Create Fun, Innovative Videos for Your Online Classes and more

Explainer Videos

Tiffini Travis
But first, let’s go to Cannes...
What’s the difference?

Educational
- Too Long
- Too Static
- Too product specific
- Info Overload

Explainer
- Short
- Dynamic
- Flexible
- To the Point
What is it?
Explainer videos

Convey complex facts within a very short time. Characterizing elements are storytelling and a multisensory experience.

Usually 1-3 min long. Focus on the most relevant facts.

Visualization includes animated illustrations, graphics, photos, and text.
What is it?

Explainer videos

Learning objects
Infomercial
Microlearning
Point of Need
Why use it?
Explainer videos

- Provides essential information within the typical attention span of a user
- Can be repackaged in a variety of ways
- Appeals to multiple learning styles and preferences
Elearning and Explainer Videos

What does the data reveal?

<30 Years

68% I often watch videos for examples on Youtube

40% I prefer watching videos to reading text

48% I can remember videos better than text content

47% When I am searching for information I often watch a video about the topic
Elearning and Explainer Videos

What does the data reveal?

39-59 Years

65% I often watch videos for examples on Youtube

40% I prefer watching videos to reading text

51% I can remember videos better than text content

52% When I am searching for information I often watch a video about the topic
Elearning and Explainer Videos

What does the data reveal?

- **56%** I often watch videos for examples on Youtube
- **30%** I prefer watching videos to reading text
- **37%** I can remember videos better than text content
- **44%** When I am searching for information I often watch a video about the topic
Most students mentioned that the video was a quick way of jogging their memory, and that they could go directly to the part in the video that was needed. *Lantz et al.*, 2017

A significant improvement in the knowledge level of subjects was achieved after presenting the explainer videos during the interview. *Krämer and Böhrs*, 2018

Key concept videos--were the most beneficial resources for the students, whereas "lecture capture with PowerPoint slides and audio only," were not preferred. *Hamutoglu, Gemikonakli, Duman, et al.*, 2020

Students expressed enjoyment and comfort with the medium and many felt they were more engaged by animation than other types of instructional videos” *Poggiali*, 2018
Explainer Videos on Campus

- Present information on any topic
- Promote Services
- Outreach
- Fundraising
Explainer Software

$0
PowerPoint
ADOBESpark

$100-300
Toonly
Vyond

$300-400
PowToon
Wideo

$500-600
RawShorts
MySimpleshow
Timeline of Explainer Video Production

1. Start with an idea
2. Revise your script
3. Develop a script and storyboard
4. Select your software
5. Create your video!
6. Solicit feedback from colleagues and users
<table>
<thead>
<tr>
<th>VIDEO</th>
<th>AUDIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIBRARY FAST FAQs logo appears.</td>
<td><strong>NARRATOR</strong>&lt;br&gt;Has this ever happened to you?</td>
</tr>
<tr>
<td>Student, holding an arm full of books, trips on the step and drops all their books.</td>
<td><strong>NARRATOR</strong>&lt;br&gt;Books are just TOO heavy.</td>
</tr>
<tr>
<td>Student tries to pick up their backpack full of books but fails.</td>
<td><strong>NARRATOR</strong>&lt;br&gt;They’re just SO hard to find.</td>
</tr>
<tr>
<td>Student sits in front of a library bookshelf, looking exasperated.</td>
<td></td>
</tr>
</tbody>
</table>
Explainer Formula

IDENTIFY the Problem with a QUESTION
SHOW something INTERESTING on the Screen
SAD or FRUSTRATED Characters for Emotional IMPACT

PROVIDE a SOLUTION to the Question
SHOW HAPPY CHARACTERS
DEMONSTRATE how your SERVICE works

SUMMARIZE THE VIDEO
CLOSE with a Call to ACTION
FORMAT

You have 7 seconds to grab your viewer
Keep your Video between 1-3 minutes
About a 300-500 word script

Music at 20% or less
INCREASE music when narrators are not speaking
Select upbeat, poppy songs

Constant MOVEMENT keeps viewers ENGAGED
POP enter characters with a slight zoom
Moving text, change character expressions, different clothes
LESSONS LEARNED

- Pick a software your organization can afford
- Use one that allows upload of OG content
- Use screen captures to show your website
- Have a novice user read your script
- Don’t use jargon
- Don’t use specific database names
- Use multiple narrators
- Use royalty free music and sound effects
- Upload to YouTube
- Share and ask for feedback
Other Explainer Videos

MicroLearning
https://youtu.be/ySgVxGVOurg

American Airlines Baggage Fees

Docusign
https://youtu.be/oufbHSMY0U0

Digital Library Explainer Video
https://www.youtube.com/watch?v=Kwf93IGD1BY
Closed Caption Options

- Use Youtube Captioning
- Use Caption File
- Use Camtasia
- Use Campus Captioning Service
The future of **Explainer** Videos in Academia

- More Templates catering to Higher Education and Learning in General
- More Educational/NonProfit Rates
- More Site Licenses
- More integration with other Ed Tech Tools
- More focus on Accessibility
QUESTIONS?
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Reviews of Explainer Software
Jenn Jager (Youtube) https://www.youtube.com/channel/UCXBi4sAc9QXfTkjhT0cUrTg

Royalty Free Music and Sound Effects
Audio cutter: https://mp3cut.net/
Free Sounds: https://freesound.org/
Youtube sounds https://www.youtube.com/audiolibrary/soundeffects
Commercial free music http://dig.ccmixter.org/free

Explainer Video Production
Explainer Videos and Learning Research


Laaser, W., & Toloza, E. A. (2017). The changing role of the educational video in higher distance education. The International Review of Research in Open and Distributed Learning, 18(2).

