What works with how-to print articles:

- *Answering a specific question*. Have a specific question to answer. This will keep your article focused.
- *Being clear*. Use simple sentences (SVO) that aim to educate rather than impress.
- *Knowing the answer to the question before you begin.* Don't try to write your way toward understanding the answer.
- *Thinking small.* Break the answer into digestible bites.
- *Staying logical.* Give your advice consistently by relying on a format (Q&A, etc.)

Don't forget to:

1. Break your post into brief graphs. Large hunks of text are difficult to read.
2. Use a format (Q&A, Pros & Cons, etc.) Formats are like roadmaps. They let your reader see the direction you are headed and how long it will take to get there.
3. ~~Proofrede~~. ~~Proffread~~. ~~Proofead~~. Proofread. When writing a post, use the spellcheck (the icon is "ABC" with a checkmark).
4. Tighten up in a way that makes for shorter reader when you are writing. (e.g., Tighten your writing.)

VIDEO

Before you begin:
Watch some how to videos (see the relevant post on j310.wordpress.com) for examples.   Videojug has an excellent video on how to make a how-to video:
http://www.videojug.com/film/how-to-make-a-how-to-film

Write a script for your video (see the script form handout at J310.weebly.com/how-to.html)

Practice the script. You can read the script as a voice over or memorize it and act it out in front of the camera.

Organizing your video
A. The content should be organized in some consistent form. It can be steps (1, 2, 3, etc.) a list, Q&A, etc. Lack of consistency can make the video hard to follow.

B. One way to start a how-to video is to begin by showing the items necessary to perform the how to. (Like collecting the ingredients for a recipe.) In some cases, this won't work, so simply begin by making clear what the focus or topic is.

What works with how-to videos:

Deciding before you begin what you want on the video. Don't tape lots of random scenes thinking the story will reveal itself to you in the editing process.

Using visuals to illustrate points. Use the power of the medium.

Making sure the visuals match the voice over. (i.e, if you talk about being on time for interview, show a clock, not a shot of someone writing in a notebook.)

Being consistent. Jumping around among random images can be confusing.

Using verbal transitions when necessary. A verbal transition uses words to indicate you are changing direction or introducing a new point ("The next problem . . ." "This situation could lead to . . .")

Using visual transitions. A "cut" moves from one scene to the next. A "fade" dissolves from one scene to the next and works well when moving to a new location.