

How to Make and Test Videos (with Limited Time and Money)

(with Limited Time & Money)

**A Guide for
Legal Services
Organizations**

If you create print publications to inform your communities about their legal rights and responsibilities, videos can amplify your educational outreach efforts. This guide will help you start making and field-testing videos within a few weeks and with minimal cost.

Why make videos?

Many people learn through visual and moving images, rather than text alone
Videos can complement your in-person educational outreach events
Videos posted online counteract misinformation by changing search results

This guide is for you if you work at a legal services organization with limited time and money AND

- You have never made a legal education video OR
- You have made a legal education video, but don't know how (or even if) it works for your community.

Steps to Making and Testing Videos

Page

1. Ask your community to suggest a topic.

1

2. Write a script with pictures and movement

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If you create print publications to inform your communities about their legal rights and responsibilities, videos can amplify your educational outreach efforts.

Below, you can download a copy of a 10-page Guide called, "How to Make and Test Videos (with Limited Time and Money)."

This guide will help you start making and fieldtesting videos within a few weeks and with minimal cost.

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- Many people learn through visual and moving images, rather than text alone
- Videos can complement your in-person educational outreach events
- Videos posted online counteract misinformation by changing search results
- Videos can connect viewers to your print publications and direct services

Steps to Making and Testing Videos

1. Ask your community to suggest a topic.
2. Write a script with pictures and movement.
3. Create a series of visual images with text.
4. Record voice-over narration.
5. Edit audio tracks and visual images in an editing program.
6. Show the draft video to a community group and listen up!
7. Change the video based on the community feedback.

This guide also includes:

- Recommended Resources, Software and Hardware
- Video Guidelines & Test Questions
- Sample Script Template
- Video Starter Pack. Free images you can use in your video.

Last updated on January 08, 2022.

[Tech Tips](#)

Files

[Video Guidelines and Test Questions Checklist - 1 page.pdf](#)

[How to Make and Test Videos with Limited Time and Money - 10 pages.pdf](#)

Print

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