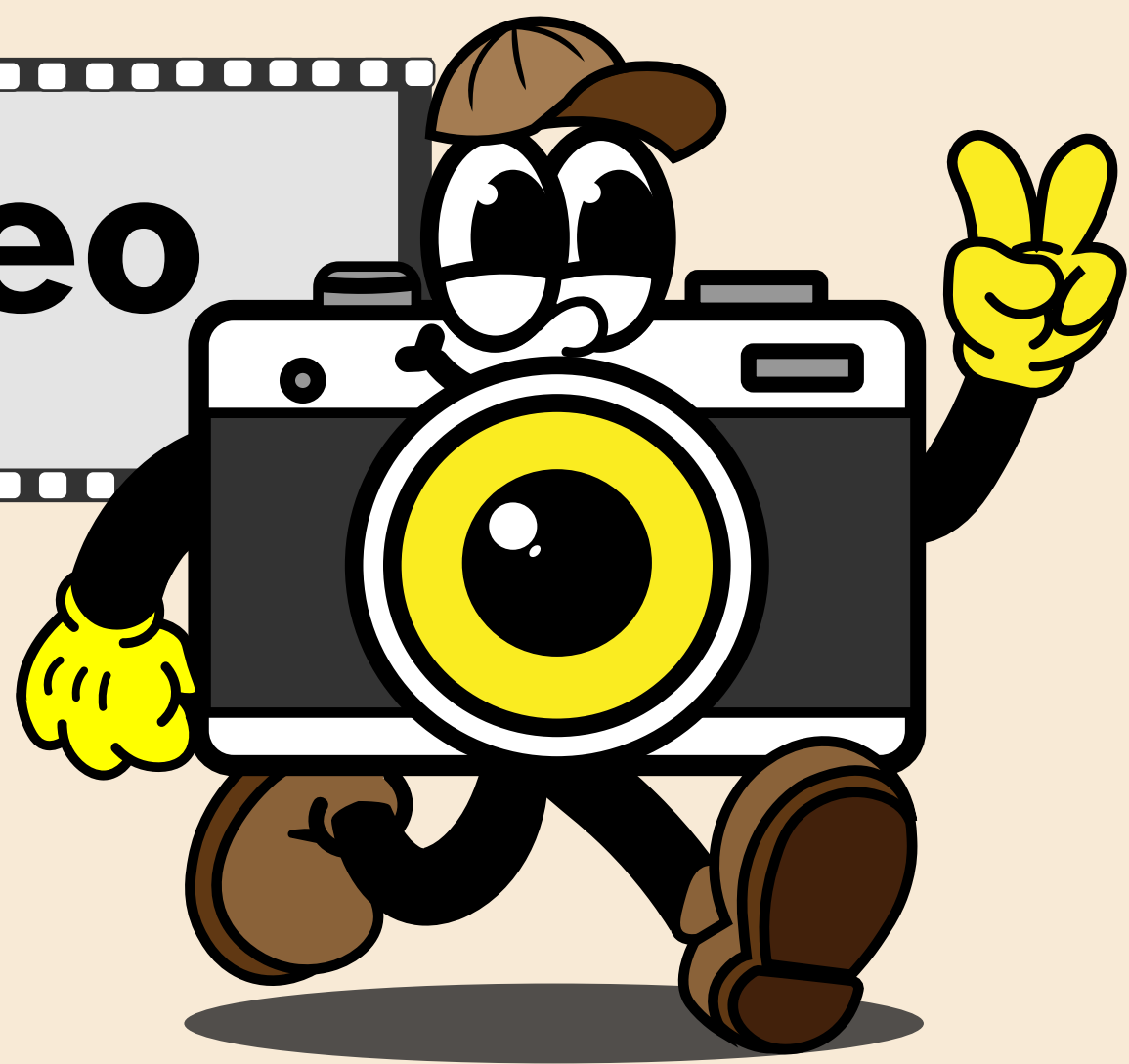
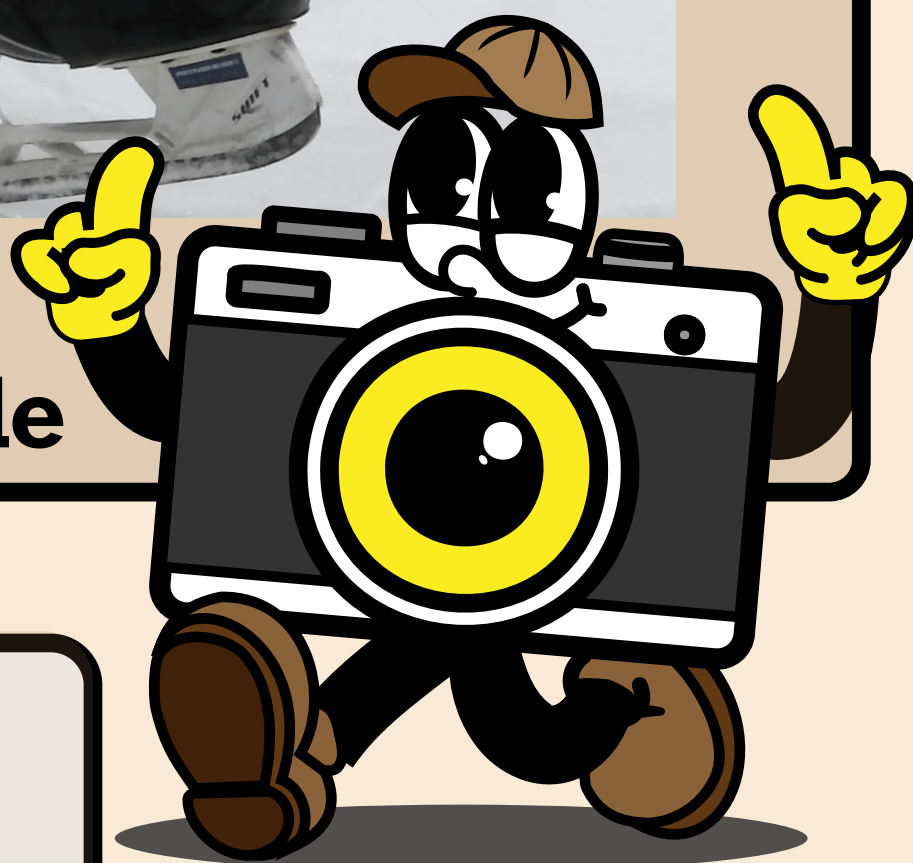


Instructional Video

Case Study



Instructional Video:
How to tape an ankle



My Process

For my GBDA 202 class project, I was tasked with creating a 1-minute instructional video. My video features Waterloo's women's hockey team and student trainer Andraenne Peck as she instructs viewers on "How To Tape An Ankle." The task was to educate viewers how to tape an ankle. The goal was to do this in a visually captivating way that catches the attention of more than just those trying to learn to tape an ankle.

Software Used

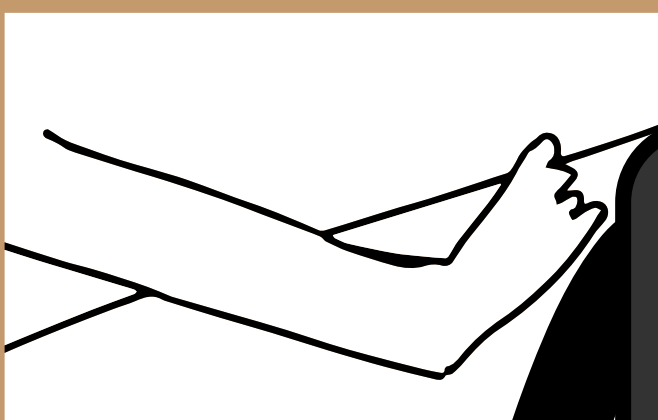


Premiere Pro
Industry standard editing software.



GarageBand
Audio editing and music application.

Story Boards

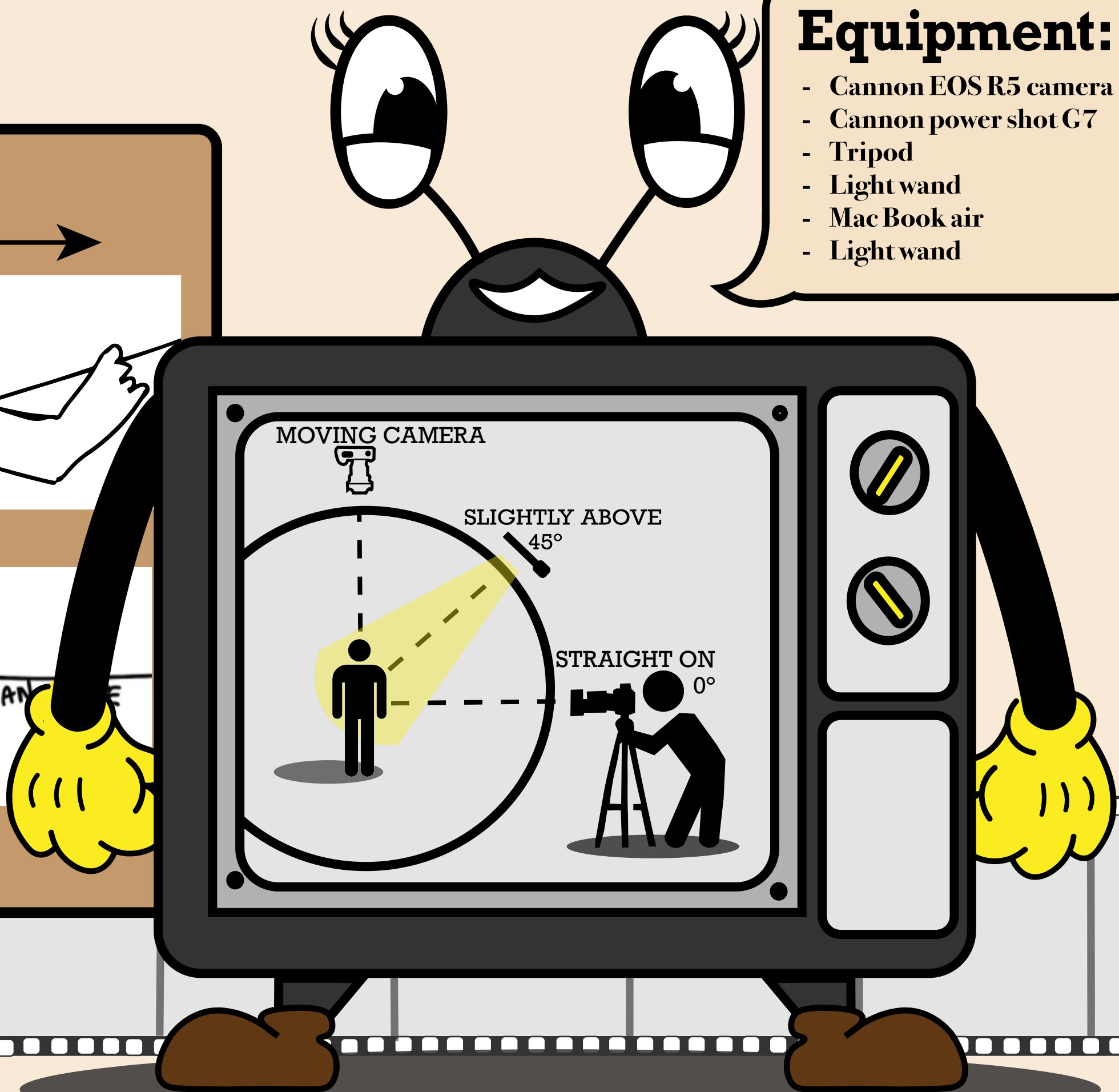


HOW TO TAPE AN ANKLE



Equipment:

- Canon EOS R5 camera
- Canon power shot G7
- Tripod
- Light wand
- Mac Book air
- Light wand



Production Pre & Post

Pre-Production

My process began with **research**, picking a topic that gave viewers a complete understanding in just a minute. Through collaboration and deliberation with the women's hockey team, I chose my topic.

Next was **planning**, which was done through the creation of treatments and storyboards. These outline each shot, including the action, timing, effects, and any texts. Included in this planning phase was arranging a location and scheduling filming sessions to coincide with the team's practices.

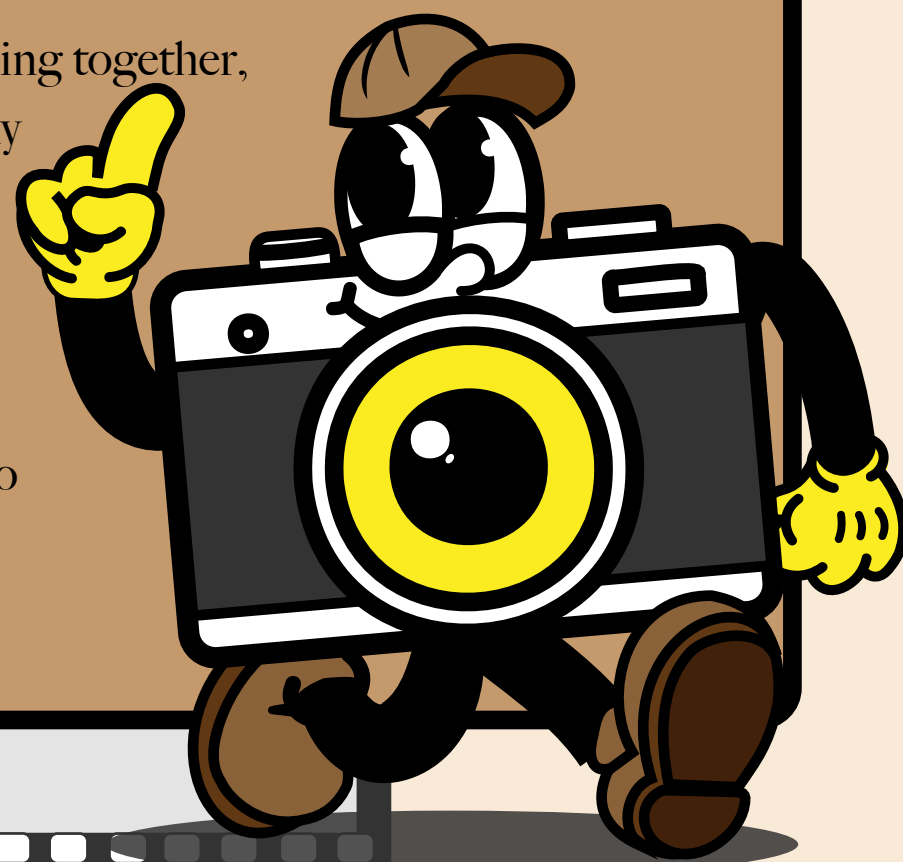
Production

Execution was my next step. But before arriving at the shot, I ensured that all necessary equipment was prepared and in working condition. Due to complications, I only had 10 minutes to shoot the whole process. I had one camera on a tripod and the other in my hand, focused on capturing clear and concise demonstrations of each step.

Post-Production

Following was the **rough edit and revision** stage. This included creating a rough edit and showing it to my peers for feedback. Through this, I was able to finalize ideas and hear from other creative minds.

The **final edit** is my last step. Putting everything together, adding final touches, and submitting is definitely the most satisfying stage. To finalize my video, I incorporated the feedback from my peers. This includes adding text, colour grading, audio editing, and background music. The result being a concise and informative video that teaches viewers to tape an ankle.



Challenges & Success

Challenges

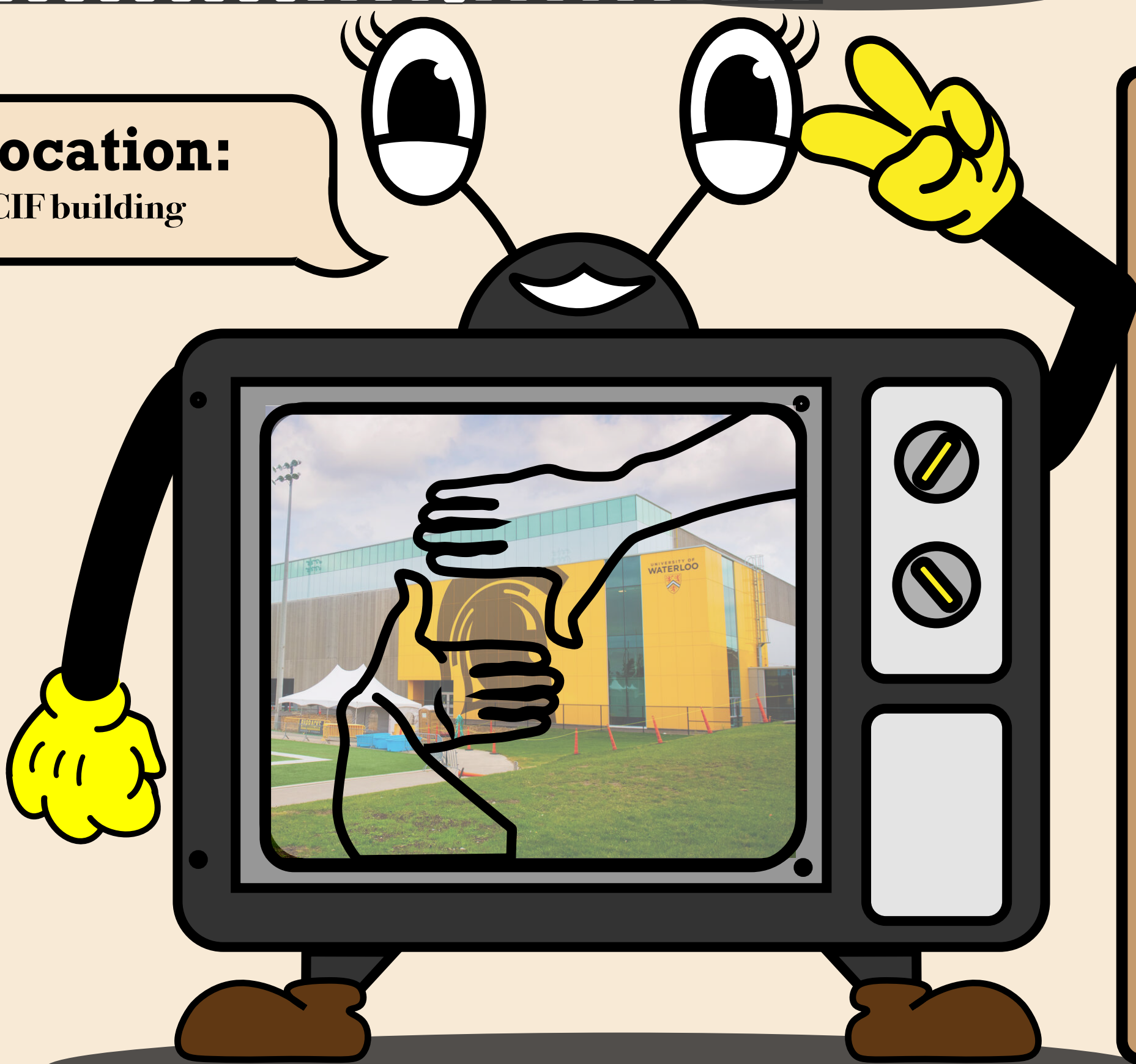
Despite the hours of planning and preparing, a wrench was thrown into my plan. The original room I scouted in CIF was unavailable, and a key hockey player was an hour late, leaving only minutes to shoot before practice. Through the considerable hurdles, I was able to think quickly and capture all the shots needed to create the video. This assignment taught me to adapt and overcome challenges while highlighting the value of flexibility and resilience. Through these challenges, I prevailed and produced a high-quality instructional video that I am proud of.

Success

The positive viewer feedback from the women's hockey team made this video feel like a big success. After it was complete, I showed them the video and watched them enjoy it. The positive feedback and praise were motivating and made this video feel like a huge success.

Location:

- CIF building



Skills Acquired

Through the execution of this video, I practiced and honed several fundamental skills in including:

Video Production: Added to my in-progress 10,000 hours. Working towards mastering video production techniques in all stages of production. From planning, scouting, storyboarding and more in pre-production to filming, lighting, and sound recording to finally exporting. The only way to get better is to practise, and this assignment gave me more practice.

Overcoming Hurdles: The unexpected reduction in shooting time and location switch made this assignment a great learning experience, teaching me things like quick thinking and adaptability. Being able to stray from the original idea and work quickly under pressure is a critical trait in videographers, and I am grateful I got the opportunity to practise these skills in this assignment.