Designing and Creating Meaningful, Realistic Videos for Learning

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A Demo: Continuing Legal Education

The “Effective Communication with the Legal Services Client” course

- **Audience**: Attorneys learning to do pro bono work for low-income clients.

- **Goals**: Equip attorneys to work with clients whose backgrounds and expectations are different from those of their usual clients.
The “Effective Communication with the Legal Services Client” course
Actor Scene: Key Characteristics

**Relevance**
This was a specific, real-life situation that the audience might encounter on the job.

**Drama**
The situation was a dramatic one, with compelling characters.

**Realistic Details**
The drama didn’t come at the cost of reality, but rather was intensified by the realism.
SME Video: Key Characteristics

• She discussed rich, specific examples, telling stories of her own experiences.

• She generalized from the specific stories, making the key takeaway points clear.

• She demonstrated that she was clearly experienced in her field, so her stories carried some weight to the audience.

• Her style was friendly, open, and not didactic—she’s an experienced colleague, not a lecturer.
• In the “Effective Communication with the Legal Services Client” course, we follow—and discuss—the ongoing storyline with Ray and Jane throughout most of the course.

• Lish, the SME/instructor, makes liberal use of stories in her clips.

• The course is structured so that participants can learn from stories—via their key points, via online discussion with others, via course activities designed to help them analyze and reflect.
Scripting Actor Scenes

- Start with teaching points, build scenes around those.
- Collect and leverage real-life experiences.
- Write dialogue that sounds authentic.
- Be subtle--don’t “write on the nose.”
Getting the Best out of On-Camera Experts

- Clarify their role as expert, not teacher, from the start of the project.
- Suggest a focus on stories and examples.
- Keep each clip short.
- Customize your approach to scripting and preparation to suit the SME.
Course Design and Video

• Design a course around the goals, audience, and content. The role of video can be in service of the course design and goals.

• This approach makes it easier to create realistic activities around videos, and for all videos to support the course’s goals.
A Second Legal Education Course

“The Art & Science of Interviewing Pro Bono Clients”

**Audience:** Attorneys learning to do pro bono work for low-income clients.

**Goals:** Provide attorneys with techniques to help them effectively interview pro bono clients.
“The Art and Science of Interviewing Pro Bono Clients”

A “Watch/Rate/Compare” Activity
“The Art and Science of Interviewing Pro Bono Clients”

The “Choose an Approach” Activity
“Effective Communication with the Legal Services Client”

An Evaluation Activity (the Capstone)
The Production Process

- Casting
- Planning
- On-location and studio shoots
- Editing and post-production
Final Thoughts

- The process for creating great educational video usually starts with goals, audience, and design.

- Realism is a key to great actor video.

- Stories and examples are keys to great expert video.
Thank You!
We’re happy to discuss any questions and comments!

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