Video Guidelines & Test Questions for Legal Services Organizations

Check your video to make sure you…	Then test your video by asking your viewers…
Write a simple, direct script. ☐ Use active voice. ☐ Use direct address (you/your) ☐ Aim at your viewers' literacy level. ☐ Remove specialized terms (or simplify and define) ☐ Use analogies and stories to explain complex concepts.	☐ Were there words you didn't quite understand? ☐ Are there concepts the video mentioned that are still confusing? ☐ Do you have more questions now that you have watched the video? ☐ Who do you think this video is for?
Make your video easy to follow and remember. ☐ Use sections to break up the material with short, clear headings. ☐ Put the most important information in the first 30 seconds. Repeat it at the end.	☐ Did the video make sense or was it confusing or hard to follow? ☐ What is the main point of the video? ☐ What would you tell a friend about this video?
Don't overload viewers. ☐ Use fewer than 150 words per minute. ☐ Keep it about 3 - 5 minutes or shorter ☐ Make a few points well rather than explain every accurate detail.	☐ Did the narration go by too fast or just right? ☐ Was there too much information to remember? ☐ Would you have to re-watch or rewind this video again to understand it?
Make on-screen text readable. ☐ Use an large size with a simple, sans serif font. ☐ Don't underline and use ALL CAPS and italics sparingly. ☐ Don't put light colored lettering on light background. ☐ Keep text on the screen for a minimum of 5 seconds.	☐ Did the words go by too fast? ☐ Did you have trouble reading the words while listening to the narration? ☐ Were any words illegible? ☐ Would you have liked more visuals or animation?
Create appealing, helpful visuals. ☐ Use visuals that help tell the story. ☐ Use visuals that do not distract from the narration. ☐ Use visuals and text that complement each other. ☐ Use culturally sensitive and inclusive visuals	☐ Were the visuals distracting, offensive, or patronizing? ☐ Or did the visuals help make the video interesting and helpful? ☐ Did the movements and animations make sense or did they seem unnecessary?
Remind viewers what to do next. ☐ Emphasize 1 - 3 effective easy-to-remember action points. ☐ Direct viewers to more detailed print publications or your organization's contact information.	☐ Do you know where to look next? ☐ Would you share this video with a friend? ☐ Would you seek out other videos like this?