

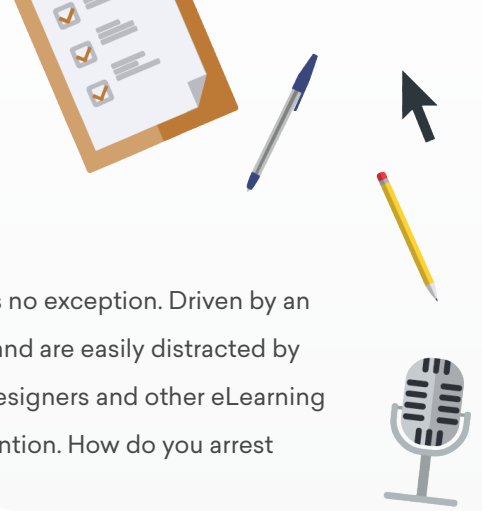


VYOND

Vyond's Complete Guide to Animated Training Videos

How To Make Learning Play-ful

Technology advancements are driving every aspect of business, and eLearning is no exception. Driven by an always-on, mobile culture, learners today have an “instant-gratification” mindset and are easily distracted by email bings, text message buzzes, and fitness tracker updates. For instructional designers and other eLearning pros, this means every second counts when fighting for attention, focus, and retention. How do you arrest attention away from everyday distractions and deliver engaging content?

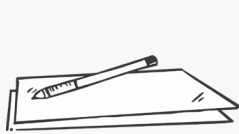


At Vyond, we believe video is the answer.

There’s resounding agreement that video is an impressive catalyst for engagement in training and eLearning. Studies have shown that adding video to your content can improve the ability to remember concepts and details, with effects that even increase over time. Plus, your audience prefers video over static content like slide decks and PDF files—it’s simply more interesting.

Concise, animated videos are the perfect way to convey internal organization updates or change and transformation objectives. They’re efficient for employee onboarding, microlearning, or whatever information you may feel requires more of a human touch. Video is a great way to enhance information that has to be delivered as text or to explain a series of steps that your learners will need to revisit repeatedly. It’s also far less expensive than in-person delivery, especially for a distributed workforce serviced by a small training team.

Ready to get started? Follow these five steps to create your own animated training videos.



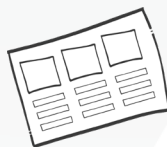
Planning

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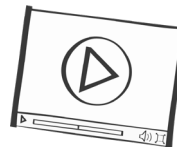
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Planning

Sometimes, a new video project seems to sprout wings entirely on its own. You have a clear vision for the video you want to create, you know what problem it solves, and you can even begin to imagine what the voiceover might sound like, or what colors you use.

More often, though, videos need some concerted thought before the idea can really take shape. Even if you think you have a vague idea of what you want the video to be, **taking just ten minutes to sit down and actively plan your video can help validate biases and explore whether your idea sticks.**

Identify the issues facing your team

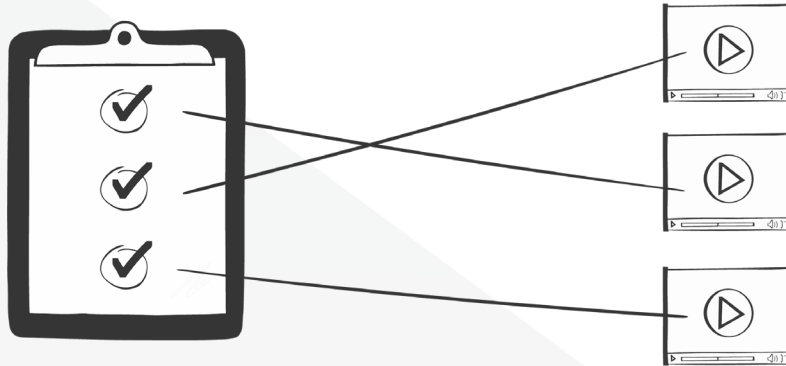
Before investing time into creating a video, you need to study your team to be sure you're accurately solving their problem. Surveys are one method to learn about your team's challenges. For example, you can survey employees to learn about their doubts, concerns, and interests around topics like [gender pronouns](#) or [internal communication](#). You can then use this data to outline your training modules—video sections that discuss subtopics (e.g., benefits of using gender pronouns correctly.)



Set a goal for your videos

When you set a goal for your projects, you reduce the chances of including unhelpful or redundant information by ensuring you're working toward a relevant problem.

Let's say you're creating training for a restaurant. Your goal might be to "improve food safety." You can set a training goal by settling on one ability you want to help your audience improve or one problem you want to solve. Then, you can set individual goals for each video to create a narrative and avoid fluff.



Set a short target video length



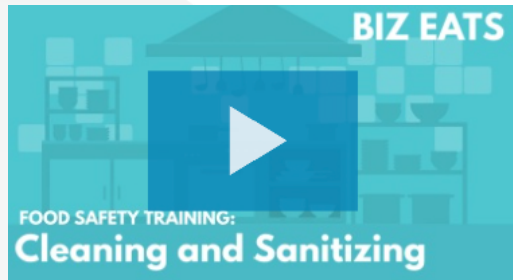
2 Minutes Or Less

We suggest you set a two-minute time limit for each video because viewers engage better with videos [shorter than 2 minutes](#). After that, engagement levels decrease steadily.

You can accomplish this goal by discussing one idea per video. This constraint lets you focus on, for example, one definition, case study, or use case and then animate the video. By breaking large chunks of information down into consumable bits of [microlearning](#), you can also unlock [the power of serialized content](#).

Get Started with Vyond's Video Template Library

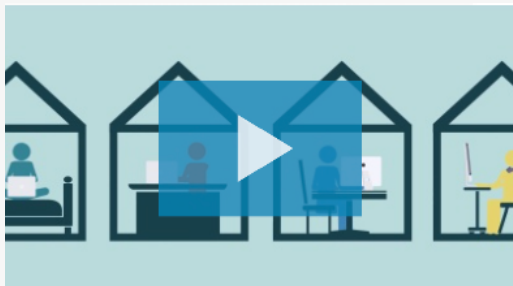
Vyond's video [template library](#) has everything you need to make your videos built right into the Studio. Check out some of our most popular training video templates below.



Food Safety Training



Gender & Pronouns



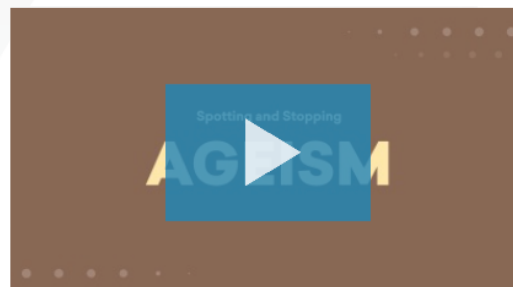
Empathy in the Workplace for Remote Teams



5 Ds of Bystander Intervention Training



Customer Support Phone Training: Insurance Claims

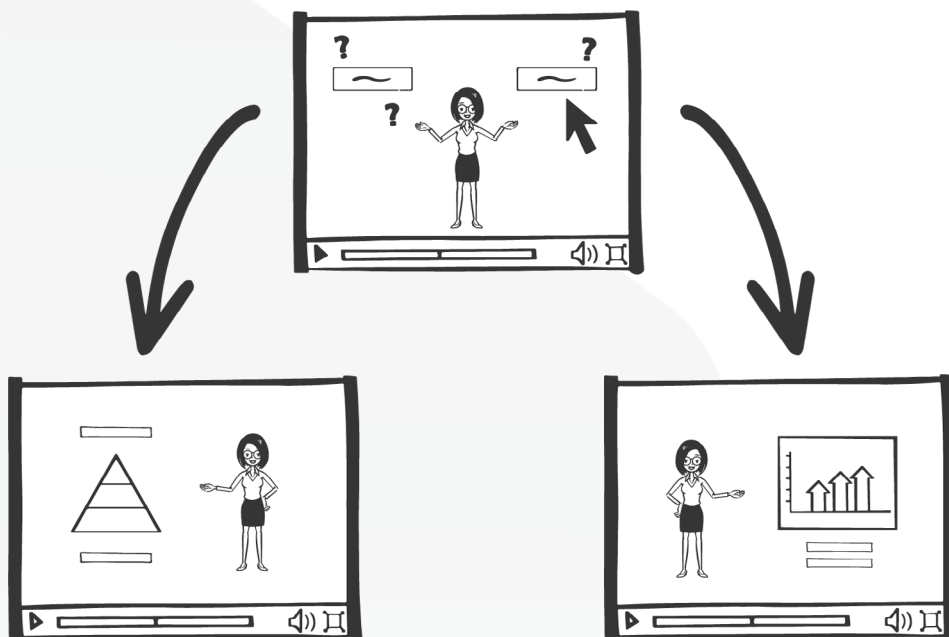


Spotting Ageism in the Workplace

Scripting

Scripting is an unskippable step whenever you develop a video. Even if you're not writing the next box office blockbuster, there's a lot we can learn from Hollywood screenwriters.

Very often, novice script writers make the common mistake of only writing what the voiceover says. While narration can be an important element, it isn't enough to tap into the rich potential of video. Formatting your script like a screenplay with stage directions, camera movement, and audio notes to make sure your finished video shares non-verbal information, too. To get started, think in terms of character, scenario, and story.



Consider branched scenarios

Scenario branching is a fantastic device to engage learners throughout the video by empowering them to decide how the video proceeds (rather than acting as a passive participant).

This powerful approach requires a bit of extra effort, as you will need to write a script for each scenario. When you can manage the extra thought, though, branched scenarios are well worth it. You can [use Vyond and Storyline 360](#) to create animated branched scenarios without previous animating experience.



Minimize the number of visual assets on-screen

The robust visualization features of Vyond Studio can tempt many video makers into including tons of elements, from kinetic type to dynamic charts. Doing so, however, might overburden viewers with a high cognitive load.

You'll want to minimize the number of visual assets on-screen. Taking the time to edit your script can make a huge difference when it comes to communicating concepts with clarity.



Include humor in your script

Researchers from Grand Canyon University say using [humor in online classrooms](#) leads to more focused and attentive students.

While this study focuses on live classes, [a recent study](#) contends that humor can also be effective in asynchronous lessons because it leads to a less intimidating learning atmosphere.

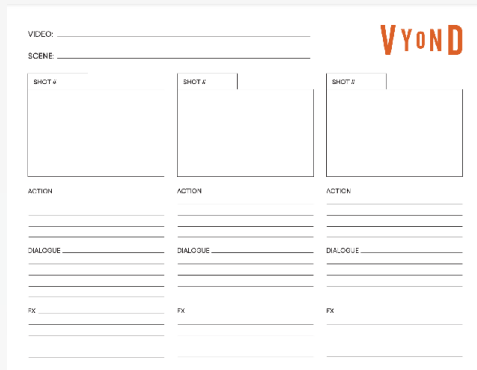
You can add humor in the form of memes, jokes, and riddles to your live or pre-recorded training lessons to keep the viewer's attention and create a student-teacher bond. For example, you can use memes while explaining a complex topic, so it sounds less intimidating.

Storyboarding

A storyboard is a visualization format where you sketch your video's scenes alongside key details and dialogue. Storyboarding is a crucial step to ensure your video employs visual storytelling and rich media. Otherwise, you're just illustrating ideas, as in any old PowerPoint.

Start with a storyboard template

Storyboarding templates save you time from drawing a storyboard so you can focus on what matters the most: sketching your story. The template should have spaces for scenes, dialogue, description of the scene's events, and sound effects (FX).



A storyboard template for US Letter size. It features a header with 'VIDEO:' and 'SCENE:' fields, and the 'VYOND' logo. Below are three columns for 'SHOT #', each with a sketch box, an 'ACTION' field, a 'DIALOGUE' field, and an 'FX' field.

[Download US Letter Template](#)

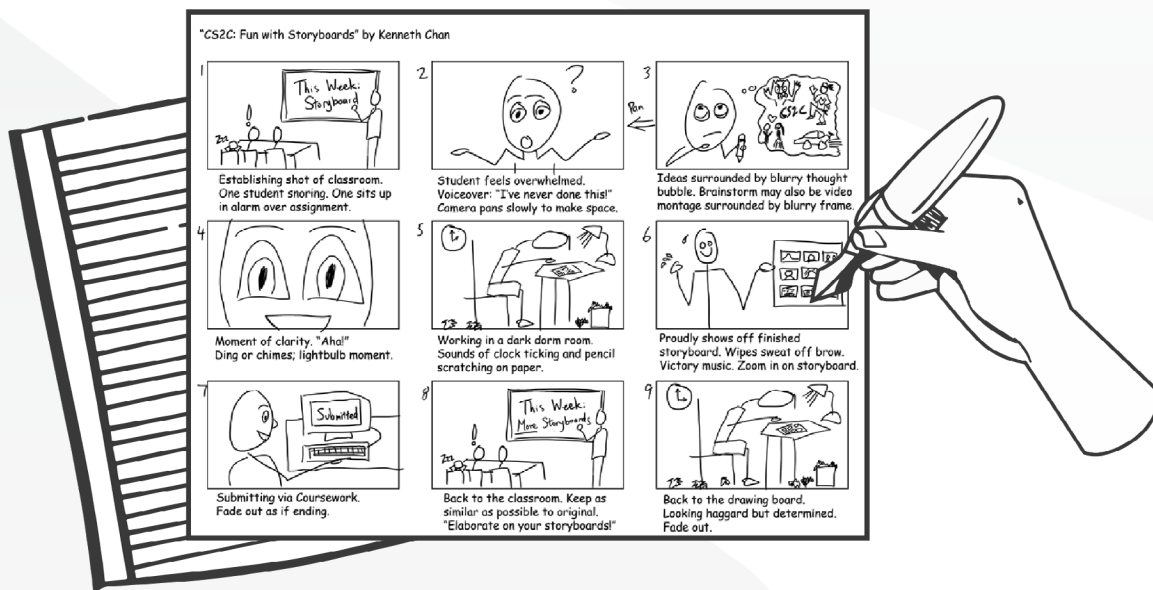


A storyboard template for A4 size. It features a header with 'VIDEO:' and 'SCENE:' fields, and the 'VYOND' logo. Below are three columns for 'SHOT #', each with a sketch box, an 'ACTION' field, a 'DIALOGUE' field, and an 'FX' field.

[Download A4 Template](#)

Sketch simple images

You don't need to sketch complex images for your storyboard, as its purpose is just to help you plan out your visuals. Spending too much time on sketches may increase the time to complete your video and may also affect your budget.



To picture this idea, look at Kenneth Chan's storyboard above. It tells each scene's idea despite featuring elementary-school-level drawings.

Convey a scene's events using a stick figure if that's all you need. You can then write each scene's dialogue in the lines below each square to verify the visuals match your story's structure.

Turn your storyboard into an animatic

Animatics are storyboards you animate with animation software, like Vyond. Unlike storyboards that are drawn, you can add sound, visual effects, and motion graphics to animatics. These elements allow you to more effectively bring your vision to life.

[With Vyond's](#) vast library of sound effects, character customization options, props, and [templates](#), you can create animatics in little time.

Plus—by building your storyboard into Vyond—you have a head start on fleshing it out into your final video.

Animating

You've got a plan, a script, and a storyboard. Now it's time to produce your video!

Animating your training video with a tool like Vyond Studio saves the hassle and cost of traditional video production while giving you the ability to collaborate with team members. This approach also makes it easy to edit, update, and iterate upon your videos. (Plus, animation is just fun!)

The best place to start is to recreate your storyboard images in Vyond Studio. Then, you can keep building out your scenes with these tips in mind:

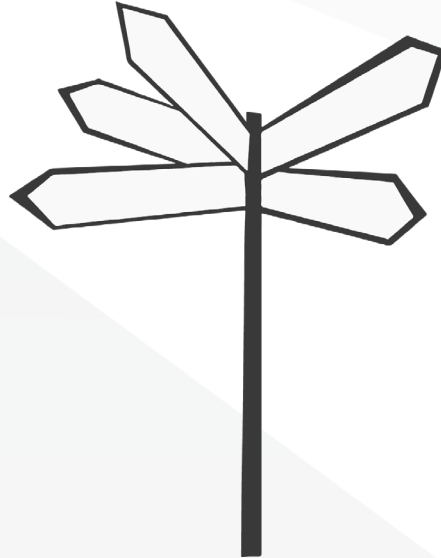
Record a clear voiceover

One of the quickest ways to make a good video turn bad is to use low-quality voiceover. If your trainer or speaker's voice isn't clear, your key messages might become difficult to understand. The good news: anybody can record quality voiceover regardless of budget, experience, or equipment. [You can record in a furnished room](#) or **under a blanket to reduce the echo**. If you're recording with a phone, place it in between your sternum and chin for optimal pick-up.



Include interactive elements

Phones, family, and emails wrestle for your trainee's attention when they watch your modules. Gamified interactive elements like quizzes and in-video questions to maintain your audience's attention. Pair [Storyline 360](#) and [Vyond](#) to include interactive elements in your modules, like branched scenarios, questions, and quizzes.



Add music and sound

[A 2009 study](#) found music impacts the emotions a person feels while watching a video. Thoughtfully-chosen music can go a long way in communicating the mood, importance, and tone of your training video. Take it a step further by punctuating key action in your video with sound effects. Ambient sound effects, like office noise and babbling crowds, are also highly effective at setting the scene and bringing your story to life.



Publishing

Just because your video is done doesn't mean your work is! How you distribute your content is just as important as what's in it.

You might already be familiar with popular hosting solutions like YouTube. These easy, accessible platforms are great for general use. If you're looking for more business-oriented hosting solutions, you may want to [explore alternatives like Wistia](#). If you want to include interactivity, or integrate the videos within a more robust eLearning experience, you'll need to find a proper Learning Management System (LMS) to distribute your videos.

Top 8 Learning Management Systems (LMS) for Video in eLearning



Benchprep

[Benchprep](#) is on the leading edge of digital learning experiences, and their professional learning management system is a fantastic fit for instructional designers looking to build robust programs.



ON24

While [ON24](#) is known for being an event management platform, clever instructional designers are using it to create on-demand content hubs that connect learners with thought leaders.



Docebo

Docebo offers a number of products, including their Docebo Learn LMS platform. [Docebo Learn](#) is an AI-powered platform that learns from user searches to offer more relevant courses as time goes on.



Totara

[Totara](#) is an open-source platform that gives companies the freedom to customize the LMS to fit their needs. Totara offers the ability to deliver eLearning and other educational content, give performance reviews for employees, and much more.



TalentLMS

The LMS for all teams and any training context. It's loved by small and mid-sized businesses because it's easy to set up, easy to use, and even easier to master. Designed with adoption in mind, [TalentLMS](#) is reported as a joy to use for both training managers and learners, and is [a favorite among Vyond customers](#).



Cornerstone

[Cornerstone](#) is another LMS that's specifically geared toward corporate and employee training. Cornerstone offers a suite of programs, not just an LMS, including tools for recruiting new talent and HR management.



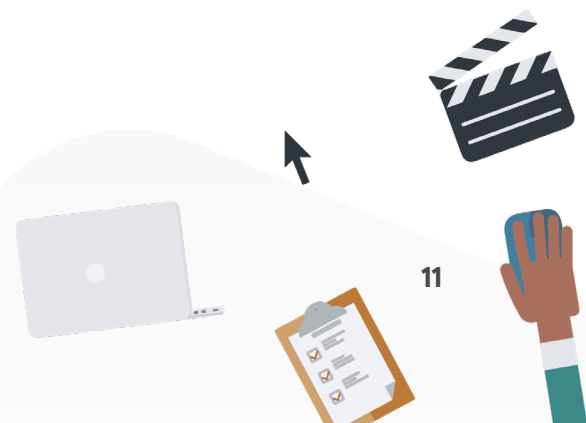
SAP Litmos

[SAP Litmos](#) is an LMS platform that emphasizes its ability to scale. SAP Litmos specializes in organizational training and can support more than one million users.



360Learning

[360Learning](#) is the first collaborating learning platform that helps fast-growing teams create, ship, and improve courses together. It allows your team to easily identify and declare learning needs and source internal subject matter experts to share knowledge on an interactive platform. It's a great way to train employees and customers on any topic.





Create Animated Training Videos Using Vyond

Vyond is an intuitive animation software you can use to create compelling animated training videos that grab (and maintain) your learner's attention. With hundreds of props, character options, and templates, Vyond Studio empowers any learning and development professional to make media that moves.

[Explore Plans](#)