutorial well organized and structured? If not, what should be changed in the terms of structure design?



Example Script

Video Tutorial Script:

https://docs.google.com/document/d/1zOo4huXH-MHo_qi9odEP6LtlueqXBna0UpZb1j7iNv8/edit?usp=sharing

Assessment criteria

	Tutorial	Points
Content	The information in the tutorial was interesting and topical	6
	The information in the tutorial was provided in a straightforward and easy way to understand	6
	The content of the tutorial is comprehensive and explicit.	6
	The information in the tutorial is coherent and cohesive	6
	The tutorial contains explanations, variety of related visuals	6
Technical aspect	The length of tutorial is appropriate for the information (5-10 min)	5
	The final tutorial has quality audio, video and sufficient polish	5
	Design of tutorial is straightforward(student as a presenter) or more complicated (animation, images, visuals, pictures)	5
	There is a range of software used	5
Presentation	The manner of presentation is interesting and enjoyable	10
	The ideas presented in tutorial are coherent and cohesive	10
	The presenter's look and voice are appropriate	10
	The appropriate language/grammar used. Style (formal/informal) is appropriate	10
	Body language used	10