



## 8. Practical tips

The creation of teaching/learning videos requires not only didactic considerations, but also practical planning and technical knowledge. Below you will find some practical tips to help you with the production of your educational videos.

### Preparation and planning

1. **Definition of objectives:** Clarify the learning objectives of your video. What do you want learners to know or be able to do after watching it? A clear definition of objectives helps to make the content focussed and relevant.
2. **Script and storyboard:** Create a detailed script and a storyboard. The script contains the spoken text, while the storyboard describes the visual elements and their sequence. This helps to plan the sequence and ensure that all important points are covered.
3. **Materials and resources:** Make sure you have all necessary materials and resources. This includes scripts, presentations, graphics, props and technical equipment.

(Pöler, 2021)

(Kalt 2021)

### Technical equipment

1. **Camera and microphone:** Use a good camera and a high-quality microphone. Clear picture and sound quality is crucial for the clarity and professionalism of your video.
2. **Lighting:** Ensure sufficient and even lighting. Avoid strong shadows and make sure that your face and materials are clearly visible.
3. **Software:** Use appropriate software to record and edit your videos. Popular programmes are OBS Studio for recording and Adobe Premiere Pro or DaVinci Resolve for editing.

(TechSmith, 2022)

### Recording

1. **Silence and concentration:** Ensure a quiet environment without background noise. Switch off disturbances such as telephones or notifications.
2. **Talking speed and clarity:** Speak clearly and distinctly and adjust your speaking speed. A moderate speed makes it easier for learners to follow and understand.
3. **Angle and composition:** Pay attention to the right angle and an appealing composition. Your face and important materials should always be in the picture.

(Pöler, 2021)



## Post-production

1. **Cutting and editing:** Cut out unnecessary pauses or errors and insert transitions between the different sections. If necessary, use text, graphics or animations to emphasise important points.
2. **Sound editing:** Ensure an even volume and remove distracting background noises. If necessary, add music or sound effects to make the video more interesting.
3. **Subtitles and transcripts:** Add subtitles to make your video accessible. A transcript of the spoken text can also be helpful, especially for learners with hearing impairments or for those who want to read up on the content.

(TechSmith, 2022)

(Pöler, 2021)

## Distribution and feedback

1. **Platform selection:** Choose a suitable platform for publishing your video. Popular platforms include YouTube, Vimeo or internal learning management systems (LMS) such as Moodle.
2. **Accessibility:** Make sure that your video is accessible to all learners. Take into account different devices and internet connections.
3. **Get feedback:** Ask your learners for feedback on your video. Use their feedback to improve future videos and respond specifically to the needs of your target group.

(Pöler, 2021)

(Kalt 2021)

### Sources:

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