

HOW TO



CREATE A SUCCESSFUL



LEARNING VIDEO?

Video is the fastest developing form: it entertains, educates and informs in an easy, fast and pleasant way. But how can I make someone want to watch my movie?

STEP 1: IDEA AND SCRIPT



In the beginning there is an idea. You should know what, to whom and why you want to tell with the video and what effect you want to achieve by this.

STEP 2: RECORDING

Now you need equipment, the ability to use it and be aware of what and how you want to record. You have the basic video equipment in your pocket - a camera, microphone, screen and loudspeaker all in one, i.e., a smartphone.



STEP 3: EDITING



Time to get back from the movie set and sit down in a studio. Start by selecting material and placing it on the assembly line. Then you arrange the shots, sequences and scenes in desired order. Separately, make a sound and color correction, and at the end add special effects.

STEP 4: ADDING INTERACTIVITY

Don't let your students fall asleep. Keep them engage. Use pop-up questions, challenging excercises, get feedback!



STEP 5: PROMOTION

What title, description, tags, category can increase the viewership of the movie? Is your movie technically suited for the requirements of the platform and different devices on which it will be played?



finally... enjoy the number of viewers, likes and comments.
And prepare the next video.