

How to use your smartphone to create digital educational videos



WHAT TYPES OF VIDEOS CAN I CREATE?

Micro videos are short instructional videos that focus on teaching a single topic. They're usually less than a minute long.

Training videos are used to improve an employee's workplace skills. You will often see these in your online mandatory training. **Explainer videos** are short videos (usually less than two minutes) that explain a business concept or product in an entertaining, visual way. They typically use basic animations to explain a larger topic, product, or service. Explainer videos simplify complex ideas into easily digestible content.

Presentation videos are when a presentation is recorded which makes it available for an audience to watch after the fact. This might be as simple as recording just the audio for a presentation, or as advanced as recording PowerPoint point slides, a webcam, and a separate microphone all at once.

Screencast videos are digital video recordings of your computer screen and usually include audio narration.

THE BASICS

Audio – Try to get as close as possible to the source you are shooting. And make sure to listen for noises around you. Try to ensure your surroundings are as quiet as possible; no cars driving by or buzzing from lights – anything that can interfere with the audio signal.

Lighting - For the most part, cameras on mobile devices work better with as much light as possible. So if you can, avoid dark areas. And also, try to avoid getting the sun, bright lights, or windows pointing directly into the shot. This can dramatically over or underexpose your subject.

Shot Composition - Try to stabilize the shot best you can. No one likes shaky footage. A good tip is to lean up against something. If you have a tripod or flat surface nearby, that will work great as well.

TRANSFERRING YOUR VIDEO FILE FROM YOUR DEVICE

The easiest way is to plug your phone into your computer with a USB charging cable. Once connected, you can click and drag your video files right into any folder you desire.

If you don't have a USB cord available you could use one of the following options:

Dropbox works on all devices and you are given 2GBs for free to get started with options to upgrade if needed.

Google Drive gives you 15GB for free.

Apple's iCloud offers 5GB of storage for free.

Email services put a cap on file size, so this option can be limited.