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What types of videos do you include in an online course?

Using videos in e-learning is no longer a choice but a necessity. Animated videos, explanatory videos, live videos ... what kind of video is best suited to your target?

Videos are by far one of the favorite contents by Internet users. Users who follow online courses are no exception and have an excellent response to videos, provided they are short, enjoyable and at the same time useful. Trainers appreciate them because they increase user involvement and reinforce the content of the training in a fun way. The main challenge for those who design an online course is to choose the type of video best suited to the type of course and student profile. Here are some ideas to start with to find the best video for an online course.

Animated videos for online courses on corporate culture

The use of animated videos to promote a brand, a product or a service is also growing in advertising spots. As for eLearning, the animated video is particularly useful when you want to affect corporate culture. Some behaviors are more easily identified as wrong or incorrect if there is an unreal character that represents them. Cardboard creates empathy and at the same time avoids making the student feel held up by his own choices when it comes to leadership or teamwork.

Interactive videos for an online course on procedures

Interactive videos are particularly useful when students need to be trained in procedures, new products and services that take time to be known. With an interactive video you can divide the notions into micro lessons. The students are not only containers on which to pour the content, but they are an active part of the learning process. During an interactive video, for example, dialog boxes appear asking the user to make decisions. If the answer of the participant does not arrive, the video cannot go on, therefore, active participation is a fundamental requirement.

Explanatory videos to lighten a theoretical course

Not all the content of an online course can be turned into a video. Articles of law or technical specifications can hardly take on a form other than the text. With a video inserted at the right point, however, one can find ways to link the content of the text to one's own experience and to the real world. If an article of law is lowered, through an explanatory video, in a context that the student knows, it will be easier to internalize the innovations introduced by the legislation. An explanatory video provides useful explanations for this can transform a purely theoretical course into a real training experience.

Live video for a blended course

When an online course is aimed at a rather new target in this training mode, it could be useful to put the figure of the trainer at the center, as when following a course in the classroom. In a live video appears the trainer who talks and demonstrates. For students accustomed to traditional classroom training, a live video can be an excellent tool for involvement.

The positive trend of videos is destined to grow, and trainers have every interest in using a tool that favors user involvement. It's all about choosing the most suitable type of video depending on the course content: an animated video to affect the management of people, an interactive video to familiarize yourself with new procedures, an explanatory video to put concepts into your working reality, a video live to recreate the connection with the trainer, typical of classroom courses.