# Developing Interactive Videos : A How-To Guide

## Introduction

The Digi Youth 2.0 project has created certain interactive educational videos for youngsters and youth workers that depict major key topics of digital (and non-digital) youth work. However, our goal in DiGi Youth is to perpetuate and encourage the passage of knowledge for others that want to use the resources and of course create them. With this in mind, we wanted to provide fellow youth workers and youngsters with the right knowledge and tools to create interactive videos on their own.

Interactive videos are an engaging way to present content, allowing viewers to make choices that influence the story or access additional information. This guide will walk you through the process of creating two types of interactive videos: choose-your-own-adventure and educational/training videos.

## 1. Planning your interactive video

### 1.1. Define your type of video: there are two major types of interactive videos

- **Choose your own adventure**: In this style of videos the viewer gets to choose the direction of the video. The major questions are "What story do you want to tell? What choices will you offer, and how will they impact the story?"
- **Educational/Training**: In this style of videos, the viewer is mostly following a linear storyline or course. Most of the elements on the video is to educate and explain various topics and concepts through pop-ups and links to educational material

# Choose your own adventure

## 1.2 Concept for a choose your own adventure video

Starting with the concept, think about real-life scenarios that youth (or your chosen target group) might face and how you can create a story around them. These could be situations like dealing with peer pressure, making healthy lifestyle choices, or navigating relationships. For example:

1. A story where viewers play as a teenager navigating the first day at a new school. They could choose to join different clubs, make friends with various groups, or handle conflicts that arise.
2. A community service project where viewers decide how to tackle a local issue, such as organizing a neighborhood cleanup or starting a youth-led initiative. Each choice could lead to different challenges and successes.



(src: https://hypemaker.co/nike-2/)
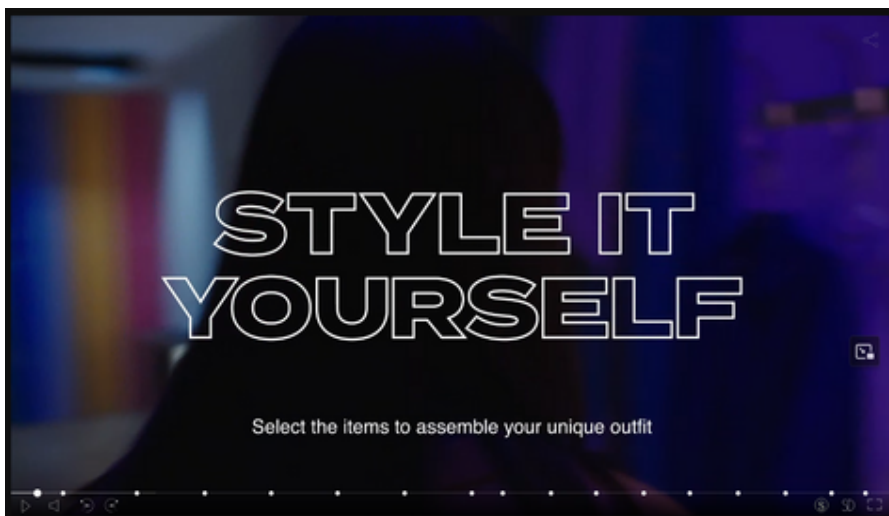
## 1.3 Key Choices for a choose your own adventure video

Once you have created the concept you can start with mapping the key choices that the viewer has to make. Remember, the user can set the direction of the story but you, the creator, get to say what is in the story. Examples of key choices are:

- In the new school scenario, a choice could be whether to sit with the sports team or the drama club during lunch. Each choice leads to different social dynamics and challenges.
- In the community service project, a choice could be whether to partner with a local business for sponsorship or to start a fundraising campaign. These decisions will affect resources and community engagement.

## 1.4 Outcomes for a choose your own adventure video

Lastly, you, the creator, need to plan for all the possible outcomes that the viewer might view and choose. This is where you can show the impact of the various decisions that the viewer made as they were watching the interactive video. For example:

- Sitting with the sports team might lead to joining the team but facing peer pressure. Sitting with the drama club could lead to new friendships and creative opportunities but also potential conflicts.
- Partnering with a local business could provide immediate resources but might come with obligations. Starting a fundraising campaign could build strong community support but require more effort and planning.



Educational/Training
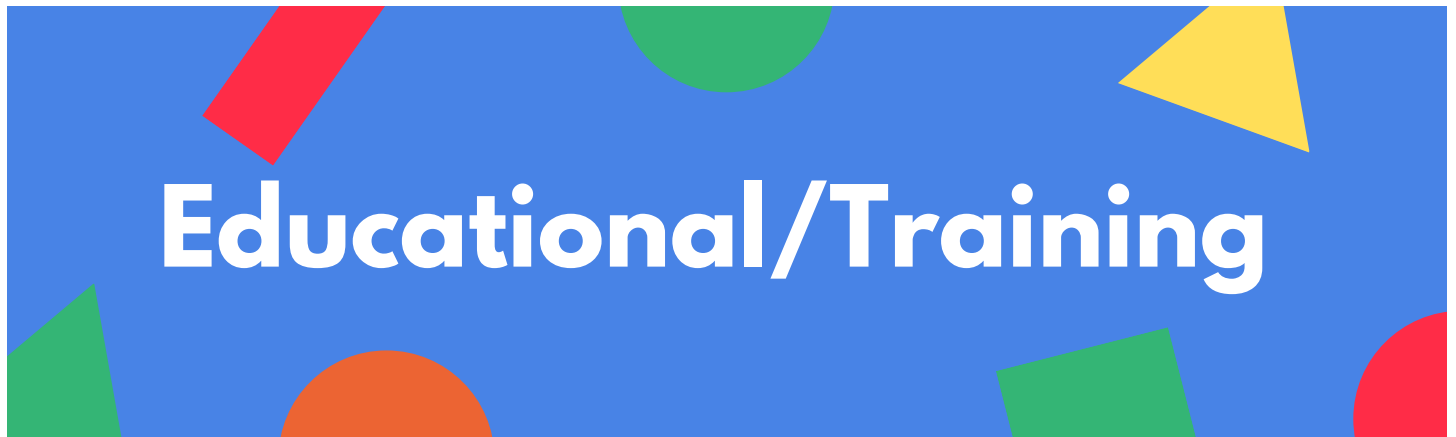
## 1.5 Concept for Educational/Training Videos

In these types of videos the focus is on skills or knowledge that are beneficial for youth development and empowerment. This could include topics like leadership skills, mental health awareness, soft skills, and many more!

- A video on leadership skills where viewers can click on different sections to learn about communication, team-building, and conflict resolution. Interactive elements could include scenarios where viewers decide how to handle leadership challenges.
- A mental health awareness video where viewers can choose to learn about coping strategies, recognizing signs of stress, and how to support friends. Interactive quizzes could test their understanding and provide additional resources.

## 1.6 Interactive elements for Educational/Training Videos

Instead of key choices that one would make in "Choose your own adventure", the viewer in these videos is asked to click and interact with elements in the video. That could be in the form of pop-ups of hotspots. Your task as the creator of these videos is to identify where interactive elements can enhance learning and engagement. For example:

- In the leadership skills video, you could include role-playing scenarios where viewers choose how to respond to team conflicts or motivate a group. Feedback on their choices can help reinforce good practices.
- In the mental health video, you could have clickable links to further reading or local support services. Interactive elements could also include self-assessment tools for viewers to gauge their stress levels and learn coping mechanisms.

## 1.7 Learning Outcomes for Educational/Training Videos

In these types of videos there aren't various endings to the video but we focus on learning outcomes and goals and you must plan what you want viewers to learn and how interactivity will help achieve these goals. For example: For the leadership skills video, the goal is for viewers to understand key leadership qualities and apply them in real-life situations. Interactive role-plays and feedback can make these lessons more memorable.

For the mental health video, the goal is for viewers to recognize mental health issues and know how to seek help. Interactive quizzes and self-assessment tools can help them understand and apply the information personally.



Producing an interactive video (for both styles) involves several critical steps, from scripting and storyboarding to filming and editing. This section will guide you through the production process, ensuring your video is engaging, professional, and interactive.

## 2.1 Scripting Your Interactive Video

You can begin with a detailed script. This should include dialogue, descriptions of scenes, and notes on interactive elements. For a choose-your-own-adventure video, outline all possible story paths and choices. For educational/training videos, identify key information points(hotspots) and interactive features like quizzes or clickable links. For example

**Choose Your Own Adventure Script:**

- **Outline the Main Storyline and Branching Points:** Start by defining the main plot and identifying key decision points where your viewer will make choices. Each decision should lead to different paths and outcomes, adding depth and interactivity to the story.
- **Multiple Dialogue Options:** For each decision point, write multiple dialogue options that reflect the different directions the story can take. This ensures that each choice feels meaningful and impacts the narrative
- **Detailed Scene Descriptions:** Provide thorough descriptions of each scene, including settings, character actions, and key visual elements. This helps maintain consistency and continuity across the various story paths
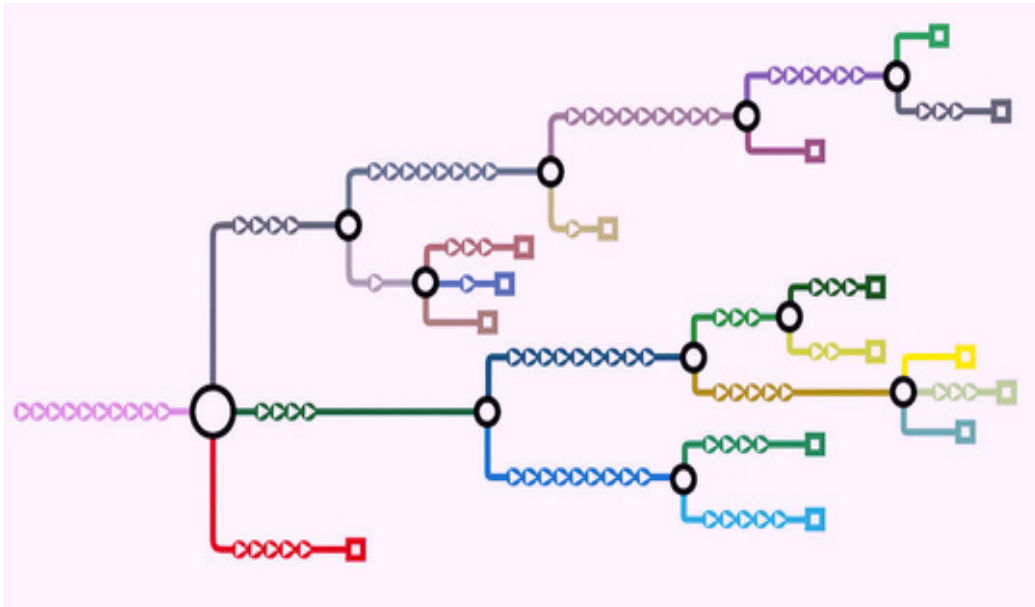
*(src: [literary hub](literary hub))*

*In the illustration above you can see how making choices can branch out to many more choices and endings.This can be a useful guide on how you can create your videos as well.*

**Educational/Training Video Script:**

- **Outline Educational Content:** Start by clearly defining the educational objectives and outline the sequence of information to be presented. This ensures that the video remains focused and educational
- **Identify Interactive Elements:** Determine where to include interactive elements such as quizzes, pop-ups, or links to additional resources. These elements should be strategically placed to enhance understanding and engagement.
- **Engaging and Logical Structure:** Ensure the script is both engaging and logically structured. Use storytelling techniques to make the content interesting and relatable, while maintaining a clear and logical flow of information.

## 2.2 Storyboarding Your Interactive Video

Storyboarding is essential for visualizing the video and planning its interactive elements. It serves as a visual map that guides the filming process.

**Choose Your Own Adventure Storyboard:**

- **Illustrate Each Scene and Branching Point:** Create detailed drawings of each scene, indicating where branching points occur and how different choices will be presented to the viewer.(you can use the storyboard template in the illustration below)
- **Highlight Interactive Choice Points:** Clearly note where viewers will make choices and how these choices will affect the storyline. Use symbols or notes to indicate the nature of the interaction. (Tip: color coding also works really well)
- **Plan for Continuity:** Ensure continuity between different story paths by carefully planning transitions and maintaining visual and narrative coherence across all possible outcomes.

| Scene: | Scene: | Scene: |
|---|---|---|
| | | |

| Scene: | Scene: | Scene: |
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Create your own at Storyboard That

(src:www.storyboardthat.com/articles/e/what-is-a-storyboard)

**Educational/Training Video Storyboard:**

- **Draw Each Segment:** Illustrate each segment of the video, showing where educational content will be presented and where interactive elements will be integrated.
- **Mark Interactive Elements:** Indicate the placement of quizzes, pop-ups, and additional resources. Plan these elements to appear at logical points to support the learning objectives.
- **Logical Flow:** Ensure the storyboard flows logically from one segment to the next.
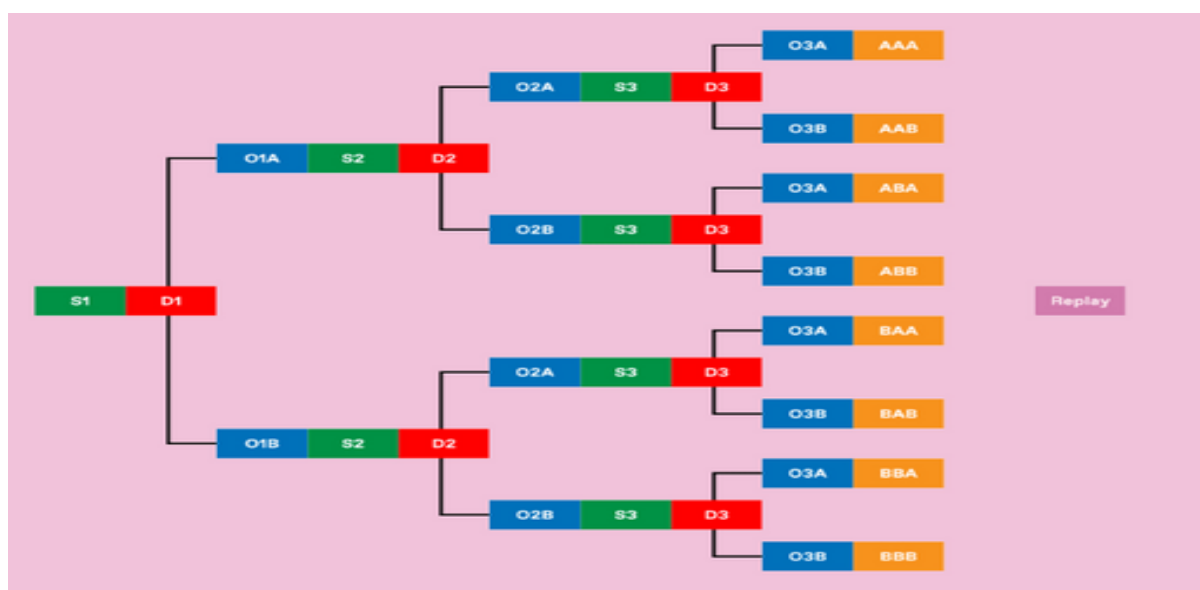


(src: www.erlen.co.uk/work/nike-dia-style-it-yourself-interactive-video)

# Sample Script/Screenplay for basic choose your own adventure video

## Title: [Your Video Title Here]

## Introduction

**Narrator/Host:** (Enthusiastically) "Welcome to [Video Title]! In this interactive video, you will make choices that shape the story (or learn important skills). Let's dive in!"

## Scene 1: Setting the Stage

**Description:** Introduce the setting and main characters.

**Narrator/Host:** "Meet [Character Name], a young person just like you, facing a new challenge at [setting, e.g., school, community, home]."

**Character 1:** "Hi, I'm [Character Name]. Today is a big day because [brief explanation of the situation]."

## Choice Point 1

**Description:** Present the first choice to the viewer.

**Narrator/Host:** "Now it's your turn to decide what happens next! Should [Character Name] choose to [Option 1] or [Option 2]? Click on your choice to continue."

**Option 1: Text on Screen:** "Choose [Option 1]"

**Option 2: Text on Screen:** "Choose [Option 2]"

## Scene 2A: Outcome of Choice 1 (Option 1)

**Description:** Show the consequences of the viewer's first choice.

**Character 1:** "Great! I decided to [Option 1]. Here's what happened next..."

**Narrator/Host:** "By choosing [Option 1], [Character Name] experienced [consequence or event]."

## Scene 2B: Outcome of Choice 1 (Option 2)

**Description:** Show the consequences of the viewer's alternative choice.

**Character 1:** "I chose to [Option 2]. This led to [consequence or event]."

**Narrator/Host:** "Choosing [Option 2] resulted in [different consequence or event]."

## Choice Point 2

**Description:** Present the second choice to the viewer.

**Narrator/Host:** "What should [Character Name] do next? Will they [Option 3] or [Option 4]? It's up to you!"

**Option 3: Text on Screen:** "Choose [Option 3]"

**Option 4: Text on Screen:** "Choose [Option 4]"

## Scene 3A: Outcome of Choice 2 (Option 3)

**Description:** Show the results of the viewer's second choice.

**Character 1:** "I decided to [Option 3]. This led to [result]."

**Narrator/Host:** "By choosing [Option 3], [Character Name] encountered [outcome or event]."

## Scene 3B: Outcome of Choice 2 (Option 4)

**Description:** Show the results of the alternative second choice.

**Character 1:** "I chose to [Option 4], and it resulted in [outcome or event]."

**Narrator/Host:** "Choosing [Option 4] led to [different outcome or event]."

## Conclusion

**Description:** Wrap up the story or lesson based on the viewer's choices.

**Narrator/Host:** "Thanks to your choices, [Character Name] learned that [summary of key lessons or outcomes]. Remember, every choice we make shapes our path. What would you do in [Character Name]'s situation?"

**Character 1:** "Thank you for helping me through my journey. Until next time, remember to always think about your choices and their impact!"

## Call to Action

**Narrator/Host:** "If you enjoyed this interactive video, try creating your own stories and share them with us. Keep learning and exploring!"

# Sample Template for basic Educational/Training Video

**Title: [Your Video Title Here]**

**Introduction**

**Narrator/Host:** (Enthusiastically) "Welcome to [Video Title]! In this interactive video, you will learn about [Topic] through engaging activities and quizzes. Let's get started!"

## Scene 1: Introduction to Topic

**Description:** Introduce the topic and its importance.

**Narrator/Host:** "Today, we're going to explore [Topic]. This is important because [brief explanation of why the topic matters]. Let's dive in and learn together!"

**Visuals:**

- Images or video clips related to the topic.
- On-screen text highlighting key points.

## Scene 2: Key Concept 1

**Description:** Explain the first key concept related to the topic.

**Narrator/Host:** "First, let's talk about [Key Concept 1]. This concept involves [brief explanation]."

**Visuals:**

- Diagrams or illustrations explaining Key Concept 1.
- On-screen text summarizing the explanation.

**Interactive Element: Narrator/Host:** "Click on the icons to learn more about [specific aspects of Key Concept 1]."

**Icons:** (Clickable)

- Icon 1: More details about aspect 1.
- Icon 2: Example related to aspect 2.
- Icon 3: Additional resources for aspect 3.

## Scene 3: Quiz/Interactive Activity 1

**Description:** Engage viewers with a quiz or interactive activity related to Key Concept 1.

**Narrator/Host:** "Now it's time to test your understanding. Let's see how much you've learned about [Key Concept 1]."

**Quiz/Activity:**

- Question 1: Multiple-choice question about Key Concept 1.
  - Option A
  - Option B
  - Option C
- Immediate feedback for each answer, explaining why it is correct or incorrect.

## Scene 4: Key Concept 2

**Description:** Introduce and explain the second key concept.

**Narrator/Host:** "Great job! Next, we'll learn about [Key Concept 2]. This is important because [brief explanation]."

**Visuals:**

- Diagrams or illustrations explaining Key Concept 2.
- On-screen text summarizing the explanation.

**Interactive Element: Narrator/Host:** "Click on the hotspots to explore more about [specific details of Key Concept 2]."

**Hotspots:** (Clickable)

- Hotspot 1: Detailed explanation of a sub-topic.
- Hotspot 2: Real-life example or case study.
- Hotspot 3: Link to additional reading material.

## Scene 5: Quiz/Interactive Activity 2

**Description:** Provide another quiz or interactive activity for Key Concept 2.

**Narrator/Host:** "Let's apply what we've learned about [Key Concept 2]. Try this activity to reinforce your understanding."

**Quiz/Activity:**

- Scenario-based question: How would you apply Key Concept 2 in a real-life situation?
  - Option A
  - Option B
  - Option C
- Immediate feedback for each option, explaining the reasoning.

## Scene 6: Summary and Review

**Description:** Summarize the key points covered in the video and review the interactive elements.

**Narrator/Host:** "Well done! Let's review what we've learned today about [Topic]."

**Visuals:**

- Recap slides highlighting Key Concept 1 and Key Concept 2.
- On-screen text summarizing the main takeaways.

## Scene 7: Final Quiz/Assessment

**Description:** Offer a final assessment to test overall understanding of the topic.

**Narrator/Host:** "Now, let's see how much you remember. This final quiz will test your overall understanding of [Topic]."

**Final Quiz:**

- Question 1: Key Concept 1
- Question 2: Key Concept 2
- Question 3: Application of both concepts
- Provide feedback and a score at the end of the quiz.

## Conclusion

**Description:** Conclude the video with a motivational message and call to action.

**Narrator/Host:** "Thank you for participating in this interactive learning experience! Remember, the knowledge you've gained today about [Topic] can make a real difference. Keep exploring and stay curious!"

### Call to Action

**Narrator/Host:** "If you found this video helpful, check out our other interactive videos and resources.

# Conclusion

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The process of testing and refining your interactive video is crucial to achieving a high-quality final product. Gather feedback from fellow youth workers and youngsters, make necessary adjustments, and ensure that all interactive components function correctly. This not only improves the viewer experience but also ensures that your educational goals are met.

As you embark on your journey to create interactive videos, remember that the power of this medium lies in its ability to make learning active, engaging, and personalized. By using interactive elements, you can can ensure that the youngsters remain engaged and also have fun while toying around in the videos trying to figure out all possible endings and plotlines!

We hope this guide has provided you with the knowledge and tools to create your own interactive videos. Whether you are a youth worker, educator, or content creator, these videos can be a powerful tool in your educational toolkit. Keep exploring, experimenting, and innovating! For more information on creating any sort of media, please visit the Media Manual on digi-youth.com. **DiGi YOUTH Media Manual** provides the readers with many useful insights into relevant topics, list of suitable media making tools, tips and recommendations, and carefully selected examples of good practices from Europe and beyond.