

The Syncplayer | Content overview



A guide to creating content for the Syncplayer



The Syncplayer | Content overview

CONTENTS	PAGE
INTRODUCTION	3
SLIDES	4
CREATING VISUAL IMPACT: 3 GOLDEN RULES	4
SUPPLYING YOUR SLIDE CONTENT TO US	5
SLIDE / VIDEO SYNCHRONISATION	5
VIDEO	5
SCRIPT / CUE-CARDS	5
DIRECTION & STYLING	6
VIDEO FILES	6
TOOLBAR TABS	7
DOWNLOAD SLIDES / ASSETS TAB	7
SEND & SHARE TAB	8
FEEDBACK TAB	8
CREATING CONTENT FOR THE TOOLBAR TABS	9
SUBTITLES	9
CHOOSING THE KIND OF SUBTITLES YOU WANT	9
THINGS WE NEED FROM YOU	10

- > +44 (0) 1256 880070
- > syncplayer@inkpress.co.uk
- > www.inkpress.co.uk/syncplayer



The Syncplayer | Content overview

INTRODUCTION

Content is king and *great* content can engage, inspire and stimulate. To get started with your presentation it's useful to look a bit more closely at the components involved. Potentially there are 4 elements; **slides**, **video**, **toolbar tabs** and **subtitles** - we've provided some guidance for you on each.

Syncplayer content areas:



- 1 Slides
- 2 Video
- 3 Toolbar 'tabs'
- 4 Subtitles*

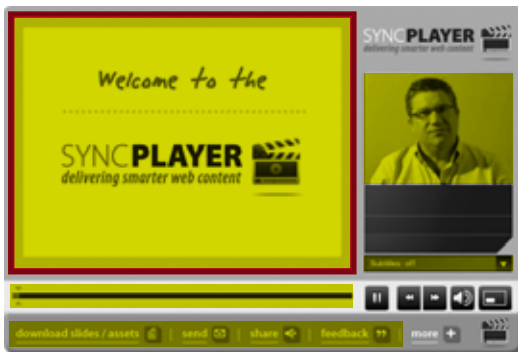
*Where languages are selected they appear in place of the timeline.

back to contents page



The Syncplayer | Content overview

SLIDES



.....

In our experience we find the best presentations are those where slide content has been carefully planned in advance.

For this purpose we're assuming you have already authored your slide content, but if not, another of our handy guides, 'Planning your Syncplayer presentation' will be available soon.

→ CREATING VISUAL IMPACT: 3 GOLDEN RULES

- **Use space wisely - less is definitely more**
 - Keeping no more than 8 words per line with a maximum of five lines per slide
 - Embrace 'white space' it helps maintain clarity
- **Vary graphics to enhance your point**
 - Never underestimate the importance of visual stimulation to keep users engaged and interested all the way through your presentation
 - If it's not relevant or adding anything, *don't use it*
 - Avoid use of clip-art and image overload
- **Maintain brand integrity with consistently themed graphics, colours, fonts and images**

top tips

Visually enrich slides with additional content:

- ★ Heading fonts
- ★ Colour / gradients
- ★ Backgrounds
- ★ Icons
- ★ Graphs / charts / tables
- ★ Diagrams
- ★ Imagery / illustrations
- ★ Pull-quotes / bullet points
- ★ Box-outs
- ★ Branding
- ★ Animations - can be hugely affective in drawing attention to particular areas of content such as comparison charts or graph data showing changes occurring over time



- +44 (0) 1256 880070
- syncplayer@inkpress.co.uk
- www.inkpress.co.uk/syncplayer



The Syncplayer | Content overview

- Consistency builds trust, reinforces brand messages and provides clarity

➔ SUPPLYING YOUR SLIDE CONTENT TO US

Slide content can be originated from all kinds of files. Our clients usually supply Powerpoint files, but there are very few formats we can't work with. We can even use a hand-drawn sketch as long as it's clear what information will be appearing on each slide.

➔ SLIDE / VIDEO SYNCHRONISATION

We will also need some indication of *what* slides appear *when* (in relation to the video). We can talk this through with you, or you can provide us with a running order. Our 'Running order pro-forma' will be available to download soon.

VIDEO



If you're producing video in-house, here are a few things to think about:

➔ SCRIPT / CUE-CARDS

- Write a script that can be adapted into cue-cards

we can help!

Unsure about branding and graphics?

Our design team can help:

- ★ 'Make-over' your content
- ★ 'Freshen-up' your content
- ★ Re-draw diagrams, flow-charts, maps, graphs and much more, all in-line with your branding guidelines.



Video can be produced in a number of ways:

- ★ By us: ask us how!
- ★ By you
- ★ It may already exist

back to contents page



The Syncplayer | Content overview

- What is the presenter going to say?
- How does it tie in with the slide content?
- How long is the presentation?

→ DIRECTION & STYLING

- **Think about your presenting style**
 - Informal/formal
 - Tone
 - Clarity of speech
 - Gesturing; good speakers keep a presentation flowing smoothly with both voice *and* hands. Used well, hand gestures underline the conviction of a message, emphasise points or ideas and just generally add texture to a presentation.
- **Consider the pace of your presentation**
 - Speed of delivery
 - Length of presentation
- **Will the look & feel of your presentation be required to follow any brand messaging?**
 - Attire
 - Lighting
 - Backdrop
 - Furniture (*where necessary*)

→ VIDEO FILES

- **The size ratio for the video should be 4:3**
- **Sound issues**
 - Seriously consider the use of a microphone throughout your presentation; it helps maximise clarity of speech and minimises background noise
- **File formats:**
 - We convert your video files into Flash video and are able to accept most popular formats (*.wmv, .mov, .avi*)

top tips

Stay still...

When recording video it's a good idea to ensure the presenter is either speaking from a lectern or sitting down at a table or desk - this avoids too much camera movement and makes it easier for users to focus their attention on the presenter.

The eyes have it...

Research shows that we are predisposed to pay attention to faces. It may seem obvious, but maintaining eye contact with your users by looking directly into the camera is a highly effective way of keeping people watching.



The Syncplayer | Content overview

TOOLBAR TABS



Ignore the toolbar at your peril! It's essential if you want to:

- provide additional tools for users
- collect data (*with forms*)
- tap into the power of word-of-mouth using social networking

Ultimately, the toolbar is valuable because it's a great way to measure the effectiveness of your offering - for all content creators this is the holy grail.

But remember; it's crucial to understand what you want to achieve up-front so it can deliver the results you're looking for.

Lets look at the toolbar 'tabs' in detail:

DOWNLOAD SLIDES / ASSETS TAB

- In essence this panel is a folder containing useful tools for users. As ever the better the content the greater the chances are of success

top tips

Form factor...

Never underestimate the power of forms - they are arguably the most important part of your entire website when you consider that most of a site's value passes through them.

Chain reaction...

If implemented successfully forms can start a domino effect of lead-nurturing actions like targeted emails, direct mail, phone calls, text messages and more.

Better by design...

Adding forms to a website makes it easy for users to provide instant feedback that can be quickly collated and used to measure the success of your site's offering.

back to contents page



The Syncplayer | Content overview

with the overall aims of your presentation.

Check out the downloads on our [Demo page](#) for examples. Think about:

- If this was a real-life presentation what would users find helpful to take away with them?
- What can I do to help users remember my course/module/pitch?
- How can I let users know about any related content/presentations that they may find useful?

SEND & SHARE TAB

- **Social networking links are not only a great way for users to share information but also to tap into the power of word-of-mouth to spread your message**
- **Think about the likely networks your users will want to use and also whether they are appropriate to the context of your presentation**

FEEDBACK TAB

- **Potentially, hugely valuable, the Feedback tab is basically a way of collecting data. We've named it 'Feedback' for the purposes of the demo, but it could just as easily be called 'Quiz', 'Questionnaire', 'Test your knowledge' or similar. Its functionality is comprised of a bespoke 'form' designed around your requirements that will collect information from the user and provide it back to you in a database-friendly format**
- **As long as you can identify what information you need we'll take care of designing and building a great form for you to capture it**

we can help!

More is more...

The world is your oyster with the 'More' tab - it's there to be used for anything that hasn't been covered in the other four tabs that could enhance the user experience and provide you with valuable data.

For example, you might wish to provide links to follow-up material, such as:

- References
- Further reading
- Case studies
- Related presentations
- Presenter biography



The Syncplayer | Content overview

→ CREATING CONTENT FOR THE TOOLBAR

TABS

Once you have chosen the toolbar tabs you need it's then necessary to develop the content for each tab. If you want to get cracking you can visit our [online demo](#) to look over the sample content we've provided. If you like the sound of the tabs but don't know where to start just [give us a shout](#), we'd love to help...

SUBTITLES



Subtitles are a great way to make your content accessible to more users.

→ CHOOSING THE KIND OF SUBTITLES YOU

WANT

- Subtitles can convey different messages so it's useful to consider what the purpose of *your* subtitle text is:
 - Is it to convey information about that particular part of the presentation?
 - Is it to provide a supplementary message?

features

Flow motion...

Users can switch between multiple languages on the fly *without* interrupting the flow of the presentation.

Wider reach...

Subtitles can be used to build on your original presentation and engage speakers of other languages without changing the original content.

we can help!

Need translations quickly?

We work closely with an award-winning translation house and can provide almost any language you can think of and with a super-fast turn-around.

- > +44 (0) 1256 880070
- > syncplayer@inkpress.co.uk
- > www.inkpress.co.uk/syncplayer

The Syncplayer | Content overview



- **Once you know the kind of subtitle you want to use, you can author your default language text.**
 - Each Syncplayer presentation can contain a series of languages including the default language (usually English)
 - A subtitle must be no more than 20 words in length
 - Unlimited subtitles per slide (but take care, 'less is more' is definitely a good rule of thumb)
 - If you are intending to provide multiple languages, this default text can be used to translate from
 - We are happy to receive the text in any format you have

top tips

[Check out our demo...](#)

Our demo page is useful as a reference guide to help you get to grips with how the Syncplayer could work for you. Click on the toolbar tabs to see the forms and links we've created.

[back to contents page](#)

THINGS WE NEED FROM YOU

Things we need from you:

- **Slide content and / or translations**
- **Slide / video timings indications**
- **Video files**
- **Toolbar tab content**
- **Subtitles default text (optional)**
- **Branding guidelines or logos, colour values**

Finally...

We hope this Content overview serves as a good starting point and that you're now well on your way to creating stunning web presentations your users will love!

If there's anything you feel we haven't covered that you'd like more information about please don't hesitate to [get in touch](#) - we're always happy to help.