



AI YOUTH WORK
NAVIGATOR



VIDEO TUTORIAL GUIDEBOOK

www.ai4youthworkers.eu

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INTRODUCTION

This guidebook was created as part of the Erasmus+ KA2 “AI Youth Work Navigator” project. It is designed to support youth organisations and youth (information) workers who want to develop their own engaging and informative tutorials on using AI tools in their work with young people.

While you will find the theoretical knowledge needed for video tutorial creation, our goal was also to make the guidebook practical by inviting you on the behind-the-scenes “journey” of our own creation process. Throughout the guidebook, you will find insights from the development of “AI Youth Work Navigator” video tutorials, showing how and why we made specific decisions along the way.

To keep the guidebook easy to navigate, it is divided into several chapters, each offering insights and practical advice. You can read it from start to finish, or simply jump straight into the chapter that fits where you currently are in your video-making process.

We hope the guidebook will be a useful resource. Enjoy reading!

AI use disclaimer. AI tools were used during the preparation of this guide. Grammarly was used to check grammar, spelling and language clarity. ChatGPT was used for brainstorming, discussing ideas and reviewing draft text, including the suggestions for grammar, wording, structure and readability. All suggestions made by AI tools were checked and edited by the authors. The final content and decisions remain the responsibility of the authors and project team.

TYPES OF VIDEO TUTORIALS

A video tutorial is a form of instructional content designed to guide viewers through a specific task, process or concept. Video tutorials provide **step-by-step instructions, demonstrations or explanations** designed to help viewers learn new skills, solve problems or achieve other goals.

There are different types of tutorials, and the type used depends on what the tutorial aims to achieve – the purpose of the tutorial. Here are the most common types classified by production style/format:

SCREENCAST. A screencast is a screen recording that shows what is happening on a computer, tablet, or mobile device. It is usually combined with voice-over narration.

PRESENTER-LED. A presenter-led video involves a person, the presenter, speaking directly to the viewers. This format keeps the presenter as the main focus and helps build a personal connection.

HYBRID. This type of video includes both screen recordings and the presenter (usually appearing in a small window in the corner of the screen).

SLIDE-BASED. A slide-based tutorial combines slides (PPT, CANVA, Google Slides, etc.) with voice-over narration or a small presenter video in the corner. The slides usually include text, examples, infographics, pictures, simple animations, etc.

DEMONSTRATION. This type of video is used to show how to complete a task or activity. The camera focus is on the action itself, not the presenter.

ANIMATED. An animated tutorial uses animated characters or avatars, animations, graphics, moving icons and other visual elements to explain a topic or a process. It can be fully animated or have some animated parts.



Creating your video tutorial

Let's look at how to create a video tutorial without technical jargon, using simple steps. It is important to understand that you don't have to be a specialist or a video editing expert to create a video tutorial, but you have to be willing to dedicate your time to explore, learn, and experiment with different ideas and tools.

STEP 1. NEEDS ANALYSIS: DEFINING THE OBJECTIVES AND AUDIENCE

Before you start developing a video, you need to decide two things: **what you want to explain (objective) and whom you are explaining it to (audience)**. It is important to remember that creating a tutorial for beginners will be different from creating a tutorial for experienced audiences – the language used, the pacing and the level of detail all depend on the audience.

Here are some guidance questions that can help you to define your objective and audience:

- ➡ What should the viewer be able to do after watching my tutorial?
- ➡ What level of prior knowledge do they have?
- ➡ What specific challenge(s) am I trying to solve?
- ➡ How much time are they willing to invest in learning this?
- ➡ Where and how will they watch the tutorial (computer, phone, etc.)?

Answering these questions will allow you to design clearer, better-structured video tutorials.

EXAMPLE

AI YOUTH WORK NAVIGATOR

In the AI Youth Work Navigator project, we decided that we wanted to help youth (information) workers to understand how they can use AI tools in their daily work.

We already knew our audience and had a general aim. The next step was to understand their needs more clearly and decide what the tutorial should focus on.



RESEARCH

For this purpose, we developed and carried out an extensive online survey at the European level to understand how youth (information) workers use AI in their work, for what purposes and what knowledge gaps exist.

Based on the survey results, we created a list of AI tools and tested them ourselves. From this list, we selected 15 tools based on several criteria – how useful these tools are in youth (information) work, whether they can be used in different ways, how easy they are to use and how affordable they are, and whether they can be used responsibly.

COMMUNITY INVOLVEMENT

After that, we tested the selected tools with youth (information) workers from Cyprus, Croatia, Germany, Spain and Slovakia.

Youth (information) workers then voted, helping us to decide which tools should be included in the video tutorials.

STEP 2. CHOOSING THE VIDEO FORMAT

Once you have decided on the objective of the video tutorial and know your audience, the next step is to decide which format would work best – screencast, presenter-led, hybrid, slide-based, demonstration or animated. This should be done before preparing a script, as it will influence how the tutorial is planned, written and recorded. However, it can be adjusted later during script development.

For example, if the video tutorial aims to present and showcase the use of a digital tool, a screencast or hybrid format would be most suitable as it allows the viewer to follow the process step by step. If the tutorial aims to explain a concept, a presenter-led or slide-based format may work better. If the video tutorial aims to show a physical activity or practical process, the demonstration format would be the best choice.

The format does not necessarily have to be one type. In some cases, a video tutorial can combine several types. What is important is that the chosen type or combination of types supports the main objective of the tutorial and is suitable for the audience.

AI YOUTH WORK NAVIGATOR EXAMPLE

In the AI Youth Work Navigator project, we decided that a hybrid format would work best for our tutorials:

- Screen recordings will allow us to show the AI tool in use and guide viewers through a specific process step by step.
- A presenter-led format, especially in introduction and summary sections, would allow us to make the tutorial feel more personal and guided.

During the development of the script (next step), we also realised that some parts of our tutorial, such as intro, outro, transitions and key messages, could be better presented through simple animations. As a result, at the end we had a combination of different formats – screencast, presenter-led and animated.



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STEP 3. WRITING A SCRIPT

The script is a text-based document that outlines the action and content of the video. There are several script models you can choose from:

- ➤ **WORD-FOR-WORD SCRIPT.** You write everything that will be said in the video. While it takes more time to prepare, it makes recording way easier as you just have to follow what is written.
- ➤ **TEXT-BASED SCRIPT.** You list the main topics you want to cover and organise them into a logical beginning, middle and end.
- ➤ **BLOCK SCRIPT.** You divide the content into sections, such as opening, context, main steps, summary and next steps.
- ➤ **TWO-COLUMN SCRIPT.** One column shows what viewers will see, and the other shows what they will hear. This makes it easier to match narration with visuals, slides, screen actions or other elements.

Here are some tips for preparing a script:

Research the Topic. If you are not familiar with the topic or tool, research it before writing.

Focus on One Main Message. Try not to include too many ideas in one script.

Keep Visuals in Mind. Plan the script together with the visuals, screen actions or slides.

Use a Neutral Tone. Use friendly, conversational language and humour only when appropriate.

Keep it simple. Use short sentences, clear language and avoid unnecessary technical jargon.

Read the Script Out Loud. This helps you check the tone, pace and wording.

Review the Script. Ask someone else to check whether the steps and language are clear and whether anything is missing.

STORYBOARD

For more complex tutorials, you can also create a storyboard. It helps you plan what viewers will see and hear, in what order, and what needs to be prepared before recording. It can also be useful when several people are involved.

A simple storyboard can be a table showing each section of the video, the visuals or screen content, and the text or audio. You can use a ready-made template or create your own.

Project Name: _____ Page: _____ of _____
 By: _____ Date: _____

_____	_____	_____	_____
_____	_____	_____	_____

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Figure 2. Storyboard template. Source: Education World, “Free Storyboard Template – 8 Panel”

EXAMPLE

AI YOUTH WORK NAVIGATOR

Once we selected the 5 tools together with youth workers, we started preparing the scripts.

We began by testing and experimenting more with the selected tools and asking ourselves:

- What youth (information) work task could this tool support?
- What use case would be realistic and relevant for the tutorial?
- What key functions of the tool can we show?
- What do we want to achieve with this tutorial?
- What limitations (if any), risks and responsible use points should we mention?

After that, we brainstormed ideas about what task or process each tutorial could show.

Since we wanted to have full control over the narration, we started by preparing a **word-for-word script** that was divided into several sections:

1. Intro and project branding
2. Presenting the problem (Youth work applications)
3. Presenting a tool as a possible solution
4. Practical demonstration of the tool
5. Other uses of the tool – extending learning
6. Summary, reflection and tips
7. Outro

Each section included a title, an approximate length, a short description of what would appear on the screen and text for voice narration.

We started with a script for one selected tool, but the same script template was later used to develop other scripts. The first draft script was then shared with colleagues for review and then with a specially selected focus group: youth (information) workers, policymakers, AI professionals, representatives from research institutions, tech companies, etc.

The feedback was then incorporated into our script before moving to the next stage.



STEP 4. CHOOSING THE RIGHT TOOLS AND SOFTWARE

Once you have decided on the format(s) and prepared a script, it is time to choose the software and tools you will use to create a video tutorial. This does not mean you have to use complicated or professional tools. We recommend using the tools you already have and software you already use or are familiar with. If you are not familiar with any software, check whether your colleagues are familiar with it and can assist you or show you how to use it.

TOOLS: LEVEL DEFINITION

The tools mentioned in this guidebook are grouped by user level to make it easier to choose the most suitable option:

- **Entry level** refers to tools that are simple to start with and require little or no previous experience. The tools are usually useful for basic tasks or creating simple content.
- **Intermediate level** refers to tools that offer more options and flexibility but are still relatively easy to use. These tools may require more time to explore, but they are useful when you want more control over the outputs.
- **Advanced level** refers to tools that offer more advanced features or are better suited for complex projects. These tools usually require more time to learn and use, but they include advanced settings, detailed editing options and other features that support professional content creation.



When choosing between free and paid versions, it is also worth checking how the platform handles your data. Paid versions may offer more control over privacy, storage or use of uploaded content, but this should always be checked in the platform's terms and privacy policy.

ENTRY LEVEL



For simple animations, **PowerPoint** can be a good starting point, especially as it is already used by many people. It allows users to add basic animations and transitions to slides and export the presentation as a video.

INTERMEDIATE LEVEL



Adobe Express can be a great option, especially if you already use Adobe tools and want a Canva-like tool with ready-made templates. It allows you to customise templates, add your own text, images, icons and other graphic elements. It is more suitable for simple design animations and short animated videos. There is a free version, but it has limitations.



Renderforest is another tool, but it is more focused on animation-based videos. It offers ready-made templates for animated explainers, whiteboard-style videos and logo animations. It can be useful when you want the final result to look more like an animated video rather than a visual with some movement. There is a free version, but it has limitations.

ADVANCED LEVEL



For more advanced animations, **PowToon** and **Animaker** could be great choices. Both of these tools offer animated scenes, characters, visual effects, and other templates to use, but it may take more time to learn how to use them. To access all features, a paid subscription is required for both of these tools.



EXAMPLE

AI YOUTH WORK NAVIGATOR

Since our tutorials have different elements – speaker, screen recording and simple animation – we have used several different tools. We already use the majority of the tools in our daily work, with HEYGEN being the only exception. Let's take a look at them:

ANIMATION

CANVA is a web-based design platform that enables the creation of a variety of graphics, presentations, social posts and videos.

We use CANVA in our daily work, so we are quite familiar with it. The intro and outro parts, as well as light animations, were made using this tool.

There are also other tools that can be used for animations, depending on your experience, budget and specific needs.

OTHER OPTIONS

ENTRY LEVEL



Loom can be a useful tool when you need to record a short tutorial part with your screen, camera and voice, without spending much time on setup. It is suitable for short explanations rather than longer tutorials or tutorials that require more editing. There is a free version, but it has limitations.

INTERMEDIATE LEVEL



ScreenPal can be a good option when the screen recording is an important part of the tutorial. It allows you to record the screen and webcam together, choose which part of the screen you want to record and place the webcam over the screen. It also offers annotations and some editing options. This makes it more suitable when you want to “clean up” the recording before using it in your final tutorial. To access all features, a paid subscription is required.

ADVANCED LEVEL



ActivePresenter is a more advanced screen recording tool. It can record the screen, webcam, microphone and system audio at the same time. It also includes more advanced video editing options, such as cutting, adding captions, annotations, highlights and other visual elements. It can be useful when you want to create more detailed tutorials or even e-learning videos, but it may take more time to learn how to use it. To access all features, a paid subscription is required.

EXAMPLE

AI YOUTH WORK NAVIGATOR

SCREEN

RECORDING

Since we only needed a screen recording, we used the screen recording tool on our computer.

To screen record on Windows, press *Windows + Shift + R*, then select the area of the screen you want to record. Alternatively, to screen record on your Mac, press *Shift + Command + 5*.

However, if you need to record the screen and the presenter at the same time, there are some tools you can use.

ENTRY LEVEL



TTSMaker can be a useful tool if you need a very simple text-to-speech generator without registration. The free version offers up to 20 000 characters per week, although the number of characters you can generate at one time depends on the selected voice. However, the voice options may sound less natural than in other, more advanced tools.

INTERMEDIATE LEVEL



Murf AI can be a good option when you want more control over the voice narration. Besides allowing you to create narration from text, it also gives you options to adjust how the voice sounds. For example, you can choose a style and adjust speed, pitch, emphasis and pauses – all of which can make the voice sound more natural. It also offers other tools such as a voice changer, AI dubbing and voice cloning. To access all features, a paid subscription is required.

ADVANCED LEVEL



LOVO/Genny can be useful when you want to work on voice narration and video editing on the same platform. It allows you to create the voice-over and work on your video in the same place. This means that you can add your script, generate voice narration, match it with your video/visualisations, adjust timing and continue editing the video without the need to use several tools and platforms. There is a free trial option, but to access all features, a paid subscription is required.

EXAMPLE

AI YOUTH WORK NAVIGATOR

VOICE

NARRATION

ELEVENLABS is an advanced AI audio and speech generator platform. We used this platform to produce text-to-speech voice narration for the intro and outro of our tutorial videos.

The platform has many voices to choose from. They can be searched by language, accent, gender, age and category/style. After selecting a voice, the platform also offers voice settings, such as speed, stability and exaggeration, which can be adjusted.

ElevenLabs also offers other features, such as voice cloning and changing, dubbing and subtitles. However, the free plan has limited monthly credits, and access to all features requires a paid subscription.

Here are also some other tools you can experiment with.

ENTRY LEVEL



D-ID can be useful when you want to create a simple, talking-head avatar video quickly. It is designed to turn an image, photo or selected avatar into a speaking presenter. This makes it useful for short avatar clips or testing an idea before making a full tutorial video. To access all features, a paid subscription is required.

INTERMEDIATE LEVEL



Synthesia can be a great tool for creating full video tutorials with an avatar presenter. The platform works like a video or presentation editor: you can create scenes, add visuals, place your avatar in the layout and add a script. You can use ready-made avatars or create your own by cloning yourself or using a prompt. It also features multilingual voiceovers and translations. To access all features, a paid subscription is required.

ADVANCED LEVEL



Colossyan can also be used to create avatar-presenter videos, but its main strength is when video is used for training or e-learning. Like other tools, you can choose from ready-made avatars or create your own. However, Colossyan also lets you add interactive elements such as multiple-choice questions or branching scenarios, where the video adapts to the viewer's choices. Because you can export videos as SCORM packages, it is much more suitable for interactive learning activities than only scripted presentations. To access all features, a paid subscription is required.

EXAMPLE

AI YOUTH WORK NAVIGATOR

AI AVATAR

CREATION

HEYGEN is an AI video platform that generates avatar-based videos, translates spoken content and enables realistic lip-sync in multiple languages.

We used this tool to create our own project avatar – Eleni, who acts as the presenter in our video tutorials.

There are several reasons why we decided to use an AI avatar. First, it provides consistency – we can use the same presenter in all the video tutorials. It is especially important if we decide to create more video tutorials in the future.

Secondly, it is more practical in terms of resources, as we do not need to organise a specific place for filming or equipment, hire a speaker, or re-record the whole video any time we want to make small changes.

STEP 5. PRACTISING AND RECORDING

If you are recording yourself on video or audio, practise what you will say first. Read your script out loud or rehearse your main points. For video, also pay attention to your posture, hand movements and gestures.

If you are recording your screen, especially to show how to use a digital tool or platform, practise the steps in advance. Know what to click and what you need to show. Close unnecessary tabs and programmes, and make sure no personal or sensitive information is visible.

Don't forget to prepare a suitable space as well – find a quiet space where you will not be interrupted. Here are some tips for recording:

- **Remember to Breathe and Don't Rush.** If we are not used to recording ourselves or even our screens, the nerves can take over, and we feel the urge to finish it as soon as possible. Slow down, breathe and speak slightly more slowly than you normally would.
- **Use Pauses.** Always use pauses, especially after explaining an important concept or step – it gives the viewer time to process the information.
- **Don't Aim for Perfection on the First Try.** If you make a mistake, don't stop recording immediately. Pause, concentrate and repeat that part. It is easier and less time-consuming to edit out mistakes later than to start over whenever something goes wrong.
- **Make a Short Test Recording.** Before recording the full video, make a short test recording. This will allow you to check sound, camera, screen quality, visibility, font size and background noise.

STEP 6. VIDEO EDITING

Editing is one of the most important stages in creating a video tutorial. A well-edited tutorial will not only look professional but also make it easy to engage viewers and support knowledge acquisition.

The exact process will depend on the software you use, but most tutorials involve the following basic steps:

- 01 IMPORTING & ARRANGING MATERIALS** - bring your videos, images, animations and other files into the editing software and place them in the correct order.
- 02 TRIMMING & ADJUSTING THE FOOTAGE** - remove unwanted parts and adjust the duration or speed where needed. Leave a short pause before and after speaking to make trimming easier.
- 03 EDITING VISUALS** - adjust brightness or contrast if needed, and add text, graphics or transitions where they help viewers follow the tutorial.
- 04 ADDING AUDIO & CAPTIONS** - add narration or background music and make sure it matches what is shown on screen. Adjust the volume or use simple fades where needed. Check captions for accuracy and accessibility.
- 05 EXPORTING THE VIDEO** - choose the appropriate file format, resolution and quality for where the video will be used.

OTHER OPTIONS

ENTRY LEVEL



Canva can be useful when you want to use a simple video editing tool that does not require a lot of time to learn how to use it. It is a good tool for creating a simple, visually clear video tutorial. There is a free version, but it has limitations.



OpenShot can be useful when you want a free video editing tool that is focused mainly on editing but is still simple enough to start with. It can be used for basic editing tasks such as cutting, trimming, arranging video clips, adding text, transitions and audio.

INTERMEDIATE LEVEL



Filmora can be useful when you need more editing options than simple tools can offer, but you are not ready to work with more advanced software. It can be used when a tutorial needs more detailed editing, for example, syncing audio with the video, adding captions, using keyframes, changing the speed more precisely, correcting colours or adding motion effects. There is a free version, but it has limitations.

ADVANCED LEVEL



DaVinci Resolve can be used when you want a more advanced editing tool that is free. It can be used when a tutorial needs more precise editing, captions, motion graphics, effects and sound work. However, it may also take time to learn, especially if you do not have experience with video editing.

EXAMPLE

AI YOUTH WORK NAVIGATOR

VIDEO

EDITING

For the final video editing, we chose to use a tool that we were familiar with and had used before - **Adobe Express**.

Adobe Express is a design, photo and video editing tool. It has a free version, but some features are limited or require a paid subscription.

We used Adobe Express to combine different parts of our tutorial, such as intro and outro, simple animations, screen recordings and presenter-led videos. We also used it to match the audio with visual elements (by cutting, trimming and changing the speed of some parts), add transitions and make final adjustments.

Besides Adobe Express, there are also other tools you can use.

STEP 7. FEEDBACK AND SMALL CHANGES

Once the first version of your video tutorial is ready, it is a good idea to share it with your colleagues or with a small focus group. The focus groups can include representatives from your target audience (for whom the video is designed), colleagues and experts. This can help you see the tutorial from an outside perspective and understand whether it is clear, useful and easy to follow.

When asking for feedback, try to focus on specific points. For example, ask if the explanation is clear, whether the steps are easy to follow, whether the video pace is suitable or whether anything important is missing.

If the feedback suggests small changes that would make the tutorial clearer or easier to follow, make those changes before finalising it. However, it is important to understand that major changes may not be realistic to make at this stage. The goal of gathering feedback is not to start the video tutorial from scratch, but to improve parts that require small, doable adjustments.

AI YOUTH WORK NAVIGATOR EXAMPLE

During the development of the video tutorials, we used both internal and external evaluation. For internal evaluation, we reviewed the video ourselves and asked our colleagues to provide feedback.

For external evaluation, we organised two focus groups. The first focus group was designed to gather feedback on the script, while the second one focused on the first version of the video tutorial. The focus groups gathered youth workers, policymakers, AI professionals, and representatives from research institutions and tech companies.

We implemented small suggestions from both internal and external testing before producing the final version of the video tutorial. The finalised tutorial structure served as a template for the production of other video tutorials.

STEP 8. SHARING AND FOLLOW-UP

Sharing the tutorial is as important as creating it. Even a well-made tutorial will not be useful if the target audience does not know it exists, where to find it or why they should watch it. Therefore, you should think carefully about where and how the tutorial will be shared.

Share your tutorial on platforms that fit the purpose of the tutorial and the audience you want to reach. For example, public tutorials can be shared on YouTube, social media or your website. Structured training tutorials may be best shared on e-learning platforms, especially if you want to include any additional learning materials or quizzes. For internal tutorials, sharing the video in the organisation's cloud storage or sharing a link by email may be enough.

When sharing a tutorial, keep in mind that people need a good reason to click and watch it. Instead of only sharing a video link, you may want to explain what the tutorial is about and why it is worth watching. Make sure that the video title, description and overall message are clear and engaging. Also, do not forget to keep resharing the tutorial when it is relevant, for example, during workshops, training sessions, onboarding or social media campaigns.

Furthermore, it is useful to follow up after the tutorial has been shared. Whenever possible, check indicators such as how many people have watched the video, whether viewers stopped watching at certain points, whether some parts were rewatched and whether the viewers asked follow-up questions or shared feedback. This can help you understand whether the tutorial was useful for the target audience. If the tutorial is not being watched or used as expected, you should consider the reasons behind it and what needs to change - is it the title, description or sharing channels? In some cases, it may also mean that another approach would work better for the target audience, such as live demonstrations, workshops or direct support through mentoring.

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ANNEX 1.

VIDEO TUTORIAL: SCRIPT TEMPLATE

QUESTIONS	ANSWERS
1. Who is my audience?	
2. What specific challenge will this tutorial solve?	
3. What will the audience be able to do after watching this video?	

SCENE	NARRATION	VISUALS



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ANNEX 2.

VIDEO TUTORIAL: CHECKLIST

Use this checklist before recording, during editing and before sharing the tutorial.

PLANNING AND PREPARATION

- ☐ Define the objective and target audience.
- ☐ Choose the most suitable video format.
- ☐ Prepare a clear and focused script.
- ☐ Choose the software, tools and equipment.
- ☐ Check permissions for external materials.
- ☐ Collect consent if people appear in the video.
- ☐ Check safeguarding requirements if minors appear in the video.

RECORDING

- ☐ Choose a quiet space and reduce interruptions.
- ☐ Test sound, camera, lighting and screen recording.
- ☐ Clean up the desktop, close unnecessary tabs, documents and programmes and mute notifications.
- ☐ Hide personal or sensitive information.
- ☐ Make a short test recording.

EDITING

- ☐ Arrange video parts in a logical order.
- ☐ Cut or trim unnecessary parts.
- ☐ Match voice narration with what appears on screen.
- ☐ Make important steps and buttons visible.
- ☐ Use text, arrows, highlights or zoom only when needed.
- ☐ Check sound levels and background music.
- ☐ Add captions or correct auto-generated captions.

BEFORE SHARING

- ☐ Watch the final video from beginning to end.
- ☐ Collect feedback, if possible.
- ☐ Make small, doable changes where needed.
- ☐ Prepare a clear title, caption and sharing message.
- ☐ Choose the most suitable sharing platform.
- ☐ Do a final copyright, consent and privacy check.



AI YOUTH WORK NAVIGATOR



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