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Creating Video-Based Content for Teaching and Learning

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Effective learning starts with thoughtful teaching! Instead of relying on lectures or white papers to relay an important topic, include videos in your educational programming.

There are many different ways to learn new material, such as **reading, listening, or doing**. Using **videos in your instruction**, whether it's for employee training or content for users, provides a multifaceted approach. **Teaching new tools or collaboration methods via engaging videos can help Googlers learn practical skills.** With videos, learners can listen, read, and even complete a project on the way. Research shows that [millennials are 2.7x more likely to watch a video](#) than read a book to learn something new, and [73% of Gen X use YouTube](#) when they want to learn a new skill. Plus, videos may [increase overall comprehension](#): they **empower students to learn at their own pace**, since they can be paused and replayed.

Best Practices for Creating Video-Based Instruction

Use these tips to plan thoughtful and engaging videos that help learners absorb material and grow their skills.

- **Write a script.** This is no time to be spontaneous! Include both the lines the instructor will say and the action that will occur on screen. Notes like "open Google Search" or "draw three lines" for the video producer or production team will ensure your voiceovers and on-screen action correlate.
- **Practice, practice, practice.** Rehearse scripts aloud to listen for unintended alliteration or rhyming, confusing word choices, and overlong sentences. You need punctuation to breathe!
- **Stay consistent.** On-screen text should match voiceovers. It's confusing to read one thing and hear another — [humans are notoriously bad at multitasking](#). Even different sentence structures can momentarily distract!
- **Be mindful of accessibility.** [Check industry guidelines](#) on font size and color contrast. Note the volume of the background music, the speed of the speech, and the accuracy of the closed captions.
- **Make text bite-sized.** Reading a wall of text is overwhelming on a screen. Bulleted lists and short sentences help learners scan and absorb the text more quickly.
- **Consider attention spans.** The ideal length of time for an instructional video is [3-5 minutes](#). Break your videos into a series if you need to, with activities or discussions in between.
- **Include images to support the content.** Illustrations add a lot of visual interest to a video, and animations can clarify difficult concepts. However, they should reinforce the material, not distract from it.
- **Encourage learners to apply their skills.** It's easy to get distracted, even when watching an engaging video. Give your learners something to do, like an independent or group project as simple as [brainstorming ideas](#), or as complicated as [writing code](#), to practice what they're learning ([project-based learning](#)). Create built-in breaks for learners to work on the project, either by splitting the video or by encouraging pauses as needed.



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