

## Scripting the Template for an Interactive Multimedia Training Series

### The Situation:

This client had been busy. He and his videographer had already filmed a series of ten dog training classes and were ready to start assembling a series of lessons on DVD.

In addition to using the video footage, the client wanted to:

- Include graphics to reinforce the lesson points
- Add wrap around introductions for each segment of each lesson
- Inset coaching tips to enhanced the lesson content
- Inset check points so trainers stayed on track with the animal's learning.



**THE COURSE INCLUDES:**

**The Dog's Way DVD Training Course**  
**FOR DOGS OVER 7 MONTHS OLD**

- 12 lessons on 5 DVD's
- 15 reminder cards to take with you on your walks and homework sessions as a reminder of key "Do's" and "Don'ts"
- Bonus and problem solving video lessons on the 'students-only' website
- Your Workbook to follow along with each lesson.

**The workbook includes**

- Specific homework assignments
- A quick quiz on each section to solidify your theory learning
- Detailed competency self-assessments to track your progress

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### The Solution:

I was brought in to help the client develop a template that could be applied to the entire series of DVDs, and possibly for future series.

- The videographer provided me with a rough cut of the sequence for the first lesson and the client provided a basic lesson plan.
- I logged the rough cut, broke the lesson plan down and built a storyboard that segmented the lesson into quantifiable accomplishments.
- I placed "report cards" at the end of each segment and I wrote narrative to wrap each segment up and present the next goal.
- Next I identified lesson points and indicated where graphics could come up to reinforce those points.
- Then I identified and placed "coaching tips" that enhanced the lesson.
- Also I worked with the editor to design appropriate animations and graphics.

### The Result:

I delivered the interactive multimedia script template in a spreadsheet format to allow for clear file naming and placement of graphics and call-outs. The template served as the basis for the DVD series.

Video Production and Editing Collaborator: [Raintree Productions, Bellevue, WA](#)