Story Grid

Video Type	Summary	Characteristics	Purpose	Application	Distribution	Step by step style	TRT
On camera *Awareness*	Live presenters (typically writers/editors) provide a narrative framework to explain a scenario and provide generalized instruction. Live video interspersed with screencast.	* Scenario-based * May contain conceptual elements * Personal and inspirational * Encourages follow-up	* Inspiration * Awareness	* Content that focuses on lifestyle tasks, inspirational topics, and ways to "do more" with your PC. * Presales content making personal connection, demonstrate scenario	* Standalone * Embedded in pre-sales content	**Optional.** Breezy, casual, and generalized, if present at all. Not intended to feel instructional, but instead to suggest simplicity.	**2-5 minutes**
On camera *How-to*	Live presenters (typically writers/editors) provide a narrative framework to explain a scenario and provide step-by-step instruction. Live video interspersed with screencast.	* Scenario-based * May contain conceptual elements * Personal and inspirational	* Inspiration * Training	* Content that focuses on lifestyle tasks, inspirational topics, and ways to "do more" with your PC. * How-to topics that benefit from human interaction and conceptual explanations * Presales content making personal connection, demonstrate scenario	* Standalone * Embedded in tutorial * Embedded in pre-sales content	Abbreviated, using conversational language.	**2-5 minutes**
Screen Capture *Awareness*	Very short screencast with narration to illustrate basic characteristics of a feature or task.	* Tightly focused * Encourages follow-up * Focus on fast -- "blitz" * Overview of compelling information	* Marketing * Awareness	* Presales * Overview content	* Embedded in pre-sales content * Embedded in articles or columns	**Optional.** Breezy, casual, and generalized if present. Not intended to feel instructional.	**:30 - 1:30 minutes**
Screen Capture *How-to*	Short screencast with narration provided by the SME to demonstrate how to perform a single procedure.	* Demonstrates single task * Practical and actionable	* Training	* Embedded within instructional topics as video alternative to reading procedure	* Embedded in instructional topic	Verbose and explicit, but still conversational.	**1-2 minutes**
Graphics and Animation	Conceptual art and simplified UI is animated with narration to explain broad concepts, features, and capabilities. Not intended to be step-by-step instructional.	* Conceptual * Encourages follow-up	* Awareness	* Overview content that benefits from conceptual explanations	* Standalone * Embedded in tutorial	**Optional.** Abbreviated, using conversational language.	**2-4 minutes**