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Training Workflow & Curated Links

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1) Define topic & objectives The first step is the basis for everything:

What is the central theme or question? What exactly do we want to tell or show?
Who is the target audience? What should they know, feel, or do after watching the video?
Where will the video be published? (Instagram, website, YouTube – style, format, and length vary depending on the platform) How long should the video be? The shorter it is, the more focused the story needs to be.

These preliminary considerations help to set the tone and structure of the video correctly right from the start.

2) Develop the story

What story are we telling – and why? What thesis or message is at its core? -> Partly predetermined!

Who can we interview about this? What role does the person play in the story? What are their statements supposed to support? -> In this case, it's predetermined. What information is still missing? If necessary, supplement with prior research. Develop a storyboard: A rough schedule of the scenes (also created with ChatGPT – provide as much information as possible, e.g. video length, target group, tone) Common thread: The heart of every good story – remain journalistically correct, but also flexible for statements from the interviewees

Tip: Good questions arise from the storyline. If you know the story, you can ask precise and targeted questions.

3) Prepare script & shot list

Write a rough script: 1 page of text ≈ 1 minute of video. It doesn't have to be a screenplay, but

it does have a clear narrative. So, no more than three pages, and they shouldn't be too full!

Formulate interview questions: Be open-ended but targeted to elicit usable information. Create a shot list: Which additional scenes do you need for the video? What can you film yourself (e.g. surroundings, everyday scenes, original sound)? What can you use from image databases as an additional element?

oh Free clips, for example, at: Also plan images or text overlays if you need them or if
oh there are no videos available. It's best to download them in advance.

Goal: A clear plan that also provides orientation during filming and editing.

4) Production / filming Now production is underway:

Interviews: Feel free to record the person from different perspectives so you have backup!

Film cut images: As early as possible and in sufficient time so that there is enough material for editing later. Consider lighting and sound: Natural light in front of a window or outside is better. For sound, pay attention to ambient noise and reverberation! Record a voiceover or film yourself: Depending on the format – ideally after the interviews, so you know what information is still missing. It's better to make clips too long than too short: At least 10 seconds per shot – this gives you more flexibility in editing.

5) Editing & polish Now the raw material becomes a story with the help of editing:

Use editing tools like CapCut: Simple and free. Edit the interviews first: Isolate relevant statements. Goal: The audience should understand the information even without the questions (→ like a good quote).

Editing the "base track": What carries the video? The audio track of the interview? An explanatory voiceover? This will be edited afterwards and will then run through the entire video.

Rule of thumb: Everything you show should strengthen the story. Avoid redundancies and promote clarity. Insert additional footage (B-roll) and interview clips: They support the statements and make the video more varied.

less is more and brevity is the soul of wit.
Supplement text and graphics (where necessary): Discreet and supportive – the focus is on storytelling, not effects. So it's best not to use them, only when absolutely necessary for understanding.
6) Translation & subtitles For greater reach and accessibility:
Use tools like Heygen: This allows you to automatically translate videos into other languages – including lip movements!
Insert subtitles: Increases comprehensibility, especially on social media

Resources (curated selection) Here is a curated selection of examples and tutorials that can help us as inspiration or for technical implementation:

It's worth taking a quick look at all of them.

Tom Scott, the absolute master of clear, informative videos:

<https://www.youtube.com/watch?v=SSg3T0aK-ck> <https://www.youtube.com/watch?v=72RxerDwzEo>
<https://www.youtube.com/watch?v=R2oD1ZHNMF8> <https://www.youtube.com/watch?v=lPaQInkWV7g>

Simple and well explained – clear language, clear structure:

https://www.youtube.com/watch?v=sjCrqP_c7C8 <https://www.youtube.com/watch?v=YF7wKaYTq8>
https://www.youtube.com/watch?v=2m_h4enLKKM
More elaborately produced with strong storytelling:
<https://www.youtube.com/shorts/J3AAvZjmeI8>
<https://www.youtube.com/shorts/OIMXnVYXaME>

<https://www.youtube.com/watch?v=8ty3JkhZawQ>
<https://www.youtube.com/shorts/zrL-5zT2cDk>

Storytelling:

<https://www.youtube.com/watch?v=yUc7gsCec0s>
<https://www.youtube.com/watch?v=t5Z-Q1bg1tU>

Journalism tips:

<https://www.youtube.com/watch?v=Rr7povAInwQ>

The smartphone in journalism:

<https://www.youtube.com/watch?v=CBZ-p9d7aXI>

Mirror How To Series:

<https://www.youtube.com/watch?v=soJGFOUuWs4>

-> Planning

<https://www.youtube.com/watch?v=dFJ4E48Gyr4>

-> The movie

Filming interviews with your mobile
<https://www.youtube.com/watch?v=y0BCzEi7nTc>
<https://www.youtube.com/watch?v=6trvlfFaPhVo>
phone: