



Instructional Video Design Worksheet

One worksheet per video. If creating a micro-video series, use one worksheet for each video in the series.

Title of Video and Topic: ___ Micro-video Series <input checked="" type="checkbox"/> Tutorial ___ Training ___ Screencast ___ Presentation/Lecture	
Grade or Target Age Group Level: High school students from grades 9 - 12	
Video Duration (<i>Maximum 5 minutes, if creating a micro-video series, series must not exceed 5 minutes</i>): 4 minutes and 58 seconds	
FCCLA Integration (<i>National Programs, Competitive Events, Meetings/Events, if applicable</i>): Family, Career, and Community Leaders of America (FCCLA) is an organization that aims to provide its members with the skills that they need to succeed in life. I would consider knowing how to properly write a resume to be one of those important career/employability skills. Just like our Family and Consumer Science classes go hand in hand with FCCLA... so does career readiness!	
Video Learning Objective(s): The main takeaways of the viewer were focused on allowing them to have a quick and simple video to refer to when wanting to write a resume and cover letter. The main objective of the video is to be an “all-in-one” tool that will assist students by guiding them through the craft of resume writing.	
National Family and Consumer Sciences Standards (or others as appropriate): 3.1.5 Create an employment portfolio to communicate skills needed for careers in consumer services. 5.1.5 Create an employment portfolio to communicate facilities management careers knowledge and skills. 1.2 Demonstrate employability skills, work ethics, and professionalism.	
Career Readiness Practices (Select all that apply):	
<input checked="" type="checkbox"/> Act as a responsible and contributing citizen and employee <input checked="" type="checkbox"/> Apply appropriate academic and technical skills <input type="checkbox"/> Attend to personal health and financial well-being <input checked="" type="checkbox"/> Communicate clearly and effectively and with reason <input type="checkbox"/> Consider the environmental, social and economic impacts of decisions <input checked="" type="checkbox"/> Demonstrate creativity and innovation <input type="checkbox"/> Employ valid and reliable research strategies	<input type="checkbox"/> Utilize critical thinking to make sense of problems and persevere in solving them <input type="checkbox"/> Model integrity, ethical leadership and effective management <input type="checkbox"/> Plan education and career paths aligned to personal goals <input type="checkbox"/> Use technology to enhance productivity <input type="checkbox"/> Work productively in teams while using cultural global competence
Materials Needed to Create Video: The materials needed to create this video were an iPhone 7+ to record on, a Chromebook to type the example resume on, and an app called InShot to edit on.	
Instructional Strategies:	

I find that one of the best instructional strategies when trying to comprehend new information includes having a *visual aid*. Therefore, I made sure to avoid filling up 5 whole minutes of the video by just lecturing at the viewer. Throughout the video, I included clips of the example as I was describing how to structure your own resume and cover letter. For example, as I explained how a cover letter should be addressed, a clip of me applying the same instruction played. This strategy (visual aids) will help all of the information stick in the viewer's mind and serve as an easy way to reference the instructions!

Key Topic/Step 1: What is the importance of an effective resume and cover letter?

Timeframe: 1:01 - 1:45

Storyboard/Scripting (media/images/notes):

First! The basis of a resume is centered around presenting any skills you currently have that will aid in employability. Think of a resume as a way of marketing yourself as an eligible employee.

Most of the time, your resume is what will help land you an interview... bringing you one step closer to employment!

Now, let's talk about your cover letter. While a resume is more on the professional side of things, a cover letter allows you to be more personal. This is your chance to show your potential employer just how passionate you are, and tell them why you are the perfect person for the job. The amount of individuality that is presented in a cover letter is truly what will make you stand out from the crowd.

Key Topic/Step 2: The proper way to write a resume.

Timeframe: 1:45 - 3:11

Storyboard/Scripting (media/images/notes):

As we go through how to create a resume, make sure you are typing in a professional font, don't use any of the funky or hard-to-read fonts.

I find that Times New Roman is always a go-to. At the top, you need to include your name, address, phone number, and email.

Next, there are many different ways to organize your resume, but I found that the simplest way to do this is to create categories.

For example, yours could include educational, work, volunteer, or leadership experience, as well as your involvement, and skills/certificates. Find a way to make these categories stand out, such as changing them to a bigger font and underlining them.

While listing out all of your past experiences under these headings, make sure to write them in reverse chronological order. Meaning that you place your most current positions first.

As you write down every major position that you have held, you should also include 3 bullet points that describe your main responsibilities. Leave these bullet points short and sweet, mainly just explaining your largest takeaways from that experience.

Key Topic/Step 3: The proper way to write a cover letter.

Timeframe: 3:11 - 4:46

Storyboard/Scripting (media/images/notes):

It is now time to write your cover letter! Remember that this is your first introduction to any potential employer... first impressions always matter!

When writing your cover letter, start off by including the employer's name, business, address and phone number.

By the way, if you don't know the name of your employer, saying "Dear Sir/Madam" is better than saying "To Whom It May Concern". You should then introduce yourself in your first paragraph, making sure to include the exact position you are applying for and why you want it.

From this point on, a cover letter doesn't have any specific format, unlike a resume. However, there are a few tips to keep in mind: number 1, remember all of those you listed in your resume? Well, your cover letter should add onto that by stating the *impact* that these experiences have had both on yourself and the community.

Number two, describe how you would contribute to the company if you were hired. This will show the employer what you can do for them, instead of what they can do for you. Number three, call the employer to action by inviting them to read your resume, follow-up with you, and by thanking them for reviewing your application.

Lastly, end your cover letter with "thank you for your consideration", your name, email and phone number.

Summary/Ending (summary of key learning, next steps for viewer, and call to action for viewer):

The end of the video made sure to make the viewer feel accomplished and excited for their next step toward obtaining a job - as they are now closer to being career ready than they were before the video began! The ending stated that the next steps for the viewer were to use their new skills "to impress employers, land an interview, and begin the job of your dreams!"

Application or Assessment of Learning:

As students graduate high school and begin applying for jobs or internships, they will need to know how to write a resume that can be presented to any future employer. The true application of this video will be when a job applicant will be able to provide a professional and persuasive resume to an employer!

Source (If Applicable: cite any published or copyrighted materials used in this video):

All of the music I used was Royalty-Free and non-copyright.

Additional Notes:

While I was getting feedback for this video, some of the criticism encouraged screen recording parts of the video that contain the creation of the resume and cover letter. However, I found that filming myself typing the two documents relayed a sense of engagement and made the video more personal to the viewer.