

The Importance of Educational Videos in Learning

Welcome to the guide on creating effective educational videos. This presentation will explore why educational videos are crucial for modern learning, their proven benefits, and a step-by-step approach to creating impactful educational content.

Module Name: ICT Tools and Digital Media
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Learning Objectives



- **List** the benefits of using educational videos in training and learning environments.
- **Explain** the characteristics of various video formats (e.g., micro-video, screencast, tutorial).
- **Select** appropriate video types for different learning objectives or platforms.
- **Describe** the steps involved in the video production process (pre-production to distribution).
- **Assess** the quality and engagement level of educational video content.
- **Create** a storyboard and script for an educational video following the AAAA structure.

Why Use Video in Training?

Better Understanding

The combination of images, sound, and text makes it easier to assimilate information.

Time Saver

Videos explain concepts in minutes, where a long text would be necessary.

Increased Attention

The dynamic format better captures attention and maintains audience engagement.

Simplified Distribution

Videos are easy to share, reuse, and view anytime.



The Power of Educational Videos

42%

Higher Retention

With visuals versus text
alone

25-60%

Memorization Rate

With video e-learning
(vs. 8-10% with
traditional methods)

75%

Learner Preference

Of learners prefer video to a
written document

70%

Problem Solving

Of YouTube viewers turn to
the platform to get help
solving problems

Interactive videos show 25-35% higher retention and 29% more sharing than standard videos.

What is an Educational Video?

An **educational video** is a visual support designed to:

- Explain a concept
- Transmit knowledge
- Show a process
- Teach step-by-step instructions

Creating educational videos **is not reserved for experts** in educational engineering.

Whatever your field (teaching, business, training), you can — and should — create videos to facilitate learning.

Tips for Creating Effective Instructional Videos

1 Keep Videos Short (≤ 5 minutes)

- Higher retention rate
- Ideal for mobile (over 55% of videos watched on smartphones are < 5 minutes)
- Better captures attention

2 Adapt Length to Platform

- TikTok: 10-15 seconds
- YouTube: 5-15 minutes
- Facebook: 30-90 seconds
- LinkedIn: 30 seconds to 5 minutes

3 Focus on Engagement

Educational videos should not be boring. Their goal is clear: enable viewers to understand and learn in an engaging, concise, and visual way.

Types of Educational Videos

Video Type	Description	Recommended Duration
Micro Videos	Very short videos focused on a single topic or concept	≈ 1 minute
Video Tutorials	Step-by-step process explanations; also called "how-to" videos	3 to 8 minutes
Training Videos	Used in professional contexts to develop skills; with real speakers	Less than 20 minutes
Explanatory Videos	Visually simplify complex ideas or products, often animated	60 to 120 seconds
Lecture Captures	Recordings of presentations or courses accessible after the fact	15 to 20 minutes
Screencasts	Informal videos with screen recording to explain a digital task	3 to 5 minutes (max 10)

Choose the format that best suits your content and audience needs.



Common Mistakes to Avoid

Not Knowing Your Audience

- An effective video starts with understanding your audience
- Define your target precisely: their needs, expectations, preferences
- Target a typical person to make your message clear, relevant and engaging

Aiming for Perfection

- Seeking perfection stifles creativity and delays production
- The main thing is to convey a clear message, not create a perfect work
- A useful video is better than an endless video being edited

Overemphasizing Equipment

- You don't need high-end equipment to get started
- A clear message, good lighting, and decent sound are all you need
- Start simple, improve gradually

The 5-Step Production Process

Pre-Production

Define SMART objectives, identify audience, plan content structure

Storyboard & Script

Create visual plan, write script following AAAA formula (Attention, Agitation, Activity, Action)

Recording

Capture main footage (A-roll) and supplementary shots (B-roll)

Post-Production

Edit sequences, add narration, apply color correction, integrate music

Distribution

Export in appropriate format, optimize for platforms, add metadata

Step 1: Pre-production

Step 2: Storyboard & Script

Step 3: Filming / Capturing

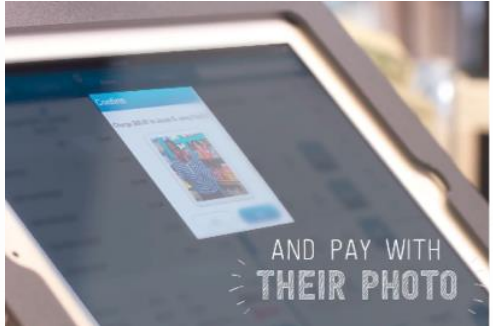
Storyboard & Script: The Foundation

Storyboard Benefits

- Visualize the steps in the video
- Anticipate visuals, sounds and transitions
- Clarify content and structure
- Make assembly easier

Script Structure

- Follow the AAAA formula: Attention, Agitation, Activity, Action
- Adapt tone to audience
- Include technical cues

		
1. Technology should serve people, not the other way around.	2. PayPal Mobile is an excellent in-store solution.	3. It's simple and user-friendly.
		
4. Get paid faster and more easily	5. Register with the 'Code for Payment'	6. music

Example of a storyboard with corresponding script elements. The visual plan and narrative work together to create a cohesive educational experience.

Cost Considerations



€400-1,500

Short Video (1-2 min)

Basic educational content with minimal effects



€1,000-10,000

Per Minute Cost

For longer, more complex videos depending on quality required



€2,000-10,000

3D Animation

Per minute for motion design or animated educational content

Additional costs may include equipment rental, copyright fees (music, images), team travel, and post-production services. It's essential to speak with a professional to get a personalized quote based on your specific needs.

Thank you for your attention!

[Link to Assignment on Creation of Educational Video](#)