

The little book of
**Video
Learning**

The
CharityLearning
Consortium

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The little book of
**Video
Learning**

By Niki Hobson

The
CharityLearning
Consortium

With thanks to

Sam Sharpe, BPAS

Jacqueline Turley, BPAS

Dr Mark Davies, Smartphone Video Revolution

Tom Boyesen-Corballis, The Prince's Trust

Henry Stybelski, Together Trust

Edited by Susie Finch

Foreword

I've always been in awe of the creativity and flexibility that learning professionals bring to content creation. They're used to working with limited budgets and grand expectations. They're no strangers to bolting things together from different sources, doing a bit of up-skilling here, and collaborating and sharing there. They don't shy away from a challenge!

Video provides an amazing opportunity to create meaningful, effective and engaging learning content, but some people are a bit nervous about doing it. By following the really helpful and simple processes, hints and tips in this book, you'll be hitting 'fast forward' on your understanding of video creation, and be well on your way to creating content that you can be proud of.

Dr Mark Davies

Smartphone Video Revolution



Instead of
creating one long
video, take a layered
approach using
videos and other
resources

Mark Davies,
Smartphone Video
Revolution

Why use video for learning?

Ever been faced with a problem and turned to YouTube? There's your answer to why you should use video in learning! YouTube is the second most visited website after Google, and learning and development (L&D) practitioners can use this love of video to enhance both formal training and informal learning. Video can be used to:

- Introduce programmes and trainers
- Stimulate thinking and spark debate
- Demonstrate processes, with step-by-step instructions
- Share facts and/or important information
- Give entertaining TED Talks style lectures

Top tip: Start small

Start by creating short videos which are easy to shoot and edit. The ideal video length depends on your objectives, but sticking to between two and three minutes will keep learners engaged.



The best camera
is the one you
have available!

Feel the fear...

What's the scariest thing about creating in-house training videos? Over the past few years I've run a survey on Twitter asking just that. Lack of experience and filming and editing skills are usually the most common barriers. Cost and equipment are never mentioned, and you certainly don't need much kit or a big budget.

In this little book I'll show you how you can create and use high-quality, low-cost videos to engage your learners, and feel more confident proposing video as a learning solution.

The big question is no longer: 'Should I create a video?' Instead, focus on the question: 'How do I create videos that meet learning objectives – and get watched?'



People enjoy video learning, watching and rewatching in their own time, at their own speed

Jacqueline Turley,
BPAS

Case Study: British Pregnancy Advisory Service

Having seen the impact of using video in previous organisations, Jacqueline Turley, Learning & Development Manager, wanted to transform the learning provision at British Pregnancy Advisory Service (BPAS).

BPAS now hosts a mix of videos on its learning management system (LMS), including 'how to' guides created in-house, recorded lectures and free content from the Charity Learning Consortium's Clear Lessons video library. This approach has shortened training time, reduced costs by £250,000 and increased compliance from 72% to 93%.

Stakeholders now actively want more videos and request this type of learning solution above any other. Video doesn't meet all learning objectives, so Jacqueline is constantly assessing the best blend to meet users' needs.



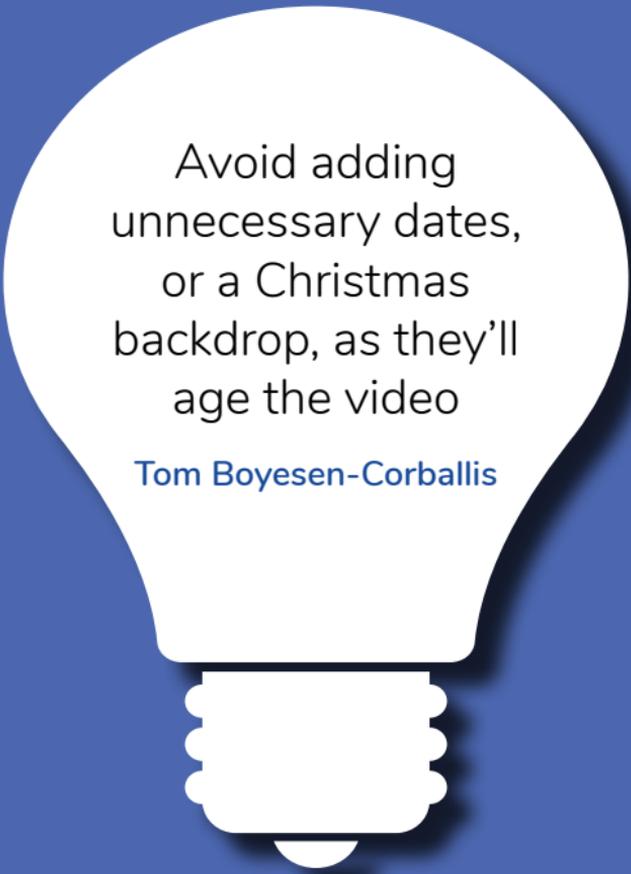
Don't wait for
perfection, learn
as you go

Tom Boyesen-Corballis,
The Prince's Trust

Five key steps

A video project can be broken down into five steps:

1. **Scripting:** Identifying your learning objectives and knowing how to get these across to the viewer using video.
2. **Planning:** Considering who and what you need, how you will capture this when you get to your 'set' and what equipment is required. Preparation is key.
3. **Filming:** Pressing the record button and capturing the footage and/or voice-over.
4. **Editing:** Bringing your footage together with music and your organisation's branding.
5. **Publishing:** Sharing the video across your organisation using the platforms available to you.



Avoid adding unnecessary dates, or a Christmas backdrop, as they'll age the video

Tom Boyesen-Corballis

1. Scripting

A script contains an overview of the action and dialogue for the video you're creating.

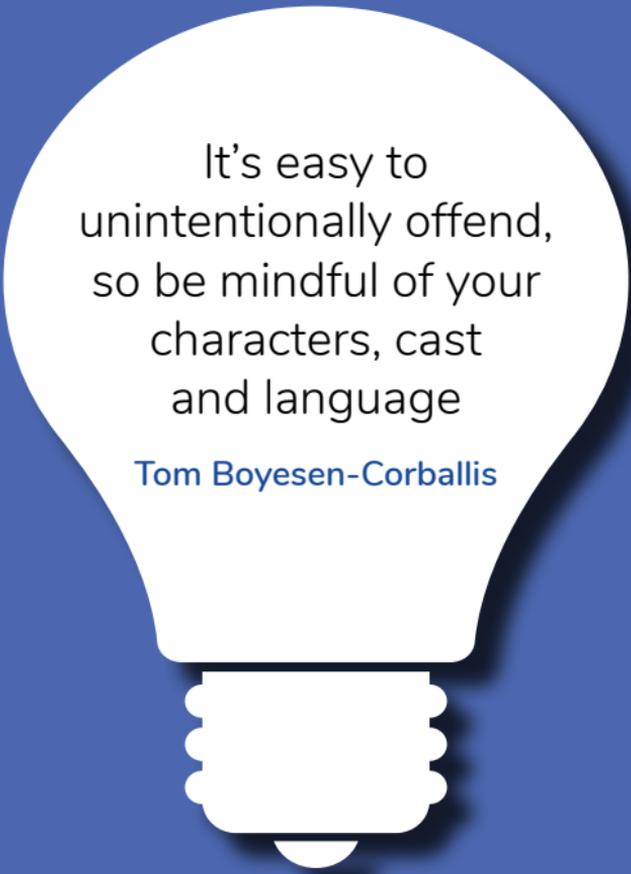
A storyboard uses images to illustrate how these will be captured on camera. You might not need both but creating one will give you a blueprint and help prevent unnecessary footage.

Remember to:

- Add a 'teaser' at the beginning: Grab the viewer's attention straight away
- Keep things simple: Focus on three to four key points
- Add a call to action: What do you want your viewer to do next?
- Think about your ending

Tip: When not to script

If doing informal, 'talking head' style interviews, draft sample questions and share these with interviewees. You don't need a script but they'll want to prepare.



It's easy to
unintentionally offend,
so be mindful of your
characters, cast
and language

Tom Boyesen-Corballis

Exercise:

Visual language

The next time you watch a Hollywood blockbuster or a TV drama, see how they use visual language to set a scene. Review how visual clues help to build the story and provide you with information, such as the setting and the time of day. This gives viewers a lot of information in a very short time and can get your message across quickly, without saying a word.

Think about how you can use visual language in videos to introduce learning, the main action and conclusion.

Tip: Diversity and inclusion counts

Using a variety of different people in videos and voice-overs will help engage learners. Include people from as many teams and departments as possible too, so everyone feels included.



Break filming
into chunks so it's
not so daunting

Henry Stybelski,
Together Trust

2. Planning

Create a call sheet to plan your filming, list the start and finish time, location, prop list and key personnel.

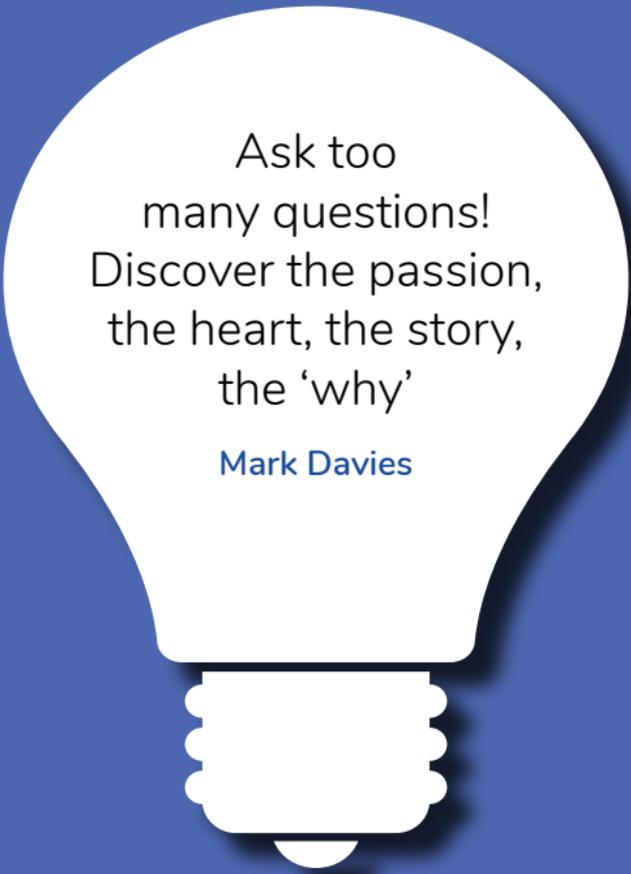
Think about which type of shot is best to capture the action and add focus to your key points:

- Extreme close-up
- Close-up - shoulders up
- Mid shot - waist up
- Long shot - shows the subject top to bottom
- Extreme long shot/establishing shot

The most engaging videos also use what is known as cutaways or B roll - additional footage which complements the action and adds impact and interest.

Top tip: Visit locations in advance

Visit locations beforehand if possible, to assess sound and any distractions/barriers to filming. Also consider what time of day will give you the best light.



Ask too
many questions!
Discover the passion,
the heart, the story,
the 'why'

Mark Davies

3. Filming

When on 'set', put the camera in the first position and capture all the action that you need whilst in this spot. Start with any long shots and run through the action without too much focus on one particular area.

If you're capturing someone talking to camera, this can be very uncomfortable for them so find ways to put them at ease by:

- Involving them in writing the script (if you're using one)
- Using teleprompter or cue cards
- Letting them know what to expect
- Chatting to them before filming
- Capturing lots of shorter takes
- Smiling!

Tip: Take two

It's always beneficial to capture another take, even if everything went well the first time. This gives you more options in the edit.



Simple headings,
transitions, stock
music and a logo can
instantly elevate
a video

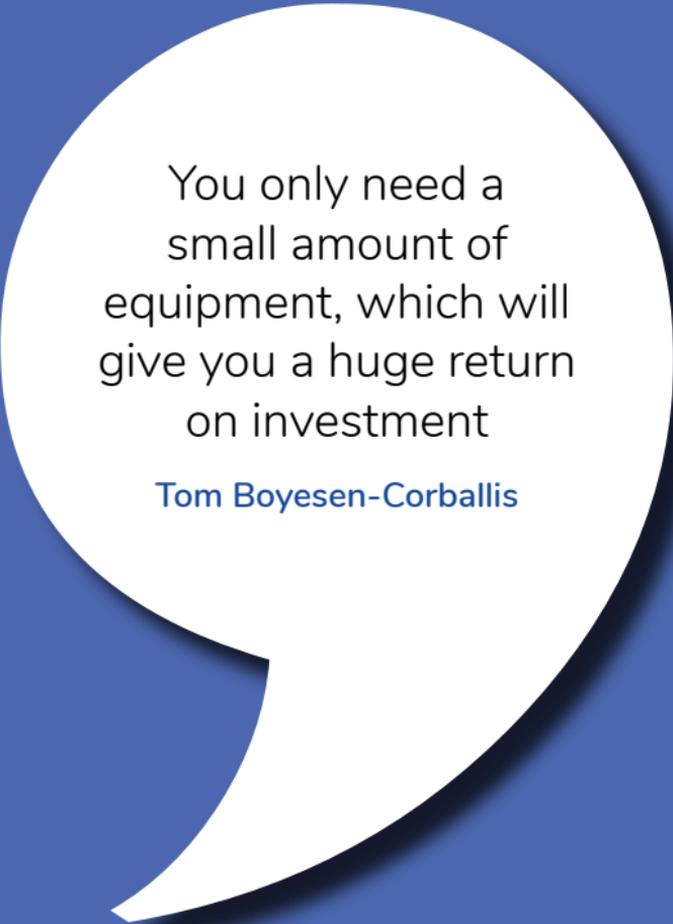
4. Editing

Editing is where the magic happens. Use location images and add some simple transitions, such as fading to black, to create impact. If you haven't consciously noticed transitions before, try and spot them in films and videos and you'll see them all the time.

Adding music and your organisation's logo makes any video look professional. There are lots of websites, such as Mixkit and Bensound, that offer high-quality, royalty-free stock music. Add captions too, for accessibility and inclusion.

Tip: Upskill using free resources

Henry Stybelski at The Together Trust quickly learnt basic editing skills from watching YouTube videos. This gave him the confidence to experiment with open-source video editing software Kdenlive, without the fear of ruining videos.



You only need a
small amount of
equipment, which will
give you a huge return
on investment

Tom Boyesen-Corballis

Equipment

Camera: Start by using whatever is already available, probably your smartphone.

Tripod or stabilising grip: Propping your camera on a shelf will help stabilise your footage. If you need camera movement, a tripod or grip will help remove shakiness. If budget isn't available, hold the camera close to your body with two hands.

Lighting: Bounce daylight onto your subject with a light refractor made from cardboard and tin foil. Or invest in a small LED light which can be clipped onto your smartphone or tripod/grip.

Microphone: If creating 'talking head' videos, you'll need a lavalier/clip-on microphone to pick up dialogue clearly. Shotgun/directional microphones can be stand-mounted but will pick up more background noise.

Find a kit list at clc.link/video-learning



Using video
guarantees that
everyone receives the
same, consistent
message

Jacqueline Turley

5. Publishing

Where you share your video is as important as how you capture it. This could be your organisation's intranet, YouTube channel, social media platform or learning management system (LMS).

Ensure videos are titled and tagged with a clear description so they're easily found. Viewers will also consider video length and numbers of views when deciding what to watch. Find the SEO expert in your organisation and enlist their help. Monitor views and feedback.

Tip: Use your LMS as a one-stop shop

When BPAS introduced video learning, Sam Sharpe, Learning & Development Administrator, quickly learnt how to embed videos onto the LMS provided by the Charity Learning Consortium. People easily found the videos they needed and the LMS is now one of the first places people go to find information.



Video can help
bring a trainer's
personality to a
virtual programme

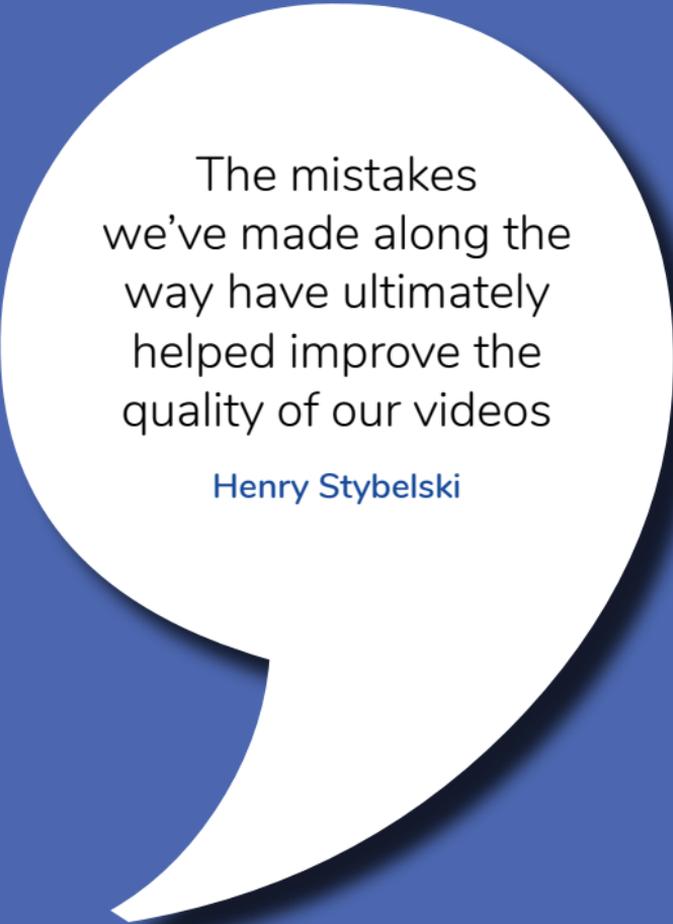
Top tip #1

Collaborate

You can't do everything on your own, so ask other people in your organisation to help create videos. User-generated videos are a perfect way to quickly get information out to support learning at the point of need. Empowering your staff and volunteers to capture their own videos can help increase collaboration, share expertise, enhance social learning, improve engagement, identify training needs, build trust, create a learning culture and break down silos.

Promote user-generated videos by:

- Providing easy-to-follow guidance
- Finding champions across your organisation
- Making the creation process easy
- Having a central location for sharing content
- Tracking success
- Sharing good examples



The mistakes
we've made along the
way have ultimately
helped improve the
quality of our videos

Henry Stybelski

Case study: Together Trust

In-house trainers delivering face-to-face at the Together Trust had to quickly adapt to new circumstances. Henry Stybelski, Learning & Development Officer, encouraged them to create video learning instead.

He produced crib sheets to take them through video creation step by step. The handouts advised trainers not to record video all in one go, but break it down into sections. Henry also asked them to bang or clap after a good take, so it was easy to spot the best version when editing.

Trainers successfully created short videos - two to three minutes long - using laptops and smartphones. When delivering these virtually they pause the videos to pose questions, prompting thinking and reflection. This turns video learning into an interactive experience.



Content is king.
Poor quality won't stop
people watching videos,
as long as they're
relevant and engaging

Top tip #2

Curate

Find the best, free videos for your needs from sources such as Clear Lessons and then share them on your chosen platform. When curating videos:

- Check the source is credible
- Find content from a variety of sources to give different opinions and perspectives
- Review content regularly to ensure it's up to date and relevant
- Decide how this will be organised and shared

Tip: Don't reinvent the wheel

If you're implementing a piece of software, see if any training videos already exist and use these across the organisation. Follow the 80/20 rule - does the video give you 80% of what you're looking for?



Video is perfect
for spacing learning,
to help knowledge stick

Martin Baker,
Charity Learning Consortium

Top tip #3

Evaluate

Views only show that a video is popular. Like any learning intervention, data and behaviour are the best way to evaluate impact. Start by looking at what metrics your organisation already uses to evaluate any change.

Behaviour

Evaluating a change in behaviour can be tricky, especially if videos are part of a blend. You might need detective skills to spot what has worked.

Look for changes in behaviour when videos are being used. For example, are staff and volunteers now looking at videos rather than raising queries?

Tom Boyesen-Corballis, from The Prince's Trust, says asking learners to assess impact may not be that effective. He suggests asking managers or colleagues for evidence of change instead.



Using real world
scenarios will make your
videos more authentic

Quick tips for success

Pre-production

- ✓ Write a script or create a storyboard to ensure you meet learning objectives
- ✓ Where possible, tell a story with a beginning, a middle and an end
- ✓ Think about how you can provoke emotion in your script, to keep viewers interested
- ✓ Create checklists to plan your projects and filming days
- ✓ Practise using any equipment, hardware and software
- ✓ Plan what different types of shots you want to capture on set
- ✓ Consider what visual clues might help get your message across
- ✓ Keep your videos short and simple. Focus on three to four points

Quick tips for success

Production

- ✓ Keep focused on your learning objective.
You're not making a Hollywood blockbuster!
- ✓ Get to know your equipment
- ✓ Make sure your shot is in focus
- ✓ Learn how to set up and lock the exposure on your camera
- ✓ Don't capture your action in order but according to your set-up. Reorder when you edit
- ✓ Think about your background - lighting behind your subjects will turn them into silhouettes
- ✓ Listen to the sounds around you - what background noises will be picked up?
- ✓ Do an audio test and try to reduce background noise where possible

Quick tips for success

Post-production

- ✓ Start by playing with free editing software
- ✓ Find support - online or through friends and colleagues
- ✓ Look for free stock music to give your videos a professional feel. Ensure this is copyright-free
- ✓ Store your footage in a safe place and always back it up
- ✓ Editing usually takes longer than filming, so plan in enough time
- ✓ You don't need lots of special effects - too many can be distracting
- ✓ Add a clear title and description when sharing the video



Always give yourself
more time than you think,
especially during
the edit

Quick tips for success

Free software

Video recording and live streaming

OBS Studio at obsproject.com, streamyard.com,
apowersoft.com and zoom.us

Desktop editing

Lightworks at lwks.com, kdenlive.org and
icecreamapps.com

Smartphone editing

Search in your app store for iMovie, KineMaster
and Adobe Premiere Rush

More info at apple.com, kinemaster.com or
adobe.com

Audio

audacityteam.org, mixkit.co and bensound.com

Stock video and music

videvo.net, motionarray.com and pexels.com

About the Charity Learning Consortium

We are a one-stop shop dedicated to providing affordable and effective learning solutions for charitable organisations. Membership includes a suite of eLearning, charity-specific video content, a learning management system and access to a vibrant community for members to connect and share good practice. You also get a whole host of other goodies as part of an annual subscription.

Hundreds of charitable organisations benefit from collaborating with us. Bringing them together enables the Consortium to offer cost-effective, quality eLearning to more than a million people across the UK. Our collaborative approach paves the way for learning and development success, with ongoing support, fantastic networking opportunities, relevant workshops, and an inspirational Charity Learning Conference & Awards.

charitylearning.org

About the author

Niki Hobson

Niki Hobson is passionate about supporting businesses who want to introduce video learning. She delivers smartphone video training and encourages people to explore videography through #VideoWalks.



After graduating with a BA in TV & film design, Niki initially worked in the UK film industry. She then started her career in learning and development and is now an experienced learning designer. She has worked in the private, public and voluntary sectors, designing, delivering and managing a diverse range of training programmes.

focusndev.com

‘Video is simply how
we like to learn best!’

Martin Baker
Charity Learning Consortium

The
Charity Learning
Consortium