



**RUEDRIIS**

***SCENARIOS IN***  
***VYOND***  
***TEACHER'S NOTES***

***THIS WORKBOOK BELONGS TO***

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# 1 **ESTABLISHING SHOTS**

When we create scenarios, we often want to establish some kind of context around the scenario - before diving into a concrete conversation or situation. We can do this with an establishing shot - just like movies do; where are we, what's going on?

## **TIP #1 SEARCH FOR 'BUILDING'**

Search for 'building' to find relevant scene templates. These are typical scenes from outside that make great contextual shots.

## **TIP #2 POINT PROPS INWARDS**

Point assets inwards towards the center, if that's where you want to direct attention. Cars, people and everything else should revolve around that focus.

## **TIP #3 ADD ZOOM-IN EFFECT**

Add Camera Movement to create a Zoom in effect. If you just want to steer the eye towards the center of the scene, leave the frames as they are.

## **TIP #4 DURATION OF 3 SECONDS**

A good duration for an establishing shot is 3 seconds. The default scene is 2,5 seconds, so you need to drag the scene a little longer in the timeline.

## **TIP #5 DIRECT YOUR ZOOMS**

Use the arrow in the middle of your Camera Movement to direct the Zoom-in towards the point you want the viewer to look at.

## **TIP #6** *MIDDLE- AND BACKGROUND*

To create a scene from scratch, choose a background, a middle ground made of assets – and potentially a foreground if you're advanced.

## **TIP #7** *CALM IS BETTER*

Think carefully about adding too much action. Calm scenes are great for establishing shots.

## **ADVANCED** *ADD MOVING FOREGROUND*

Foregrounds are built by adding quite large props to the left and right sides of the scene. Move these outwards when the Camera Movement moves inwards.

## **KEY TAKEAWAY**

Keep your opening scene calm with a slow zoom and assets that are easy to decode. You don't want to overload your viewer in scene 1, so go easy.

Your own notes:

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## **2** ***CHARACTER DESIGN***

In Vyond, we can create as many characters and variations as we want. Variations of a character are great when you want to show that time has passed, or if your character needs to wear a uniform in one scene and wear normal clothes in another.

### ***TIP #1 LOVE THE CHARACTER CREATOR***

Characters are created outside the Studio, namely in the Character Creator. But don't let this be a mental barrier to creating lots of custom characters.

### ***TIP #2 NAME CHARACTERS WELL***

Name your characters well so they are easy to search for and find when you have a lot in your library.

### ***TIP #3 CHOOSE DESIGN FIRST***

Choose Tops and Bottoms after shape/design first, then recolor it afterward. There can be a lot of creative freedom in this combination of shape and color.

### ***TIP #4 FIND THE RIGHT LIBRARY***

You find your newly created characters under Characters > My Library. All your custom characters will be listed within this library.

### ***TIP #5 COPY & EDIT CHARACTERS***

Click the 3 small dots, then Copy & Edit Character.. if you want to create more variations of a characters later on.

## **ADVANCED** *BRAND USING COLOR*

Add branding to your characters by giving them colors from your brand guide - instead of plastering logos on them. It's not going to work well with Actions.

### **KEY TAKEAWAY**

It's so easy to create characters in Vyond that you should get used to switching between the Studio and the Character Creator often. If you can't make your characters perfect, get as close as possible and let the voice-over carry the rest of the story.

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## **3**      ***EMOTIONS & EXPRESSIONS***

Emotions and facial expressions are important for your storytelling to make sure your scenario is perceived the right way. In Vyond, we have the option to combine a number of facial expressions and actions to create thousands of combinations - hopefully enough to suit any need you have in your scenario.

### ***TIP #1 COMBINE EXPRESSIONS + ACTIONS***

Don't let the default Expressions limit you. Combine Expressions and Actions like "Sleep" + "Opening arms" or "Desperate" + "Presenting" for unique poses.

### ***TIP #2 BUSINESS FRIENDLY WINS***

The Business Friendly style has a lot more facial expressions than the other animation styles. If you need emotion in your story, Business Friendly wins.

### ***ADVANCED CUSTOMIZE FLAT FACES***

You can customize facial expressions of the Contemporary characters as their faces consist of simple shapes. Recreate a happy mouth by finding a half circle and another shape, then mask them together and adjust the colors. Zoom in and add skin-colored shapes to manipulate the eyes of a Contemporary character.

### ***KEY TAKEAWAY***

If there's something you can't find, use your imagination to make it happen—whether that's a unique combo of Expressions and Actions, or it's an alteration of a facial feature using shapes.

## **4 VOICE-OVER & LIP-SYNC**

I always use voice-overs in my animation videos. A voice-over is a perfect way to dictate what goes into each scene and control the timing of everything. And if you want to have your characters talk, you can use the lip-sync feature to sync their lips to the voice-over. Pretty cool, and easy to do.

### **TIP #1 UPLOAD VOICE AS MP3**

Upload your voice-over as an .mp3 file by dragging it onto the canvas. Or click Upload > '+' and find your file.

### **TIP #2 CLICK SOUND FILE TO ADD**

Click the uploaded file to add it to the Timeline automatically. It will be added to the scene you're "on", or that's highlighted in the Timeline.

### **TIP #3 LIP-SYNC THE SOUND**

Lip-sync is done by right-clicking the audio clip in the Timeline > Setting > choose the person who should move their lips to the sound.

### **TIP #4 RECORD DIRECTLY IN VYOND**

You can also record voice directly in Vyond. This is fine, but will not sound as good as an edited sound file.

### **TIP #5 TEXT-TO-SPEECH IS USABLE**

Vyond's text-to-speech tool is getting better and better and can be found by clicking Audio > + > Text to Speech.

## **TIP #6** *PENCIL ICON TO EDIT*

Edit your text-to-speech clip by clicking the pencil icon. This lets you make changes to the text as well as the voice.

## **TIP #7** *PLACEMENT MATTERS*

Make sure your voice clips are placed inside the scene, they belong to on the Timeline. Otherwise, they won't move around with it.

## **ADVANCED** *MAKE THINGS LIP-SYNC*

Make things talk by adding a Character's mouth to them. Crop out the character, but leave the mouth be. Then add the voice-over to the mouth as lip-sync.

## **KEY TAKEAWAY**

Uploading a pro voice-over is the more professional way, but generating a voice-over with text-to-speech is by far the faster way.

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## **ZOOMS & CROPS**

Time-saving is something we like a lot, and cropping is one of the best ways to achieve that. We build a scene and use parts of it to create other scenes, where we zoom in and focus on certain parts of our characters and their conversation.

### **TIP #1 USE CAMERA TO CROP**

Reuse a primary scene by creating copies of the scene and only show parts of it using the Camera function.

### **TIP #2 ADJUST ACTIONS TO STORY**

To support your story, you probably have to adjust a few Actions, Expressions and Directions of your characters for each new scene copy, you create.

### **TIP #3 LIMIT SPACE ABOVE HEADS**

Crop your scenes so there are only a few inches of space above a character's head. Too much space looks weird.

### **TIP #4 GENTLE ZOOMS WIN**

Be gentle with your zooms. Harsh, fast zooms look unprofessional and they can even make Vyond look a little laggy.

### **ADVANCED SLOW PRO PANS**

Slow, gentle pans from one side to another create a smooth, professional feel to e.g. a conversation between two people. Pan left if you want to steer the eyes to the left, and vice versa.

## KEY TAKEAWAY

Think like a film set, where you use the same scene multiple times, and shot from different angles. You can save a lot of time by just copying scenes and showing smaller crops of them to create dynamics in your story.

Your own notes:

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## **CTA & BRANCHING**

After we've presented a scenario, we typically end with a call to action, where we ask the viewer to make a choice. In Vyond, we can design an end-scene that makes it easy to add clickable elements later, in another piece of software.

### **TIP #1 SEARCH 'BULLETS' OR 'LIST'**

The easiest way to create a call-to-action scene is with a character and some bullets. Search the template library for 'bullets' or 'list'.

### **TIP #2 SEARCH FOR 2, 3, AND 4**

Try to search for numbers like '2', '3', and '4'. These scenes will be splits between halves, thirds, and fourths. I use these all the time.

### **TIP #3 ADD CLICKABILITY**

Adding e.g. a button shape behind your assets make it more enticing to click and interact with.

### **TIP #4 SEARCH FOR 'SPLIT'**

'Split' is another good search term if you only have two alternatives to choose between.

### **TIP #5 REPLACE CHARACTERS + COLORS**

Always remember to Replace template characters and colors to align the scene to your brand or company.

## **TIP #6** *SEARCH FOR 'TEAM'*

Create a line-up of characters to choose between by searching for 'characters' or 'team'.

## **TIP #7** *NUDGE THE CLICK*

Add small nudges like a hand clicking a mouse to let the viewers know that they are supposed to take action.

## **ADVANCED** *CUSTOM SPLIT SCREENS*

Create a custom split screen from a scene template + a side built on top of a huge 'pyramid' shape. Group everything together and give this side a slide-in effect.

## **KEY TAKEAWAY**

The template library is your friend, as long as you search using 1 or 2 words. Find a point of departure for your CTA scene and work from there.

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# TEMPLATE LIBRARY

Vyond has a lot of scene templates, you can use to create your scenarios. Some can be used almost as-is, and some need a bit more tweaking to match your story. One thing is for certain; it's a really good idea to know what's available in the template library.

### **TIP #1** *NOT JUST SCENE TEMPLATES*

Vyond has a whole library of [video templates](#), you can steal from; ideas, scenes, sequences, whatever you want to pull from them.

### **TIP #2** *KNOW YOUR CATEGORIES*

Scan the scene template categories that relate to your industry. Get a feel for what's in there to use in the future.

### **TIP #3** *SEARCH WITH 1 OR 2 WORDS*

Use 1 or 2 words to get more results. Using 3 or more words will most often leave you with 0 results.

### **TIP #4** *REPLACE COLOR + CHARACTER*

Whenever you've found a template, start by replacing the Characters and the main colors of the scene.

### **ADVANCED** *SAVE YOUR TEMPLATES*

Save a scene as your own template by right-clicking it and choosing Save as Template. You find it in the template library under My Library.

## KEY TAKEAWAY

Spend 10 minutes getting familiar with what's inside the scene template categories that relate to your work. Take a look around inside the video template library as well. And use only a few simple words when you search for scenes inside the Studio, if you want to see any results.

Your own notes:

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## ***CUSTOM BRANDING***

We don't want anyone to think, "That's a Vyond video..", we want them to think "Cool, that's *our* video!". To achieve that you have to know how to customize the look of your videos - to a brand guide, for example. Branding of your videos is primarily about changing colors and texts to fit your company.

### ***TIP #1 PULL HEX CODES FROM WEBSITES***

Find HEX color codes from websites by right-clicking the website and choosing Inspect. Hover over e.g. a button to see its HEX code.

### ***TIP #2 PULL COLORS FROM SCREENSHOT***

Alternatively, you can screenshot a website and import it into Vyond. Then, use the Eyedropper to detect the colors from the screenshot.

### ***TIP #3 LOOK FOR PRIMARY COLOR + FONT***

If you have an overwhelming brand guide, just look for the primary colors and the typography used for online use. Forget the rest.

### ***TIP #4 FIND NUANCES ON COLOR BOARD***

When you need subtle nuances of primary colors, go for lighter or darker shades by clicking around the color board in Vyond. Rough is fine here.

### ***TIP #5 LOGO COLOR = SPOT COLOR***

Use your logo to add spot colors to your scenes, but leave the logo itself out until the very last seconds of the video. And don't use harsh logo colors as backgrounds or other big assets.

## **ADVANCED** *UPLOAD CUSTOM FONTS*

Add a custom font by uploading an .otf or .ttf font file to Vyond. When the font is uploaded, it will appear in your list of fonts. You can find a lot of free fonts on [Google fonts](#) that can be easily uploaded to Vyond.

### **KEY TAKEAWAY**

Color is essential. If you do nothing else to your scene templates, just recolor the background to give it a more custom and branded feel.

Your own notes:

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# REUSE SETTINGS

Once you've set up your branding, your colors, your fonts, and your characters, you don't want to do that again for the next video, right? We want to reuse our general project settings from project to project. And luckily, there are easy ways to do that in Vyond.

### **TIP #1** *CREATE BRAND GUIDE SCENE*

The easiest way to reuse your colors, characters and fonts is to create a brand guide scene - then save it as a template. Start all videos with that scene.

### **TIP #2** *START ALL VIDEOS LIKE THIS*

Begin a blank project by deleting the default scene, adding your brand guide scene, and then add the colors to Quick Access.

### **TIP #3** *LEAVE BRAND GUIDE SCENE IN*

You can also let the scene be at the very start or end of your video, pulling assets from it throughout your build. Just remember to delete it before you export the video.

## **ADVANCED** *TWO TABS TRICK*

Copy-paste scenes and assets across projects by having two tabs open with Vyond projects at the same time.

## **KEY TAKEAWAY**

Digital reuse can be a huge time-saver, and copy-pasting between projects via templates or tabs is one of the best ways to save time in Vyond.

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## 5 QUICK TIPS

I want to round off these notes with a rapid-fire session of tips for your Vyond toolbox that you can use to up your game a little bit. Some are simple time-savers or plain good old advice - some are advanced little tricks to up your Vyond game.

### **TIP #1** *SEARCH FOR 'MASK'*

Search the Prop library for 'mask' to find the assets that can be masked together.

### **TIP #2** *STEAL FROM OTHER STYLES*

Lend from the other Styles, and customise what you use to make it fit in better.

### **TIP #3** *CUSTOMIZE YOUR CHARTS*

Present numbers with built-in charts that you customize to the subject or data you illustrate.

### **TIP #4** *NAME FILES BEFORE UPLOAD*

Name files well before you upload them—as you can't change their names afterwards.

### **TIP #5** *USE 'EASE IN OUT' ON MOTION PATHS*

Use 'Ease in out' on your Motion Paths to make them accelerate and decelerate in a sleek way.

*IF YOU WANT TO LEARN MORE ADVANCED TIPS AND TRICKS, CHECK OUT  
[GO BEYOND VYOND'S PRO LESSONS.](#)*

## **NEXT STEPS**

I hope you got a lot of concrete tips out of these notes and the course itself. If you've watched the video lessons, you hopefully also know how you can apply it in your own work. I want to send you off with a few recommended next steps if you want to continue the learning journey.

### **STEP #1** ***STRONG SCRIPTS COURSE***

A good video rests on a foundation of a well written script. Scripts are narrated as voice-overs, and they make it so much easier to make a well-paced video. If you want to up your skills within script writing for explainer- and eLearning videos, I recommend my course [Strong Scripts](#).

### **STEP #2** ***JOIN THE COMMUNITY***

All the students that have taken courses with me in the past are gathered in a community, where people ask questions and I get to interact with and help you. You can find a link to the community on your [Dashboard](#).

### **STEP #3** ***GET 1:1 COACHING***

I offer 1:1 coaching for the ambitious student, who wants specific help with a concrete project or learn more from my experiences of creating a video agency or building a course business. It's a paid offer that you can find in the [Store](#) on my website.

### **STEP #4** ***JOIN EXPLAIN ACADEMY***

The coolest thing you can do if you want to learn more from me is to enroll in the Explain Academy. I enroll a small group a couple of times per year, and we then spend about 6 weeks together. I teach a good mix of basic communication skills combined with very concrete content creation skills using Vyond as the main tool. You can [get on the waitlist](#) for the next cohort on my website.