



AI YOUTH WORK
NAVIGATOR



VIDEO TUTORIAL

QUICK GUIDE

8 STEPS

www.ai4youthworkers.eu

BEFORE YOU START

A video tutorial should help viewers understand a specific task, process or concept. Depending on what you want to achieve, it can explain a digital tool, demonstrate an activity, introduce a procedure or provide step-by-step guidance.

In youth (information) work, video tutorials can be used to explain information, tools, services, procedures and opportunities. They can be created for young people, but also for colleagues, volunteers, interns or partner organisations who need practical guidance they can come back to when needed.



KEEP LEARNING IN MIND

When preparing your tutorial, try to keep the content focused and easy to follow.

- **Guide attention.** Use headings, text, arrows, highlights or zoom when you need to show viewers what is important.
- **Break content into smaller parts.** Instead of trying to explain too much in one video, focus on one main topic, task or process.
- **Avoid unnecessary information.** Extra visuals, sounds or effects can make the tutorial more difficult to follow rather than more interesting.
- **Match what viewers hear with what they see.** If you are explaining a particular step, setting or button, make sure it appears on screen at the right time.

STEP 1. DEFINE YOUR OBJECTIVE & AUDIENCE

Before you start developing the video, decide what you want to explain and whom you are explaining it to.

A tutorial created for beginners will be different from one created for people who already know the topic. The language, pace and level of detail should match your audience.

- ▶ What should the viewer be able to do after watching my tutorial?
- ▶ Who is the tutorial for?
- ▶ What level of prior knowledge do they have?
- ▶ What specific challenge(s) am I trying to solve?
- ▶ How much time are viewers likely to spend watching?
- ▶ Where and how will they watch the tutorial - on a computer, phone or another device?

Try to keep one clear objective for each tutorial.

STEP 2. CHOOSE THE VIDEO FORMAT

Once you know your objective and audience, think about what viewers actually need to see. There are several common video tutorial formats:

SCREENCAST. A screen recording, usually with voice narration. Useful when showing how to use a digital tool, website or platform.

PRESENTER-LED. A presenter speaks directly to the viewer. Useful for explanations, introductions, reflections and guidance.

HYBRID. Combines screen recording with a presenter. Useful when you want to demonstrate a process but still have a presenter guiding viewers.

SLIDE-BASED. Combines slides with narration or a presenter. Useful when explaining information, concepts or key points.

DEMONSTRATION. Shows how to complete a physical task or activity.

ANIMATED. Uses animated characters, graphics, icons or other moving elements to explain a topic or process.

You do not have to use only one format. A tutorial can combine several of them if this helps to explain the content more clearly. The format should support the purpose of the tutorial, not make the production more complicated than it needs to be.

STEP 3. PREPARE YOUR SCRIPT

A script helps you plan what viewers will hear and what they will see. It does not always have to be a word-for-word document. Depending on the tutorial, you can prepare:

- a full word-for-word script;
- a list of topics or key points;
- a script divided into sections or blocks;
- a two-column script showing visuals on one side and narration on the other.

When preparing your 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.

If the tutorial is more complex, you can also prepare a simple storyboard showing the order of screens, slides, visuals or scenes.

STEP 4. CHOOSE YOUR TOOLS AND SOFTWARE

You do not need complicated or professional software to make a good tutorial.

Start with the tools you already know. If PowerPoint, Canva or the built-in screen recorder on your computer can do what you need, there may be no reason to learn a completely new programme.

Think about which parts of the tutorial you need to create:

I need to...	Tools
Create slides, graphics or simple animations	Canva, PowerPoint, Adobe Express
Create more advanced animations	PowToon, Animaker, Renderforest
Record my screen	Built-in screen recorder, Loom, ScreenPal, ActivePresenter
Create AI voice narration	ElevenLabs, TTSMaker, Murf AI, LOVO/Genny
Create an AI avatar presenter	HeyGen, D-ID, Synthesia, Colossyan
Edit the video	Canva, Adobe Express, OpenShot, Filmora, DaVinci Resolve

Some tools can support more than one part of the process. This can be useful if you have a limited budget or do not want to learn several different platforms.

When choosing a tool, think about:

- what you actually need it to do;
- how easy it is to use;
- whether you already know how to use it;
- whether a free version is available and what its limitations are;
- how much time you want to spend learning it.

The tools should support your tutorial, not make the process more difficult.

For detailed descriptions and examples of these tools, see the **Video Tutorial Guidebook**.

STEP 5. PRACTISE AND RECORD

Before recording, practise what you are going to say or show. If you are recording your screen, make sure you know the sequence of steps and what needs to appear on screen. Prepare before recording:

- Find a quiet space, mute notifications and close anything you do not need.
- Hide personal or sensitive information and make sure everything on screen is clearly visible.
- Test your sound, camera/screen recording, and make a short test recording.

When recording:

- Speak clearly and do not rush.
- Record in smaller sections if this makes the process easier.
- If you make a mistake, pause and repeat the part rather than starting again.

Also check which video format is suitable for where you plan to share the tutorial.

STEP 6. EDIT YOUR VIDEO

Editing is one of the most important stages in creating a video tutorial. 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.

STEP 7. FEEDBACK AND CHANGES

Once the first version is ready, show it to someone else before finalising it. This could be a colleague, someone from your target audience or a small group of people who can look at the tutorial from an outside perspective.

Instead of only asking “Do you like it?”, ask more specific questions:

- Is the explanation clear?
- Are the steps easy to follow?
- Is the pace suitable?
- Can you see everything you need to see on screen?
- Is anything important missing?
- Is there any part that feels too long or unnecessary?

You do not have to make every suggested change. The aim of collecting feedback at this stage is not to start the tutorial again from scratch. Focus on small, realistic changes that can make the final version clearer and easier to follow.

STEP 8. SHARE AND FOLLOW UP

Think about where your audience is most likely to find and use the tutorial. Depending on its purpose, you may share it through:

- YouTube;
- your organisation's website;
- social media;
- an e-learning platform;
- cloud storage;
- email;
- workshops, training sessions or onboarding materials.

Do not only share the video link. Make it clear what the tutorial is about and why someone should watch it. Prepare a clear title, description or a short message.



After sharing, check how the tutorial is being used whenever possible. For example:

- How many people watched it?
- Do viewers stop watching at a particular point?
- Are some sections watched again?
- Do people ask follow-up questions?
- What feedback are you receiving?

If people are not watching or using the tutorial as expected, think about why. The issue may be the title, description, sharing channel or the tutorial itself.

Sometimes a video tutorial may not be the best solution. Depending on the audience and topic, a live demonstration, workshop or direct support may work better.

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.



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