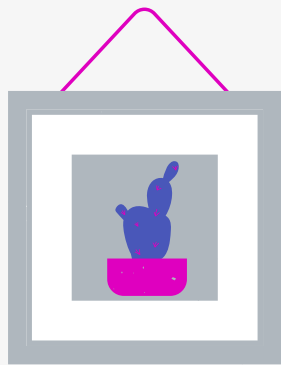# 7 BEST PRACTICES

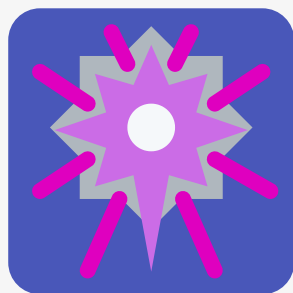## For Digital Videos in Education

1 PICK THE RIGHT IMAGES

Graphics for graphics' sake do not improve learning! Select graphics that support learning & foster the construction of connections between the words and graphics. This will lead to deeper learning and help with long-term memory.

2 KEEP IT SIMPLE

Graphics in videos should be simple. Students grasp concepts better when images are simple representations of complex ideas rather than real-life pictures or complicated images.

3 AVOID DISTRACTIONS

Students will understand the ideas of systems and processes better when a process is shown in pictorial steps, rather than through a complex animation. This will help students will remember the content better and perform better on assessments.

4 LIMIT THE PATHWAYS

If students are exposed to text, narration, and images at the same time, they will not learn or retain the content as well as students exposed to text OR narration combined with images.

5 KEEP THE TEXT CLOSE

Put words and pictures close together on the screen. For an image on a slide illustrating a particular process, the text describing each step of the process should be placed as close to each image as possible, instead of as a footnote on the bottom of the slide or in a separate location.

6 SHOW THE INSTRUCTOR

Having an instructor such as a teacher or narrator in the video can help increase attention, recall, and perceived learning in digital videos. It can also lead to students' increased attention toward the videos and immediate content recall.

7 KEEP IT SHORT

Students will stay engaged with videos for relatively short periods of time. Digital videos six minutes or shorter have been shown to foster the highest level of engagement.