



ENGAGING LEARNING VIDEO

Learning video is all the rage. It gives learners what they need to learn when they want it, where they want it & on whatever device they want it on. But not all learning video is created equal. Here are some tips to make your content stand out so it's quick & easy to understand & remember.



WRITING VIDEO SCRIPTS THAT ARE EASY TO UNDERSTAND

Remember, people watch video rather than listen to it. So rely on the pictures first to get your message across. Words should back up the pictures.

- ▶ Choose short words that are immediately familiar to your audience. Monosyllables are great because they're quick and easy for the brain to process.
- ▶ Write short sentences – one clause only. Avoid dependent clauses and favor verbs over nouns
- ▶ Check how your phrases sound. "Dropping *in humanitarian* aid," can sound like "Dropping *inhumanitarian* aid," when read out loud



FIRST QUESTIONS

- ▶ Is video the best modality for this learning content?
- ▶ Does the content have engaging pictures?
- ▶ Is your ONE learning objective clear?



GETTING GREAT SHOTS WITH AIM & SHOOT CAMCORDERS

If your budget only allows for a point & shoot camera with auto settings, here's how to get great shots.

- ▶ Place camera on stable surface – a tripod is best
- ▶ Ensure lots of light is shining on your object or subject
- ▶ Shoot on wide – never use the digital zoom
- ▶ Move physically closer to the person or object for better sound



EDITING

- ▶ Are you changing shots regularly to keep eyeballs?
- ▶ Are you resisting the temptation to throw in too many special effects?
- ▶ Do the pictures flow easily?



GETTING GREAT SHOTS WITH MANUAL CAMCORDERS

Professionals rely on manual function to get great shots. Here's what you need to do.

- ▶ Height – set your camera on a tripod
- ▶ White – set your white balance every time you shoot in a new location
- ▶ Light – make sure there's plenty of light and set you exposure
- ▶ Tight – zoom in tight and focus your shot
- ▶ Bright – Use an external microphone and manually set your levels so the sound is clear and bright



TALKING HEAD SHOTS

Talking head videos can't be made visually more interesting. But they can be made less boring:

- ▶ Change shot size regularly
- ▶ Drop in slides regularly