**Follow the Yellow Brick Road: Toward Better Library Tutorials**

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The need to change the tutorials for researching in the library was driven by the fact that the university’s website had changed four times, there were interface changes on all major research platforms and there were changes to the library itself.

Over the past five years, the university relied on print and html guides. They created three generations of tutorials created with Adobe captive but usage was low and they wanted to generate some buzz about the project.

Many issues were discussed in relation to creating another tutorial. They included considering where the tutorials belonged; what type of equipment would be needed and the resulting request for funding; the already time challenged staff using still more of their time to make a quality production; previous usage and interest; the growing online enrollment; and the opportunity to improve relations with other campuses. All of it led to the idea of hiring a semi-professional videographer to complete it for them.

Certain things should be determined in order to get the product you desire: Define you audience and the type of message you would like to send. Have a solid script ready. Define to precedent. Look at your previous work and discuss what does & doesn’t work. Look at external sources (youtube, commercials, etc.).

Remember when choosing a videographer it is most important that they have a good portfolio than that they have a large company.

Determine how you will be involved in the videographer’s production. Unless asked, you should probably consider just having some editing/fine turning say before the final ‘cut’ is made. Don’t insist that every single detail be perfect. Your costs will skyrocket. You should trust the videographer to create a piece that is as good as the directions you gave. Remember, you looked over their portfolio.

The presenters indicate that they have had a fairly good response to their new Research Tutorial. You may find their tutorials at <http://www.youtube.com/user/collinslibrarybu>

Planned follow-up library activity: Shyla and I will begin to undertake the process of creating a tutorial for the online reference materials available to us.