# EXPLANATION
## IN MOTION



Peakpacific

# EXPLAINER VIDEOS —

## *What are they?*

They are short, succinct, visually compelling media that serve the dual purpose of entertaining while also educating viewers. If you have complex subject matter that needs to be presented in an appealing manner to the audience, then explainer videos are one of the best mediums in the industry – also making them one of the most effective tools in the learning domain. They can cover a myriad of topics, including but not limited to, technical training, complicated workplace scenarios, company policies, and so on.

Explainer videos usually take a “problem-solution approach”, where the viewer is presented with a problem or challenge and then instructed how to tackle the same with efficacy. A good explainer video makes the audience relate to it, thus making it a powerful tool for learning professionals to help boost retention and increase learner engagement.

# BENEFITS

## *Better Learner Engagement*

The intrinsic value of explainer videos lies in the fact that they appeal to the human nature of experiencing visuals – cutting out any other distractions. A very relevant example (in the modern scenario) would be how most people would rather watch a video about how to make an omelette than read a recipe (this also explains the popularity of YouTube in recent times). In the learning industry, learner engagement is a big challenge as they have multiple distractions – short attention span, workloads, and so on.

Explainer videos tend to keep it short and convey specific knowledge bites for specific problems or situations, thereby grabbing attention and improving retention.

## *Better Brand Image*

Well-made explainer videos reflect better on your brand image. They demonstrate that you don't compromise on quality and you are attentive to the needs of your employees/audience. You have invested in a learning medium that addresses the problems faced in the workplace – all in all, a video with consistent brand elements (logo, colour scheme, etc.) give viewers an image of integrity and a better impression of the company as a whole.

## *Better Retention, Better Recall*

We are hardwired to remember and recall visuals faster than text. Don't believe it? Well, we were painting caves long before we started making papyrus to scribble hieroglyphics. From a cognitive standpoint, videos are easier on the learners as they enable them to link what they already know to what they are learning.

Research has shown that learners watching a step-by-step walkthrough perform better in a real-life scenario than learners who have read a guide on the same scenario.

## *Better ROI on eLearning*

It is a known fact that better learner engagement and experience translates to a more effective training programme, thereby ensuring better ROI. Most organisations shy away from explainer videos because of the time and cost involved – however, they tend to ignore the long term cost-saving benefits, learner satisfaction, and knowledge retention that ensues.

Explainer videos are targeted knowledge modules that take much less online training time and ensure superior comprehension – which means a more productive employee.

# **TYPES OF** EXPLAINER VIDEOS



## *Whiteboard*

Whiteboard animations are the most basic form of explainer videos. They are probably the first thing that come to mind when speaking of explanatory videos.

Whiteboard animations are 2D, and mostly illustrations in black and white or bi-chrome (two colours, with one being primarily black). The videos start off on a clean white surface with an illustrator's hand drawing out the images, diagrams, or figures, in sync with audio – all in an effort to explain a concept. They are very engaging as the content is created in front of the viewer's eyes.

***Applications***

Explain complex information or concepts in a straightforward way.




## *Kinetic Typography*

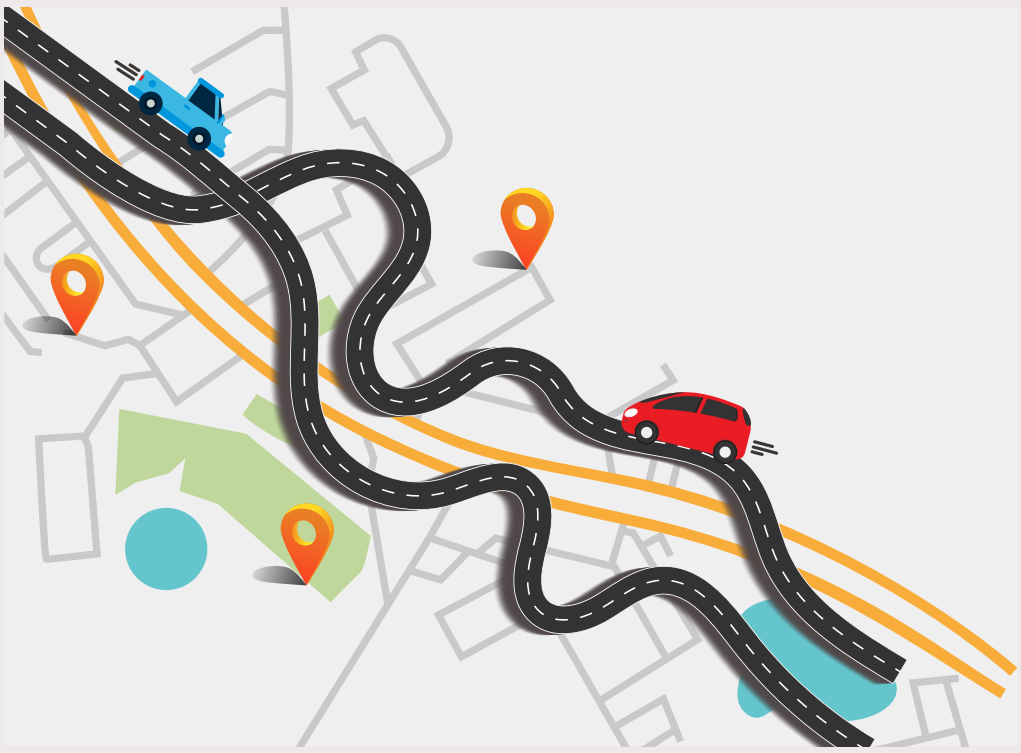
Use kinetic typography to convey the information in a sequential manner, as stylised and animated text.

With proper selection of fonts, colours, animations, and music – kinetic typography videos can appeal to a wider audience. These videos are used to convey or express an idea, or to inspire or motivate people.

***Applications***

Convey or express an idea, or, inspire or motivate people.

# TYPES OF EXPLAINER VIDEOS



## *Motion Graphics*

Motion graphics animations are intended to convey explanations via animated graphics. They are easy to follow, and due to fluidic motions on-screen, the learner stays engaged. These can be 2D, 2.5D (a combination of both 3D and 2D objects), or 3D.

Motion graphics explainer videos are highly versatile. With a little tweaking they can be made interactive as well. This is one of the most widely used style of explainer videos for entertainment, marketing, and communication purposes. However, motion graphics explainer videos require skill, time, and tremendous attention to detail (including but not limited to, movement of objects on-screen, transition between frames, etc.)

***Applications***

Present an idea, make a sales pitch, market a product, etc.




## *Animated Infographic*

If you want to inform, educate or explain, then an animated infographic is your go-to type of video. These videos rely heavily on information, facts, and figures – data (numbers, charts, statistics, etc.) are animated and presented in an interesting format. Utilising this type of explainer is important if you have a lot of numbers that you need to get across without putting the viewer to sleep.

***Applications***

Display large amounts of data (numbers, statistics, etc.) in a format that is easy to understand.

# TYPES OF EXPLAINER VIDEOS



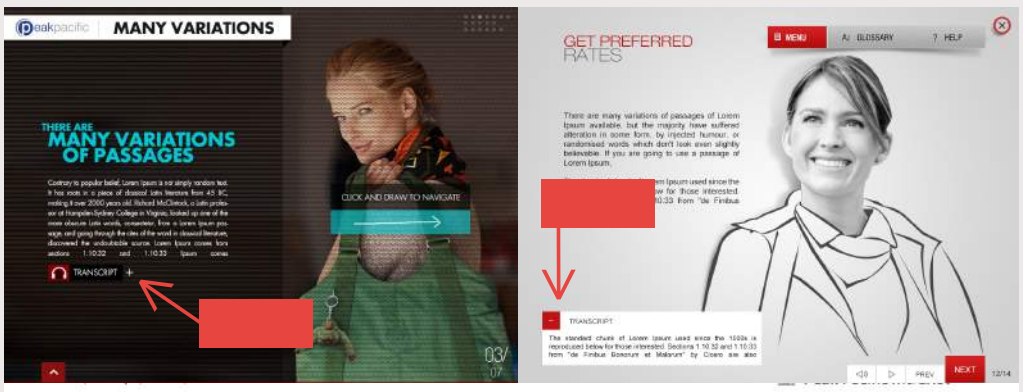

## *Cartoon Style*

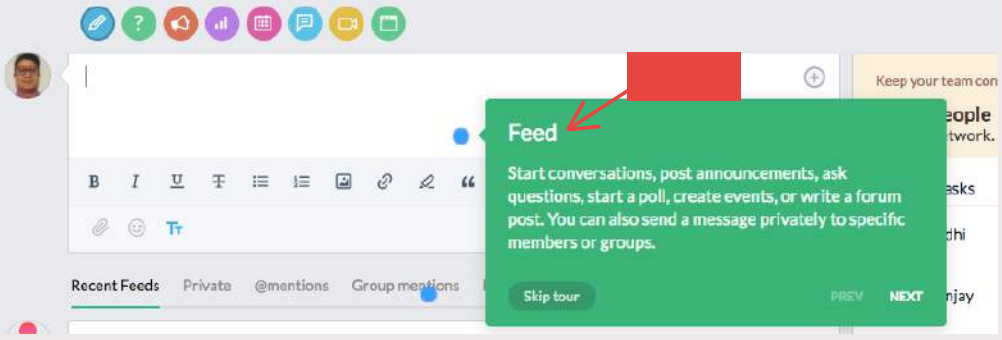
Cartoon style animated explainers focus on storytelling. Your company is the hero who saves the day by solving your customers' problems. These videos employ expressive characters, humor, an adventurous script, and peppy music.

Cartoon style explainer videos can be great for building trust with your audience. Given that the characters in these videos will mostly be representing your brand personas – it's crucial that you get a feel of the target demographics before going into ideation.

***Applications***

Great for humanising the brand and building trust with your audience.




## *Screen Capture*

A screen capture explainer video is a low cost and simple technique to show the viewer how your products and/or services actually work. These videos are more about education than branding. Normally, these videos take a step-by-step approach to showcase your website or mobile app (which is great if you don't have major UI updates planned in the near future). Most how-to or product tutorial videos employ this format. Screen capture videos are a great contributing factor to improving customer experience.

***Applications***

Guide users to navigate a website or mobile app in a step-by-step manner, or, show a tutorial.

# **TYPES OF** EXPLAINER VIDEOS



## *Live Action*

Live Action videos are exactly what they sound like – they use real people (cast, crew, editors, post-production, etc.) to introduce or explain products and/or services. You can even throw in some animated elements to make the videos more engaging. Live Action videos are a great way to humanise your product/service, thereby getting personal and building trust with your viewer.

***Applications***

Portray use cases or customer success stories.




## *Mix it Up*

Lastly, it is not necessary to use the aforementioned types/formats as is. You can mix and match the different types as you see fit. Experiment with different animation styles to achieve the best possible results for what you are offering.

***Applications***

Up to you! Don't be afraid to experiment.

# DEVELOPMENT PROCESS

*Steps 1 - 6*

# 1. Identify the requirements

Right off the mark you need to conduct a task or skill analysis – which would mean getting a comprehensive grasp on the learning objectives and goals. Thereafter, execute a needs assessment to identify key elements. If the video is to cover an important topic, an in-depth analysis is crucial to ascertain the steps and skills required that need to be conveyed. Remember that an explainer video intends to simplify complex subjects – making them easy to comprehend and retain. Thus, it is important to drill down until the most basic components have been recognised.

# 2. Develop a storyboard

It goes without saying that zeroing in on the right storyboard and script early is crucial. It acts as a framework on which your masterpiece will be built. The storyboard provides the directions for the video production process; and the script is to be used as a reference for vital information, tonality, pace, and other such elements, with respect to your audience. The storyboard will also contain scene-wise visual cues, placeholders, etc. for the animators or the production crew.

# 3. Find the right tools

The market is strewn with rapid video authoring tools that are available both as local applications or cloud-based. Most of these tools come with stock/customisable graphics, visual artefacts, audio, text-to-speech, and audio-video editing capabilities out of the box. These tools can be a boon if you have a team and want to develop the video in-house. Just identify the style you want the explainer video to be in and get cracking!

After the right tools are identified, it's all a matter of listing requirements, developing prototypes, incorporating feedback and finally, producing the video.

# 4. Sound of music

Another subtle factor that is mostly ignored is the music score and/or voiceover. A great background music score for your video can work wonders. For example, adding suspenseful or ominous music when introducing the problem and playing a happy tune when explaining the solution takes your audience on an emotional roller coaster ride that ensures maximum engagement. Same for a good voiceover – it is always important to have a nice, clear, and professional voiceover if you are going to add speech to your video. Take into consideration the audience demographics before deciding on the voiceover artist – for example, use a voiceover talent with an English accent if the audience is mostly British, and so on.

# 5. Assemble the resources

Gather everything in one place. You might have identified all available resources for your explainer video according to the storyboard and script – well now is the time to assemble all the graphics, stock footage, audio effects, etc. This will also help you to keep track if you need to curate more resources. Ensuring your team is on the same page with regular checkpoints will take you a long way when it comes to developing the storyboard/script, identifying the best style for the explainer, giving regular feedback, offering expertise where required, and so on. Also, maintain a constant line of communication with Subject Matter Experts as they can help you break up the topic into relevant chunks, as well as help you polish the narrative to finality.

# 6. Produce, Deploy, Conquer

Okay maybe not conquer (not in the literal sense of the word) – more like capture, the interest of your audience that is. When everything has fallen into place it is now time to produce and fine-tune your video. This process varies in terms of duration depending on the subject matter and the format chosen. Once the first draft is ready, get your team to review the output and provide feedback. You might also want to get focus groups to review your output. Once feedback implementation is complete and you are happy with the results, you are ready to unleash your creation to your audience!

# **BEST** PRACTICES

Remember that your explainer video should be engaging enough to capture viewer attention within 7 seconds – that's right, that's how long an average person will take to decide whether they want to look at the entire video. The most important part of your explainer video is the script. Some best practices include:

- Finding the right tone based on your target audience, and choose the right music and vocals to suit the tone.
- Telling a story – people love stories, and speak directly to your viewers.
- Pacing yourself and reading aloud when making the script.
- Defining the problem and then offering the solution.
- Highlighting benefits – not features. Keep it short.
- Having a Call-to-Action.
- Employing social acceptance – Use Cases, Success Stories, etc.
- Most importantly...have fun doing it!

# ARE EXPLAINER VIDEOS SUITABLE FOR MY COMPANY?

By utilising its different styles of explainer videos, businesses can get immense benefits – for brands, employees, and stakeholders. Here are some of the basic things to keep in mind if you are considering an explainer video for your learning needs:

- What do you want it to accomplish? What do you want to introduce? A process, a concept, or a new offering?
- Who is your target audience? What kind of content do they like? What do they like to learn about? What interests them and motivates them to take action?
- What is the core message? What is the takeaway learning you want them to learn about and receive? What is the one thing you'd like them to tell their colleagues after watching your explainer video?
- What action do you want the audience to take?
- How will you measure success? How do you know if your video achieves all those goals? Do you have an LMS or a similar tracking system to measure and evaluate the video's efficacy?

These are just a few of the initial questions that you should ask. There are several specific considerations depending on the nature of the particular requirement, which is where, hopefully, this guide has been helpful in educating you, and, also provide a primer for your video requirements.

# OUR **OFFERINGS**

Peak Pacific is a global leader in providing transformational, technology-enabled learning solutions. We consult at a strategic level in mapping out complete learning strategies and at a tactical level in developing bespoke eLearning content and blended learning outcomes.

## Learning

- Microlearning
- Marketing Communications
- Legacy Content Transformation
- Adaptive Learning
- Media Editing & Production
- Explainer Videos & Infomercials
- Content Updates & Maintenance
- Instructor-led Training Artifacts
- Translation & Localisation
- Consulting
- Bespoke Learning
- Rapid Online Learning
- Application Training
- Business Simulations
- Games & Gamification
- Infographics
- Training Needs Analysis
- Curriculum Design

## Technology

- Learning Platform Deployment & Management
- SharePoint Site Design & Development
- Performance Measurement & Tracking
- Succession & Competency Management
- Regulatory Compliance Fulfillment
- Training Platforms
- Onboarding Portals
- User Support
- Web Based Exam System

## Mobility

- Multi-device learning
- Performance Support Apps
- Mobile apps (Design & Development)
- Learning on-the-go
- Offline learning

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