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5 video formats to use in an eLearning course

There are many ways to do videolessons: with or without the trainer, live or recorded. Here is how to choose the most suitable video according to the participants.

The word **videolessons** in distance learning can refer to totally different visual contents. To cite two examples, we talk about videolessons both when the lesson is done in the form of a presentation and when the trainer is connected live with the class. Although they are videos, it is clear that these two formats are very different not only in the way the content is presented, but also in the type of participation the user is asked to participate in. This implies that the choice of the **type of video** for eLearning depends on the analysis of the beneficiaries of the courses and the objectives to be achieved. Here are the 5 most used video formats in eLearning and the audience they refer to.

PowerPoint presentation style videos

The most popular way, even for traditional trainers, to switch to video lectures is to take advantage of their **PowerPoint presentations**. Older slides can be transformed into videolessons with an eLearning compatible format, such as **SCORM format**. Using an authoring tool, which is a software for creating online courses, the classic presentation can be enriched with audio, interactive commands, branched scenarios, simulations and end-of-module quizzes. Videolessons in the form of a presentation are ideal for adapting content from classroom to distance learning and for beneficiaries and trainers who are entering online lessons for the first time.

Coding model: videolessons in the form of screenshots

For some technical and extremely practical content, such as computer programming, it may be useful to make screen videos. In particular, when presenting the functionality of a **business software**, it is very useful for beneficiaries to have a recorded demonstration with all the steps needed. The video can be paused at any time and beneficiaries can return several times to content they did not understand.

Blackboard model: video lessons for distance learning

When the beneficiaries of the courses are school-age students, it can be very useful to use the **digital whiteboard** tool, especially to explain maths knowledge. The operations are done on the blackboard and look very familiar thanks to the handwriting effect. To the video, of course, you can add audio with the teacher explaining all the steps.

Classroom model: live video lessons with the trainer

When you want to ensure maximum participation of the beneficiaries and when the course has a communicative as well as educational objective, live video lectures are definitely the most suitable option. You can choose the virtual class, a tool that allows about 25 people to connect and interact as if they were in the classroom. The beneficiaries can be a group of students, employees of a company or partners who need to work as a team. For a larger group, the **webinar** mode can be used. In this case, the trainer presents a new product to a wide audience that can intervene through the chat functionalities.

Study model: video lectures recorded by the trainer

Finally, the trainer can record the lesson in a studio to make **high-quality videos** for a very wide audience. In this case, the trainer has learnt the "script" perfectly, has excellent communication skills and speaks directly to the beneficiary of the course by looking at the camera. The background can vary from a simple company logo to graphics, presentations and animations. This is the most expensive and technically complex type of videolection which can also have a **promotional function of the**

company.

Video lessons have several facets: from a simple slide to a professionally recorded video. The key to making them effective? Choose the format best suited to your target and the objectives to be achieved.

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