ELEARNINGNEWS ARTICLE

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3 types of videos for eLearning

There are many ways to structure and produce a course, depending on available resources and objectives.

Videos implicitly communicate information about your company to viewers. The production says a lot about your organization: "the quickly prepared videos communicate a certain level of disinterest towards the students, while a high quality video will contribute to creating a strong brand recognition".

1. Video teaser

It is an introductory video or demo that is usually found in the online catalogue. The average duration is two minutes and aims to introduce course topics, objectives and teachers. The video should attract attention and make the course captivating, thanks to a dynamic approach and a lot of examples.

2. Videos of the course

There are several formats for structuring the video of the course: filming a session in the classroom, filming under studio conditions or using voiceovers. In any case, the video should be concise and not exceed 8-10 minutes, complete with key information and examples useful to catalyse student's attention.

Shooting a session in the classroom

Pro: the student has the impression of "attending" a lesson.
Cons: you can not have full control over the environment (noises, power cuts, etc.).

- **From the back of the classroom**

The video is obtained simply by placing a camera in the last rows of the classroom, taking up the whole lesson (without changes or interruptions). "This method, widely used in the early 2000s, is no longer recommended today, with its main disadvantages being length and monotony. There is no better way to lose an audience".

- **Multi-Camera**

This method consists in filming from different angles of the classroom, with the help of at least two cameramen. "The main advantage is that you can create a dynamic video, but since you need staff (cameramen, video editor) the method is quite expensive, however the image and quality of the sound are generally top notch".

Shooting under study conditions

Pros: full control of the shooting environment.
Cons: lower "realism".

- **In front of the camera**

Filming the teacher in his natural environment (classroom, training centre, etc.) is a good practice. With this method, the educator speaks directly to the camera.

- **In front of the camera, with a green screen**

This is to place a green screen, which can be used to change the background, behind the teacher. Adequate lighting and good image quality will be required.

- **In front of the camera, with an animated green screen**

You can add all kinds of animation the green screen (during post-production). Motion design is ideal for illustrating concepts that are difficult to explain orally, but is rather expensive.

- **In front of the green screen with slides and graphics tablet**

Like the above method, with the addition of a graphics tablet. The speaker can highlight important points or pin data extemporaneously. All this is particularly useful for scientific courses (think, for example, writing formulas).

Voiceover

Pros: low cost.
Cons: not very engaging, the human element is missing.

- **Animation only**

Students only see the animation that illustrates the voiceover. The instructor first records their course and then the designer will add the animation.

- **Video presentation (slides)**

It consists of a slides presentation. The lack of animation will reduce the attention of your audience.

- **Video presentation (slides) and graphics tablet**

Equal to the previous method, however, the teacher's notes while speaking help to highlight key points.

- **Video of the course and graphic tablet**

This method requires the instructor a lot of effort as he has to discuss the course material and illustrate it with data and diagrams. Method particularly useful for scientific topics.

- **Screencast**

Widely used for software exercises. Instructors with few resources can present the course on slides and use the mouse to highlight important topics. It is necessary a software that allows to make screenshots.

3. Webinar

A webinar is a remotely broadcasted video that lasts between 30 minutes and 1 hour. It is possible to use different formats:

Live webcam

Using the computer webcam, the webinar will cost zero, but the quality of the video may be affected.

Live, Multi-Camera

Exactly like the previous type, but with multiple cameras. This type requires live editing and at least one cameraman (not a low budget choice). A high-quality Internet connection is essential, but the sound and image will have excellent quality.

Live voiceover and slides

There is no video, only the voice commenting on the slides. You can also use a tablet, if necessary. This format is not very interactive and does not allow you to have the main advantage of a webinar: look at the speaker.

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