

# Top 10 things to consider when designing teaching videos

First, let's define what an effective teaching video is:

*It's a multimedia presentation which uses both visual and auditory channels to present learning material to a target audience.*

At **Oppida**, we see many clients experimenting with video to educate. Here are our top ten design tips to ensure a great ROI.

01

**Use audio and visuals together to present new information.** The use of both the visual/pictorial channel and the auditory/verbal processing channel enhances information integration and retention. Ensure that the audio matches the visual content and is delivered at the same time.

**Keep it short.** Research indicates that around 5-6 minutes is the optimum length for a teaching video. Segment the material into meaningful chunks and don't try to cram too much into a single video.

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**Make it active (if possible).** Use guiding questions and guided activity, and provide opportunities for reflection.

**Make it interactive.** Video allows learners to control the pace, stop to reflect or take action, and to repeat sections if they need to. Use tools to make it easier to navigate within the video, and provide signalling of key material through colour changes or symbols.

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**Limit extraneous information.** Keep the focus narrow, avoid images which do not strongly support the audio, and use music or sound effects minimally and meaningfully.

**Make it personal.** Use a conversational style rather than a formal one. If you have to read from a script then use a teleprompter and rehearse many times so it flows as naturally as possible. Speak clearly and with enthusiasm directly to the camera. Make an emotional connection by telling a story rather than providing a dull narration.

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**Mix it up.** Use a variety of visuals - moving images, close-ups, stills, slow-motion, animation.

**Make it targeted.** Define your target audience, and use verbal and text clues to indicate that the material has been designed and presented just for them.

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**Don't overload with text.** Use as little as possible, in bulleted points, and in a clear easy-to-read font.

**Expand the learning space** – use the power of video to take learners out of the classroom on virtual tours or site visits. This can be done easily if filming with a green screen.

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## References

### *Cognitive theory and multimedia learning*

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## Research and best practice

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- **How to create Educational Videos: From watching passively to learning actively – Josef Buchner**  
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- **Developing Effective Educational Videos for Blended Learning – Moussiades, Kazanidis, and Iliopoulou**  
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- **Catching the wave of video teaching: Supporting lecturers in the tourism team Inholland Diemen in developing video teaching skills – Zac Woolfitt**  
[https://www.inholland.nl/media/10251/woolfitt\\_catching\\_the\\_wave\\_of\\_video\\_teaching\\_mt\\_140716.pdf](https://www.inholland.nl/media/10251/woolfitt_catching_the_wave_of_video_teaching_mt_140716.pdf)

## About oppida

At **Oppida**, we believe in creating dynamic learning environments through learning management systems which engage with learners on a deeper level. Whether you're at project inception or you're struggling knee-deep to manage content deliverables, Oppida will tailor learning design support for you.

Setup a quick consultation with our founder Bianca Raby and discover how we can help you project manage, design, develop and enhance your online courses from any stage in the course's lifecycle. Also, [sign up for our FREE Designing Digital Learning Course](#) to better understand how to design for digital.

Setup a quick consultation!