

DIY Media Planning Guide

Idea

What's the theme of your project?

What do you need to explain, uncover, express, or show?

How will your audience be changed after viewing/listening?

What is the expected impact on learning?

How will you know if your project has made an impact?

How does your project fit with your larger program, project or course goals?

Approach

What strategies will best support the learning goals associated with your project: explaining, demonstrating, documenting, interviewing or animating? What will be your general approach?

What are the expected key takeaways for your audience?

Do you need to create something new or curate resources that already exist (and are licensed for re-use)? What does a search for existing content reveal?

Resources

What's a realistic timeline for your project?

Chunk your content: Think about a single theme or concept per video (aim for a 4 min length). What strategies will best support the learning goals associated with your project: explaining, demonstrating, documenting, interviewing or animating? What will be your general approach?

Decide on B-roll content: what additional shots/graphic elements will help tell your story?

Develop a sketch script/storyboard: match dialogue with image (see example).

Review Clark and Mayer's six media principles and check against your storyboard development. Revise as necessary.

Note the permissions that you will need for your project.

Tools

What tools/gear do you need to create your project?

What will you need to acquire?

What will you need to learn?