HOW TO DESIGN YOUR OWN WHITEBOARD ANIMATION

Jon Air, Eric Oakland and Chipp Walters
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You’ve got a story in mind...

You’ve got an invention or a lesson plan or a pitch or a manifesto or a proposition.

And you’ve found the perfect medium to deliver it. A video type that 
{improves problem solving by 50-75%, boosts memory by 15%} and could 
{net you twice as many conversions} as a regular talking head video.

A style called scribing.

You want to scribe your message beautifully, scribe it boldly all over the internet, all over the planet. You want to make a difference.

But where to start?

In this book you’ll find out how to plan and design amazing high-quality scribe videos – ones that will engage, inspire and entertain.

Whether you use {VideoScribe}, commission a professional you’ve found on {Animole} or craft your own stop-motion animations by hand, this is your ultimate how-to guide.
There are a lot of good scribes about, but you’re going to learn how to make yours truly great.

**What makes a great scribe?**

Great scribes are the result of lots of different factors, but above all – careful planning.

In this book, we’ll look at planning and writing your script, crafting your content and delivering it with crescendo, razzmatazz and substance in all the right places. You’ll find advice on positioning and timing your images to create flow, and a strong sense of direction. Finally, we’ll look at recording pitch-perfect audio, choosing a standout soundtrack and, ultimately, winning your audience.

We’ll look at how to make your scribes technically superb, eye-catching and memorable – a practical guide to whiteboard animation.

If you’re ready to take your scribining to the next level, we hope you digest, exploit and share this guide.

It’s time to get your story heard.
Chapter 1

PLAN LIKE A PRO

The first thing you notice about a scribe video is the images – but that isn’t where you need to start. First you need a strong script.

Here are our top tips for making yours dazzle.

Know your message

This sounds obvious but if you don’t have a clear idea of what you’re trying to say, your audience won’t either.

Stick to one message for each scribe - ‘These are our values’, ‘we’re having a sale’, or ‘here’s the 7 times table’.

Start with a strong message and you’ll find it easier to stay focused and discard the parts that don’t add value to the video.

Clean, simple visuals and a strong, confident message make this scribe a success.
Set the tone

If your message is what you say to your audience, your tone is how you say it. It’s where the personality comes in.

Should your scribe be urgent, reassuring, funny?

Your answer should be based on three factors. First off, what kind of impression are you trying to give? What style feels natural to you?

Secondly, who is your audience? Try to put yourself into their shoes and imagine how they speak.

Finally, what is your video about? You probably wouldn’t crack jokes in a health and safety video, or stay deathly serious for an explainer.

Choosing a clear tone of voice will influence how the script is written and get you thinking about the kind of voiceover you’ll use later.

Be clear

Your information needs to be clearly organised. A video quickly gets bogged down if it tries to talk about too many things at once.

Make a list of all the things that you need to say in your scribe, then rank them in order of importance. Finish by cutting anything that isn’t essential knowledge for your viewer.

If your video gets shared a lot, it might lose its context away from its YouTube description. Make sure to include who you are and at least one way that your audience can get hold of you.

Politics can be tricky if you need to remain impartial. This scribe from Eden Videos hits exactly the right tone.

This scribe from Royal Roofing Inc keeps the contact number on screen at all times – giving the viewer maximum time to make a note of it. Clever.
Once upon a time...

Your scribe needs to tell a story.

Marketing videos, educational videos, presentations... whatever you’re planning, they can all benefit from having a few storytelling elements added.

We’re bombarded with information every day. Statistics, facts and figures just don’t cut it any more.

When it comes to communication, storytelling is the most powerful tool we have at our disposal. It cuts straight through that sea of noise and creates an instant emotional rapport with our audience.

And the way it does it is pretty crazy.

When we watch a boring PowerPoint presentation, the only parts of our brain that get activated are the parts responsible for language processing. That’s it.

When we listen to a story being told, the whole of your brain gets put to work.
As the narrator describes sensations and emotions, the corresponding areas begin to light up.

Even freakier, scientists have discovered that when a speaker tells a story to a listener, both their brains show very similar activity across widespread areas. Their brains are effectively in sync with one another.

This phenomenon is called neural coupling, and goes some way to explaining why stories have such a powerful hold on us. Powerful enough that 92% of consumers want brands to make ads that feel like a story.

“The brain doesn’t look like a spectator, it looks more like a participant in the action. When Clint Eastwood is angry on screen, the viewers’ brains look angry too; when the scene is sad, the viewers’ brains also look sad.” - Jonathan Gottschall, Fastcocreate

Luckily, scribing is the perfect medium for telling stories. And yours needn’t be as epic as The Odyssey – just something your audience can connect with emotionally.
Hold out for a hero

You don’t have to devise elaborate characters and backstories to give your scribe heart. You just need to understand how stories work.

If you think about it, almost every famous story follows this structure:
1. Take one likeable hero
2. Present the hero with a challenge
3. Make them overcome their challenge and emerge transformed

Finding your hero is just a case of working out whose voice your audience will be most interested in hearing. Do they want to hear the story of someone they admire? A company mascot? Or someone just like them? (Hint: it’s usually the latter).

Here are five principles to follow for a spectacular story.
1. Keep it simple

The majority of stories follow a really basic plot, with only a handful of character types to choose from. These include:

- **The hero** - must be friendly and relatable
- **The villain** - struggles against the hero
- **The dispatcher** - sends the hero off
- **The (magical) helper** - helps the hero in their quest
- **The princess (or prince)** - the reward for the hero’s efforts
- **The donor** - prepares the hero or gives them a magical object
- **The false hero** - takes credit for the hero’s actions or tries to marry the princess

If you’re selling mould cleaner, you could place your viewer at the centre of the story as the hero with a grimy bathroom. Your product could be the magical object or helper (if it’s been made into a character). The villain could be the mould – you get the picture.

Alternatively, you could make your potential customer the princess who needs saving and your product or idea the hero. There are many different ways of looking at this, but thinking about roles will help you figure out how all these pieces are supposed to fit together.

It’s the same if your video promotes an idea or a methodology. You might not be selling a physical product, but you can still make your idea the thing that helps the hero complete his quest and live happily ever after.
2. Create and satisfy desire

To successfully market your product or idea, you need to show that your product fulfils a need or desire in the viewer.

Most story structures start with a situation in balance, which becomes lopsided before finally returning to a new calm. Basically, everything is fine until something bad happens and the hero has to fight to make things okay again.

Your customer was getting on quite happily until mould started destroying their bathroom. You have to demonstrate how your mould-busting product is going to put things right. Think about interesting ways to show the potential customer that your product will restore order to their life. Even better, show them how it will improve their life forever.
If you’re scribing for a learning environment, consider tantalising your audience with half-told stories. Tell only half of an intriguing tale and work your way gradually through the information that needs to be learnt, with the promise of learning the outcome at the end.

Alternatively, try incorporating the information into the story itself in a memorable way.

What if your hero were to progress in the story each time he or she completed a math challenge? Make achieving a new goal an exciting, rewarding process and your audience will never be bored again.

This cheerful scribe uses the story of Broc the broccoli to emphasise the importance of a community approach to health and nutrition.
3. Make it memorable

The stories we tell might all be the same at base level but a good story will define what makes you special.

Lois Geller, a marketer and writer for Forbes, believes these four factors are key to a memorable advert:
• Disruptive and relevant visuals
• Strong brand identification
• A brilliant headline
• ‘Something else’

The something else is a variable, but often it’s something which inspires curiosity. You want your viewer to ask, ‘What’s going on here? This looks interesting.’
Hopefully you already have a good idea of what makes your product or idea unique.

These rules work for explainers and training videos as well – make it clear who you are, what you’re here to say and invest some time in making your scribe visually exciting.

You’ll have no problem keeping your audience engaged.

This scribe would be pretty powerful even without the neat visual twist at the end. But when it appears - wow.
4. Look on the bright side

Choose simple, positive and inspiring language. Avoid anything too negative. It’s easy to get caught up in overly complicated wording. For example, ‘Call us today’ has far more impact than ‘Don’t hesitate to call us’ – it’s direct, positive and a clear call to action. Similarly ‘this video will make learning x easy!’ is far more inspiring than ‘this video will make learning x less difficult’.

It’s important to be confident in your delivery but also remember that this is not about you. You are only here to explain to your viewer how you can help them. If you were just planning on shouting about how amazing your product or idea is – don’t bother.

Get your story right, and your audience won’t just love your content – they’ll share it and find others to love it as well.

This is a great example of just how energising a scribe can be when you use positive, motivating language.
5. Call your audience to action

Finally, make it crystal clear what you want people to do after watching your scribe video.

It’s a cruel reality, but most people don’t bother following up on things they’ve watched. They’ll move on to that video of a dog riding an elephant or switch the kettle on or answer the door.

Now you’ve perfected your script, it’s time to plan your imagery. Because, as they say, images maketh the scribe.

Find tonnes of examples of successful scribes on the VideoScribe scribe wall.
Chapter 3

CRAFT YOUR CONTENT

It can be difficult to settle on a visual style for your scribe, especially if you’re not an artist.

If you are an artist, congratulations! Turning your own illustrations into VideoScribe-ready SVGs is really easy.

Luckily for the rest of us, VideoScribe comes with thousands of free and premium images in a variety of different illustration styles.

But if you’re after something specific, there are a few different options you can try.
Get Googling

If you have an idea of what you need for your scribe, start with a Google image search.

Once you’ve entered your search terms you can specify the size, colour, image type (photo, drawing etc) and upload date to narrow down your search. Only SVG images will ‘draw’ in VideoScribe so make sure you get the right file type too.

The one thing to be careful about is to make sure that you have permission to use the images you find online. Always check the source and contact the site owner if you’re not sure.

SVG Studio

If you’re planning on scribing regularly, it might be worth investing in a decent sized assets library (pics, fonts, jingles etc) that you can go back to again and again.

Having all your useful bits and pieces in one place will make it much easier to keep your content consistent. At SVG Studio, you can buy thousands of premium SVGs in themed bundles. Even better, they’re royalty-free, so you can use them as many times as you like.
Select a style

The strongest scribes use just one type of illustration throughout. Changing rapidly from one style to another can break the flow of the scribe and look odd.

Whether you prefer using stickmen, cartoons, lifelike characters or photographs, try not to mix styles when you can help it.

This scribe has a consistent, attractive illustration style which supports the narrative well.
Bring out your branding

Match the brand elements in your video to those on your website, social media – and anywhere else you have a presence. Syncing everything up will make you seem far more professional and focused, and your audience's confidence in your brand will grow.

Just like Mashable, you could turn your own logo into an SVG image to use in your scribes. Why not create your own opening credits for instant brand recognition?

If you’re posting your video to YouTube or social media, make sure you provide links back to your website. This will make it much easier for people to find and remember you.

Mashable made this scribe their own by importing a custom soundtrack, images and logos into VideoScribe.
Chapter 4

PICK A PALETTE

Getting your colours right will make your videos instantly more watchable. Follow these simple colour rules to make intriguing and attractive scribes.

Limit your colour palette

Restrict the number of colours you use. Too many colours can give too much contrast and the effect can be garish. Often scribes feel they need to use lots of colours to grab the viewer’s attention, but it’s actually easier to emphasise elements with a limited number of colours.

Stick to one main colour if you can. Other colours should be used in smaller amounts to support the main colour. Having one main colour in a scribe will give it a strong and distinctive style. It will also strengthen the sense of continuity between scenes.
Think of colours in context

Colours give different feelings and messages depending on what other colours they are used with. The context of a colour can be used to communicate messages and ideas in your scribe.

The diagram above shows the same red being used with four very different colours. Each one conveys very different emotions and feelings. For example, the black with the red gives a much stronger, darker feeling than the happier, lighter effect we get from the pink and red.
5 schemes for colour harmony

Do you remember the colour wheel from school art class? Here it is again, along with all the patterns you need to know to create great colour palettes.

1. Complementary colours

This is the most basic one. For complementary colours you simply use colours that are opposite to each other on the colour wheel. The principle is pretty straightforward, but you can experiment with different shades and tints to get what you’re looking for.

This scheme is often used for drawing attention to something as it produces a strong visual contrast. It works best when you juxtapose a warm colour with a cool colour, e.g. red/orange versus green/blue.

Use one colour as the dominant one and the complementary colour for the accents. Don’t worry if you don’t get it right straight away– it can be hard to balance complementary colours well as they are so different.
2. Analogous colours

Analogous colours are those that are next to each other on the colour wheel. You usually have one dominant colour within each set, and choose colours either side of this to complete your palette.

It’s very easy to create a good palette with this system but you can sometimes lack contrast, making it less effective than complementary colours for attention grabbing. Stay away from using warm and cool colours together in analogous colour schemes.

3. Monochromatic colours

Monochromatic means one colour. A monochromatic scheme is simply one that uses variations in shade or tint of the same hue (or colour). This scheme is elegant and very easy on the eyes because there are no strong contrasts.

It works well when used to create an overall mood for your scribe but, again, it can be a struggle to highlight different areas. Sometimes you’ll see a single colour being combined with neutral colours like white, black or grey for a clean, classy style.
4. Split-complementary colours

These final categories produce some of the more advanced colour palettes. For an effect like the example on the left, choose one colour and combine with two others equally spaced from its complement (the original).

Split-complementary schemes give a good balance between the contrast of complementary colours and the soothing appeal of analogous or monochromatic colours. Using one main warm colour as the accent colour and a range of cooler colours generates the most attractive outcomes.

5. Triad colours

Try making a triangle on the colour wheel, so that the three colours are equally spaced out. It won’t be as striking as using complementary colours but will give a strong contrast whilst still retaining an appealing balance. Again, it’s wise to make one of these colours the main colour you use.
Useful colour tools

Adobe Color CC is a handy tool for testing out different colour schemes. You can also save your picks and come back to them later.

Colour Scheme Designer gives you the option to see an example of your colour scheme in action.

Pictaculous suggests colours to go with images that you upload, making it easy to build a palette around an image, logo or other reference point.

COLOURlovers is a global community where people create and share palettes and patterns, and talk about the latest colour trends.

Hail pixel is a delight to use – mouse around the screen to change the spectrum and click when you find something that you like.
Chapter 5

FIND YOUR FONT

The images you use in a scribe will impact the message. Obvious, right? But if you underestimate the power of the fonts you risk underselling your message.

Fonts are just as important - here’s why.

A good scriber knows that a well-chosen typeface looks stylish and doesn’t distract from the message of the scribe.

An expert scriber knows that choosing the perfect typeface can strengthen that message and bring all the other visual elements together.

Knowing the distinction will make all the difference.
1. Headings

2. Paragraph

Minimal is best

Just like colour, it’s best to keep the number of typefaces in your video or scribe to a minimum. We recommend using no more than two typefaces per video.

And, when you can avoid type, avoid it.

Type is there to help communicate and is often essential to tell viewers information – but less text and more images works a lot better. Viewers expect to watch a video, not read it.

If you’re using a voiceover in your scribes, you probably won’t need text that often. The only exception might be having a URL or contact information ‘written’ on-screen. Images help people to retain information better than just text, as they are usually easier to recall. Only scribe the most important, unavoidable bits of text.
Who's the boss?

Creating hierarchy in typography is important for communicating your message effectively. Your viewers will only have so much patience for taking in the information on screen, so you want to make sure they see the most important things first.

Size is the most obvious way to create hierarchy in your typography. Increasing the point size is going to draw the viewer’s eye to those bigger things first.

Weight works similarly to size. Bold or italic text will be more prominent in the hierarchy as the eye is drawn to what is different. Bold text naturally commands more attention because it takes up more space than regular text.

Using a different colour for a portion of your text can help things stand out as well. See the previous chapter on colour for which combinations have the most power.
The position of your text will determine what people read first. Will your readers read from left to right or right to left? This can determine which areas readers are most likely to look at first.

Avoid putting the most important parts of your text at the bottom of the page. This is normally where the small print is – the parts that nobody really reads!

Giving space to your important text is crucial. If you bury an important bit in the middle of some unimportant bits, people will struggle to find it quickly.

Give that bit of text lots of space and it will instantly be easier to find.
Typefaces can convey a whole range of messages and feelings, so take care when choosing yours.

Chunky, blocky typefaces are loud and powerful. People will tend to read them in a shouting voice. They grab attention and are used a lot for product adverts. Script typefaces convey elegance and lightness, and are generally used to give an impression of quality and class, love and beauty.

Typefaces with smoother edges and rounded corners are more fun and joyful, compared to serious (mainly serif) typefaces that have a lot of regular, straight lines. Hand-drawn typefaces communicate a wholesome and organic feeling, and are likely to be interpreted as friendly.
Size and spacing

This is very important to consider in your scribes, depending on how much power you want text to have overall. If your scribe needs to be text-heavy, you will need make the text itself look great on its own.

The spacing you choose for your text can also convey certain impressions – text where the letters and lines are tightly spaced are ideal for friendlier, chatter purposes. Text with lots of spacing gives a feeling of simplicity and will give your scribe an air of elegance and class.

Some things to think about when formatting.

1. **Point size**
   
   The actual size of the typeface.

2. **Leading (line height)**
   
   The space between each line of text.

3. **Kerning (character spacing)**
   
   The space between each letter can make text look cramped and busy, or spaced out and elegant.

4. **Line length**
   
   Make sure your lines of text aren’t so short that there are only a few words on each line, but not so long that readers will lose their place when they go from one line to the next. You don’t want more than six or seven words on a line.

**Useful typography tools**

There are thousands of typefaces that draw well in VideoScribe.

A few sites with free fonts to get you started:

[www.fontsquirrel.com](http://www.fontsquirrel.com)
[www.losttype.com](http://www.losttype.com)
[www.fontfabric.com](http://www.fontfabric.com)
So, your script has a story, and your story has pictures. Now’s the time to lay out your script on canvas.

Skilful layout is a must and will take your scribe from knocked-together to knockout in no time.

Here are our five essential tips for making your scribes attractive and clutter-free.
Let it breathe

The best scribes give images and text space to breathe.

Information is easily lost in a busy scribe. Too many images and chunks of text make it hard for the viewer to work out what’s important. Keep your visuals stripped back and crisp.
Establish a hierarchy

Create a layout hierarchy so that your most important points – and their accompanying images – are represented most clearly. You can enhance a particular image by changing its size, colour, on-screen position and the number of other visible elements around it.

In simple terms, the bigger the image compared to everything else on screen, the more it is going to stand out.

And more generally, keeping things minimal is a great way to create a hierarchy. Isolated images will get a lot more attention than if they are surrounded by clutter.

You could also use an accent colour to make your main image more prominent.

Remember that people will try to read a whiteboard animation in the same way they would read a standard presentation.
We are used to seeing titles at the top of the page, so consider putting important information there. Text or images at the bottom of the screen may be confused with the small print that people usually skip over.

**Work towards the bigger picture**

Using images and text to build up bigger pictures bit by bit is an effective scribing technique. It will strengthen your narrative and communicate your overall message far more powerfully than presenting everything at once.
Move your story along

When telling your story, movement from frame to frame is key.

Set the camera to move to the right to show the story progressing. Your scribe could travel from left to right with each new point. As most of us read from left to right, this will appear logical and linear. It will give your scribe the feel of a journey with a clear beginning, middle and end.

It also looks good if you move from scene to scene in simple lines. Choose your direction and go the same way – left, right, up or down – each time.

On the other hand, you might want your scribe to move all over the place, and that certainly can work – it’s just a little trickier to perfect. But if you’re bold and brilliant enough to pull it off – kudos!
Align your lines

If you have several scenes in your scribe, it will look more professional if all your text is lined up in each one. If your text is centred in one scene, don’t make it left aligned in the next.

You want to make it as easy as possible for your viewer to find and process information.

If in doubt, keep it simple. Think about the images and moments you want to pop and how, and have fun perfecting your imagery.
Chapter 7

TIME IT RIGHT

Time is money. Timing can be, too.

In creating a whiteboard animation, you want to grab people’s attention quickly, while giving your images time to shine.

For a successful approach to time in your scribe videos, apply these golden rules.

Make the first 5 seconds count

The first five seconds of your video are the most important by far. People only commit to watching something they know will be useful or entertaining. Make it clear right from those opening seconds what your message is and why it matters.

This rule is so important that it’s been built into YouTube advertising. If you pay to have your advert shown before a video starts, it will play for five seconds before the viewer has the option to skip it and move on.

You have five seconds to recruit your viewer – and make them part of your story.
Keep it short

The biggest mistake a new scriber can make is to make a video excessively long.

Your viewer doesn’t want to sit through a 10-minute video when one minute will do. Explainer videos between one and two minutes long are the most effective at keeping viewers engaged.

That said, you need to know your audience. When the RSA animated Sir Ken Robinson’s talk, they needed 11 minutes 41 seconds. 11 million people felt it was worth watching.

Know your audience. Know your purpose. Set yourself a time limit accordingly.
Create a flow

So by this point, you’ve got your hero. You’ve got your plot. Now you need to let them flow. But not all over the shop.

Sketching out a storyboard will allow you to create narrative and structure your scribes. You can use it to plan out what you want the viewer to see at each point and why. You can make sure it has suitable pace and allows time for viewer completion.

Whether you’re using software like Videoscribe or physically recording the progression of your scribe, moving the camera around the canvas – focusing on one image at a time – will keep the story moving. It’s the visual equivalent of bullet points, but far more stylish!

Just be careful to get a good balance between movement and keeping the camera stationary. Staying still too long risks making your scribe look static and too busy with images, but too much movement can look frenetic and over the top.
Time your elements

Think about how long it takes your images to draw on the canvas. Depending on how complicated your images are, you may need to vary the pace and draw some images more quickly or slowly than others.

It’s best to consider the flow and pace of your scribe when first creating your image, setting each within your overall storyboard. This will keep your scribe sharp, cut the waffle and ensure maximum impact.
Bring out the big guns

Depending on your vision, you may want to hire a professional voiceover artist to record your message.

People have a lower tolerance for poor quality audio than for less-than-marvellous visuals, and a professional recording can add credibility to your video and content.

Do it yourself

However, it’s more than possible to produce a strong voiceover yourself. Here’s how.

1. Practice makes perfect

Read your final script aloud again and again – and again. Make sure you can deliver it within the time available and in the right tone of voice.
Practise in front of anyone who’ll listen and if they don’t understand something, simplify it.

2. Setting up

Find a suitable microphone. If you’re using the built-in microphone on your computer, speak at a natural level to avoid clipping the sound.

Find a quiet and echoless room where you won’t be interrupted. You want a natural and noise-free recording.

Test your microphone by recording just a few lines first. If you need to, change the levels and adjust how far you’re sitting from the microphone.
3. Recording vocals and editing

When you’re ready, press record and start reading from your script. Just like a TV presenter, sitting or standing up straight and talking with a smile on your face will make you sound enthusiastic and convincing.

If you’re happy with the overall quality of your recording, stick it straight into your scribe – job done!

If you know you slipped on a few words or want to remove any long pauses, use an editing program such as Audacity to get it shipshape.
4. Finding the right balance

Once you’ve imported your audio into your scribe, play it through a few times and adjust the volume of your recording.

You can check you have the right balance by listening to your audio through a few devices – laptop speakers, regular speakers and headphones.

You may decide to use a backing track for your scribe (we’ll be looking at that next). It should always sit just lower in volume than your voiceover audio, so it doesn’t distract from your message.

When you’re done, play and review it again for good measure.

This voiceover is sweet and surprising, and pretty well recorded too.
Music is one of the most emotive and engaging tools you can use when making a video. It really can make the difference between a blah scribe and one that wows. Music can inspire, motivate and mesmerize. Or it can drive you crazy.

So how do you get it right?

**Choose your tune**

Choosing the right music is all about context – finding music that’s appropriate for the situation.

Have you ever been in a bar with a DJ or jukebox playing thumping dance music, and you’re having to shout to be heard? The music isn’t really adding to the experience – in fact, it’s intrusive and ruining your evening.

It’s the same with video – using music that’s too loud or aggressive can detract from the message.

Again, it’s about knowing your audience and confidently setting the tone. Which mood or emotion do you want to conjure?
Upbeat, happy songs with positive lyrics scream summer holidays. Slower beats, minor keys and longer melodies can send you headlong into wistful nostalgia or bluesy meditation.

The mood of the music should reinforce the mood of the visuals. You have free rein in terms of the genre, the period the music is from and everything else – but the feelings the sounds produce should match the spirit of your message.

If your video has a voiceover or contains dialogue, it may be best to avoid a track with vocals. If the vocals are off-message, too catchy or too memorable, people might remember the vocals from the track instead of your story.

When you find a potential track, play the music over your visuals to see if it strengthens or detracts from your message. If you have any doubts, leave it out and audition something else.

Not everyone will be able to commission original music – but what a difference a catchy tune makes!
If necessary, loop the loop

Once you’ve chosen your music, think about its length.

For a very short video, you can always pick out part of a song. Taking the hook of a catchy tune will help people remember your product along with it.

For anything longer, use a loop. In VideoScribe the music is written to repeat perfectly using the in-built loop function. If you’re sourcing your own music for a longer scribe, you’ll just need to work out how to loop that too without breaking your flow.

Time it right

If you don’t want your video to sound dated, avoid using music that will time-stamp it to the period the music’s from.

If you use a piece of music that isn’t as recognisable, or has been popular for a long period of time, your video is more likely to stand the test of time.
Play it by the book

Always be careful when choosing music that isn’t your own. Even if the band or artist isn’t well known, make sure you get permission to use their work or you risk having your videos taken down for copyright infringement.

If you’re using VideoScribe, the music tracks are all free and composed especially for your use.

Whether or not you can afford original music or a famous song, it’s always best to go for something that fits the feel and ethos of your product, service or message as closely as possible. With any luck, your viewers will be humming it all day long.

And that’s it!

It isn’t hard to pick an okay-ish track, but with a bit more thought you can ensure the music really fits the visuals and strengthens your message.

Which should help you to engage with your audience that much better.

We don’t mean to blow our own trumpet, but this upbeat scribe wouldn’t have anywhere near as much impact without that cheery uke’.
Chapter 10
SHARE IT WITH THE WORLD

Your script is perfect, your images are on point, your tunes are tight. Now what?

If you’re a VideoScribe user, you already have a dedicated platform for publishing your finished scribe at www.sho.co.

It’s the quickest way to get your hands on your videos. Simply show your scribe to friends, colleagues or students by sharing the short link. Place your videos onto your own website or blog using the embed code. Or download in HD by logging in with your Sparkol account – no quality spared.

There are tons of other video platforms ready to help you propel your video into the world. Here’s a quick guide to getting the most out of them.
YouTube and Vimeo

On video platforms such as YouTube and Vimeo, it’s a mad scramble to get seen.

With over a billion people visiting YouTube alone each month, how on earth are your videos going to get engagement?

Here are six tricks to help your scribe stand out:

1. Your username is more important than you think

The first thing YouTube searches is names of users, then video titles, then video descriptions, then tags. If you’re serious about getting your video seen, choose a username related to your subject matter.

Keep it short and easy to remember and people are more likely to return to your channel.
2. Name your video file accurately

Regardless of where you upload it, give your video file a name that reflects the content to help it come up in Google search results.

If your video is about a puppy eating cake, video1.mov just won’t cut it. But puppy-eating-cake.mov will do nicely.

3. Craft your title carefully

Keep it short – on YouTube, only the first 60 or so characters of your title will fit into the suggested videos sidebar. But 60 characters is loads. If you can’t define what your video’s about in under 60 characters, you’ve got bigger problems than the title!

Add important keywords about your video into the title. But don’t overdo it – try to sound like a human, not a keyword robot. Think about what people will search for when they’re looking for your video.
4. Provide a clear video description

As with the title, aim to use words that people are likely to search for.

For example, in our promotional videos we use words like ‘create’, ‘whiteboard’, ‘animation’ and ‘video’, as well as ‘Sparkol’ and ‘VideoScribe’. This helps the people looking for whiteboard animation software find us easily.

If your video is a tutorial or broken down into different sections, it’s a good idea to list all the chapters in your video description. YouTube will even let you link to different points in the video. This helps your viewers find what they want more quickly.

5. Take advantage of the tagging option

It’s highly unlikely that your video will turn up near the top of search results if you only use one word as a tag. Tagging gives you the opportunity to use words that you weren’t able to include in the video title or description. Think about the different search terms and alternative phrases people might use to get to your video.

6. Put videos into relevant playlists

If your viewer watches just one of your videos and then clicks onto someone else’s, you’ve missed an opportunity. Boost the findability of your videos by organising them into relevant playlists. People are much more likely to click on another of your videos if it’s sitting right there in the playlist sidebar.

And always remember to remind your users to subscribe to your channel.
So you’ve got the know-how, and you’ve seen just a little of video scribing’s endless potential.

Now it’s your turn.

To make your own whiteboard animations, visit www.videoscribe.co for a free seven day trial of VideoScribe. It’s easy to use and comes packed with images and music that you can use commercially.

There’s also VideoScribe Anywhere, a free-to-download mobile app that lets you carry the power of scribing in your pocket.

The Sparkol blog has tonnes more tutorials, tips and inspiration – and you can find more examples of stunning scribes on the scribe wall.

For professional scribe video services, visit www.animole.com.
One last thing...

We hope you’ve enjoyed this tour of the ever-expanding video scribing universe.

We’re excited to hear your stories and to see your scribes emblazoned across the world.

You can chat with us on Facebook, Twitter and LinkedIn.
Jon Air, Sparkol CEO

Jon established Sparkol in 2008 to empower people to engage their audience through simple tools. VideoScribe is the fruit of this ethos.

VideoScribe users create engaging scribe video animations quickly and easily without the need for technical ability or design know-how. With over 100,000 scribes made each month, VideoScribe is helping its users produce incredible content worldwide.

www.sparkol.com | www.videoscribe.co

Eric Oakland, CIO at Truscribe

Since launching its first scribe video in January 2011, TruScribe has looked to its Scribology™ method of video scribing to guide the use of style, medium and technology to present clients’ messages clearly.

Based in principles of neuroscience, Scribology™ seeks to improve the efficiency of knowledge transfer and depth of retention. Everything TruScribe does is scrutinised through this lens to maintain standards of quality over hundreds of hand-drawn videos.

www.truscribe.com
Chipp Walters, communications expert

With a background in industrial design, Chipp’s passion for communication and problem-solving has served him well.

Chipp has led a number of design companies and worked on the design for many of the first computers, including IBM, Dell, and Apple. He also headed the team that designed the first Initial Lunar Habitat for NASA, followed by a Mars Habitat concept.

Critical to the success of all those projects was the ability to communicate his ideas succinctly, a skill that has proved useful with his independent scribing business.

blog.chipp.com

Thanks for reading!

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 Gaul