

# Creating Video Content

## QuikBox Video Guidelines:

1. Use uniformity in everything - **All marketing & training videos within product segments need to look and feel the same. Each product may contain a different background music and theme.**
2. Use standardized backgrounds, music, callouts, objects, logos
3. Use Smart Focus to Zoom and Pan on particular aspects on the screen (Keeps the video engaging)
4. Use Standardized Callouts to help simplify typing areas, selection buttons, etc...
5. Use Transitions where appropriate
6. Place QuikBox logo in the bottom right hand corner of the video

## Segment Expectations:

**Step 1 - Professional Powerful Video Intro with Music**

**Step 2 - Title Page with Product Name and a Sub Title of the Video (This is to be some aspect of the product)**

**Step 3 - Actual Recorded / Edited Video (1280x720) with Background Music**

**Step 4 - Quick, simple exit (Please don't reuse the intro)**

Online URL: <https://support.quikbox.com/article.php?id=159>