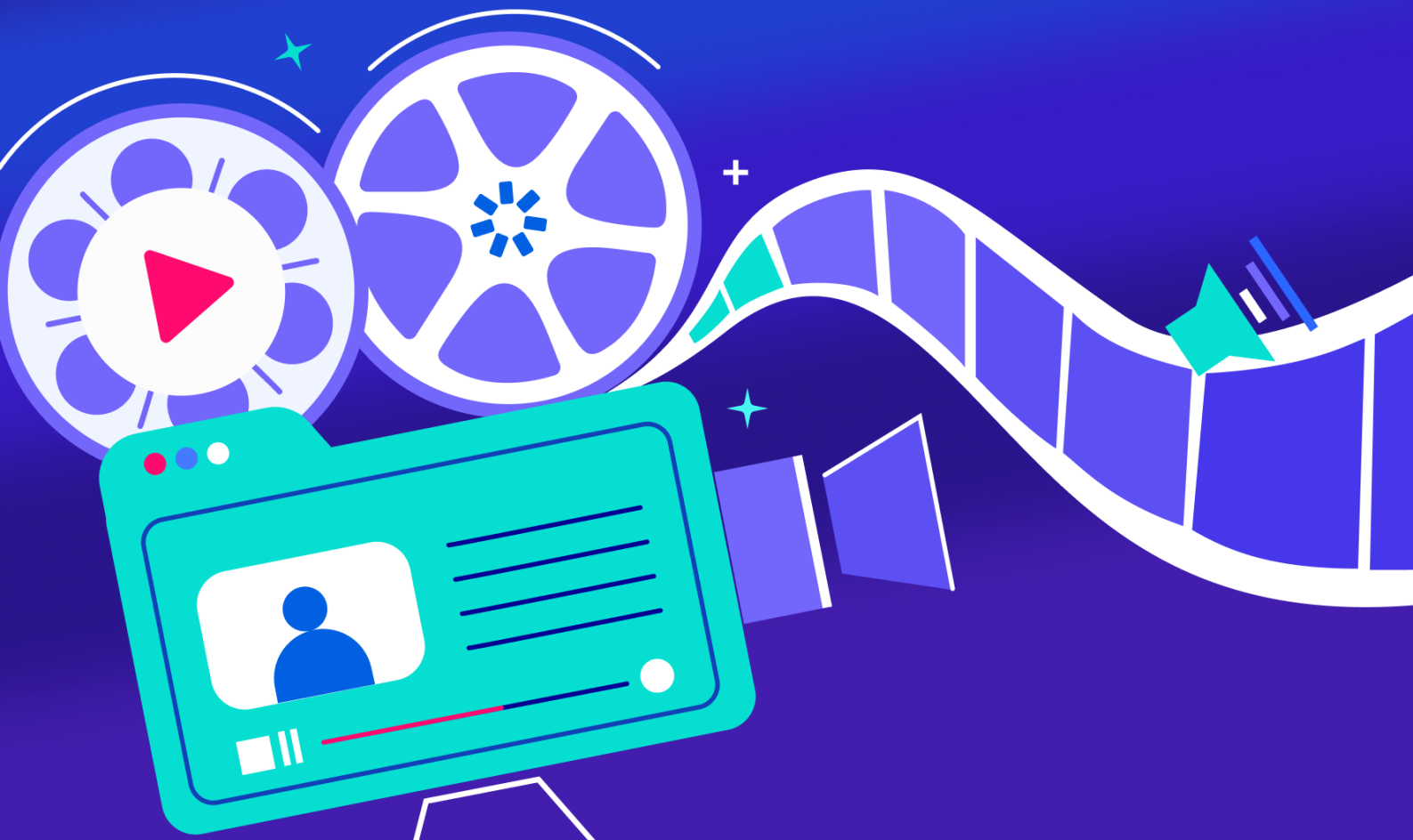


HOW TO CREATE TRAINING

VIDEOS VIDEOS VIDEOS





Introduction

Welcome to our guide to creating effective training videos! Whether you're an educator, a corporate trainer, or simply someone looking to share knowledge, this guide is your one-stop resource to help you get started on the path to creating engaging and impactful training videos.

In this guide, we'll explore the six different types of training videos, each tailored to specific learning objectives, and walk you through the process of creating the most popular type of training video – a presenter-style video – with the user-friendly iSpring Suite. From preparation and setting up your recording environment to making test recordings and editing, you'll find step-by-step instructions to make your video creation journey smooth and efficient.

You'll also discover six essential tips to make your training videos even more effective.

With the knowledge and tools provided in this guide, you'll be well-equipped to create training videos that captivate your audience and effectively convey your message. So, let's get started on your journey to becoming a skilled training video creator, helping others learn, grow, and succeed.

The iSpring Team



Types of Training Videos

There are various types of training videos, each serving different purposes to achieve your business goals effectively. Let's explore the six main categories:

Micro videos

Micro videos focus on a single narrow topic and are brief. You can use micro videos to tell your employees about an update to your product, or basic office rules. To make it engaging, you might want to add animation and music.



Tip: Make micro videos 1-3 minutes long to make sure you don't lose your trainees' attention.

Practical-based tutorial

Practical-based tutorials, or hands-on tutorials, are a variation of the game “follow the leader,” which is a great example of learning by doing. Together with an instructor, learners master their hard skills. These may include diverse topics like social media management, programming, or maintenance of a CNC machine.

If you decide on creating instructional videos, this type of video is essential for any job, because it shows how to do something, how to do it right, or how it can be done more effectively.



Tip: Structure your video as a series of small steps, so trainees can clearly understand what they should do and when they should do it.

Software tutorial

This type of instructional video is similar to the previous one, except for one detail: the focus is on teaching how to use some software or web service. As a rule, there's no video of the instructor, just a screencast and a voice-over.

Unlike standard video lectures, recording high-quality screencasts requires some special features. For example, iSpring Suite allows you to choose whether to record the entire screen, capture a certain area, or simply show an app window. You can also spotlight your mouse actions and add visual annotations so that learners can perform everything you do readily and easily.



Tip: Record video from your screen and webcam simultaneously to provide a screencast with live video comments from the presenter. This will make the final video more alive.

Product demo video

Product demo videos are created to showcase products in action. They can be made in the form of a video tour for software and web services, unboxing, setup, tests, and reviews of physical products such as the smartphone in the video above.



Tip: There's no need to bend over backward to create a video demonstration with perfect quality. An overly polished demo can look artificial and biased.

Presenter-style video

Presenter-style videos are most common in the corporate field since they're the best way to introduce new ideas, share some concepts, and inspire people. They can be created by simply recording a live speech or performance of an expert, or intentionally created from scratch to cover a certain topic.

This type of video works just great not only for in-house employee training but also for marketing purposes.

You can share expert knowledge with your potential clients and therefore build trust as a bonus.



Tip: Always record live meetups, webinars, and lectures featuring in-house and guest experts. It's an inexpensive yet effective way to turn one-time learning sessions into reusable content.

Virtual tour

Virtual tours are a kind of brand video. They may give your viewers a tour around your company's office or production sites, or take the form of a "meet the team" video or short interviews with the staff. Virtual tours are great for onboarding and they're also helpful for HR since they provide candidates with an informal, behind-the-scenes look at your company and make it more human.



Tip: You don't have to make a "perfect" video because the more simple it is, the more authentic it looks. Nevertheless, use a tripod to avoid the shaky and jerky effect of found footage.

How to Create a Presenter-Style Training Video with iSpring Suite

As mentioned, you can create a training video easily using an intuitive tool like iSpring Suite. If you don't have it, you can [download it for free](#) now and create your first training video by following the steps below.

STEP 1

Prepare all the materials

The first thing you need to do is write a script or at least make a list of the key talking points to reference when you're recording. Also, prepare PowerPoint slides, images, demos, and other content items that you're going to use while capturing a video.

STEP 2

Set up the recording environment

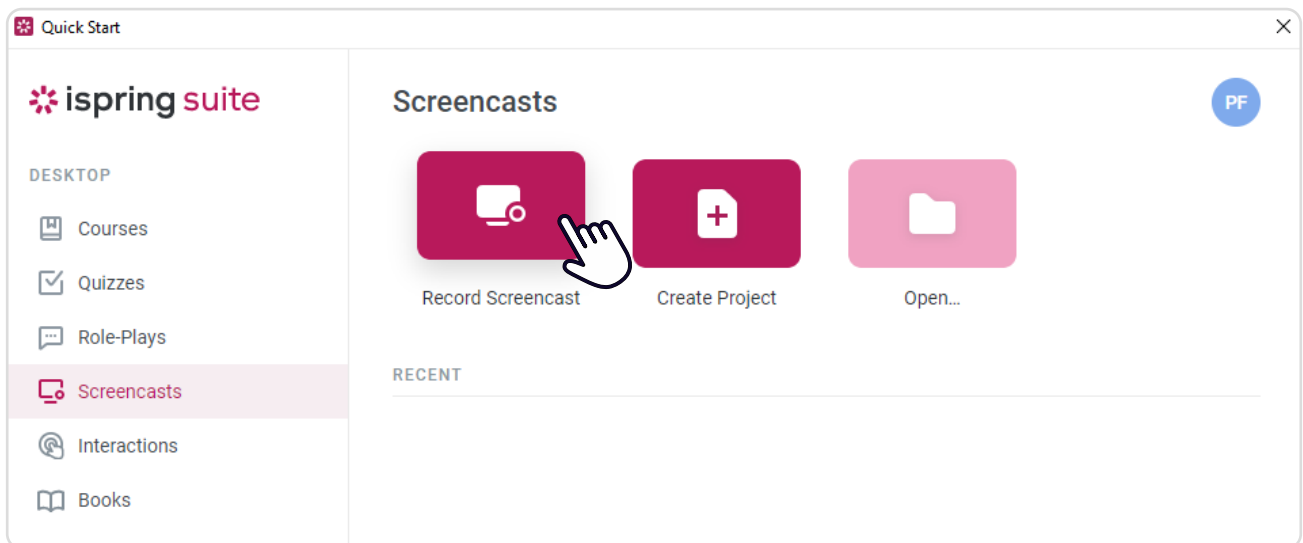
iSpring Suite allows you to record video with minimal equipment – you just need a computer, a microphone, and a USB webcam, or simply a laptop with a built-in mic and camera. When you open the video recorder, it will automatically detect any connected devices.

After you connect the audio and video feeds, prepare your computer for smooth function. Close the apps that are not involved in the recording process, especially those that show alerts or popups.

STEP 3

Make a test recording

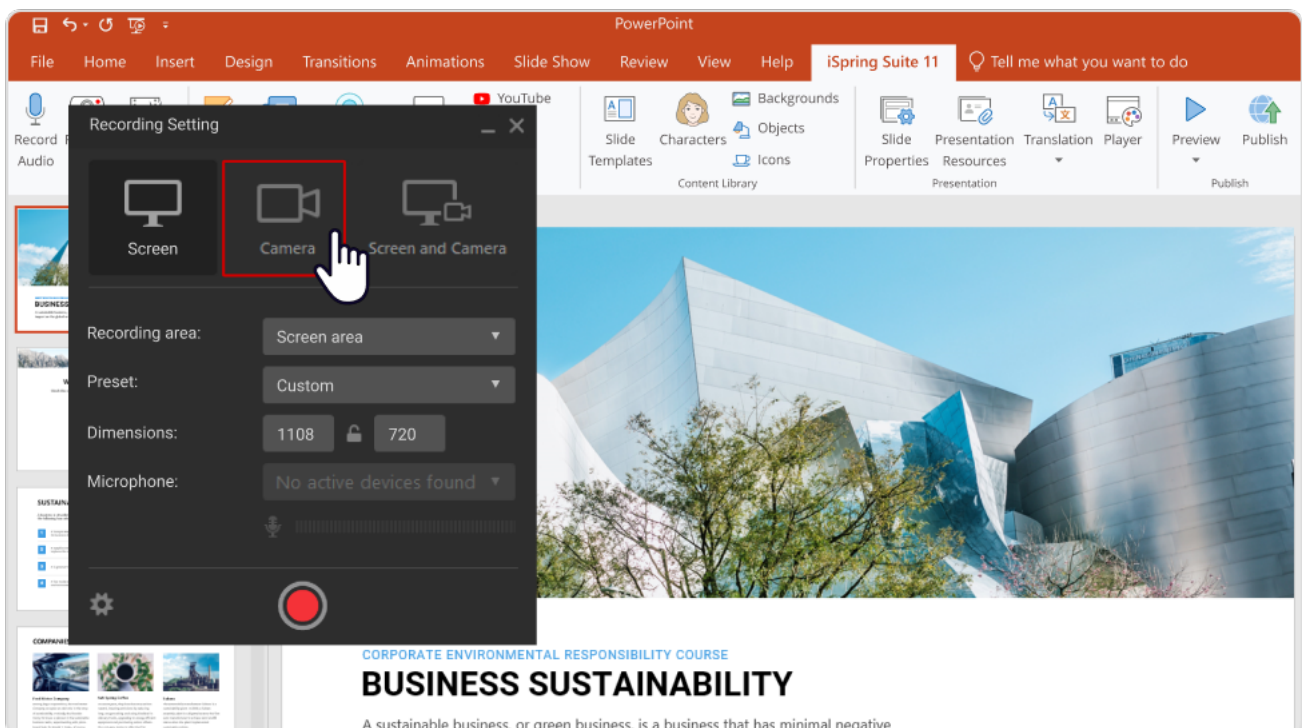
After you install iSpring Suite, double-click on its icon on your desktop. In the Quick Start window, select the **Screencasts** tab. Choose **New Recording** in the **Create** section.



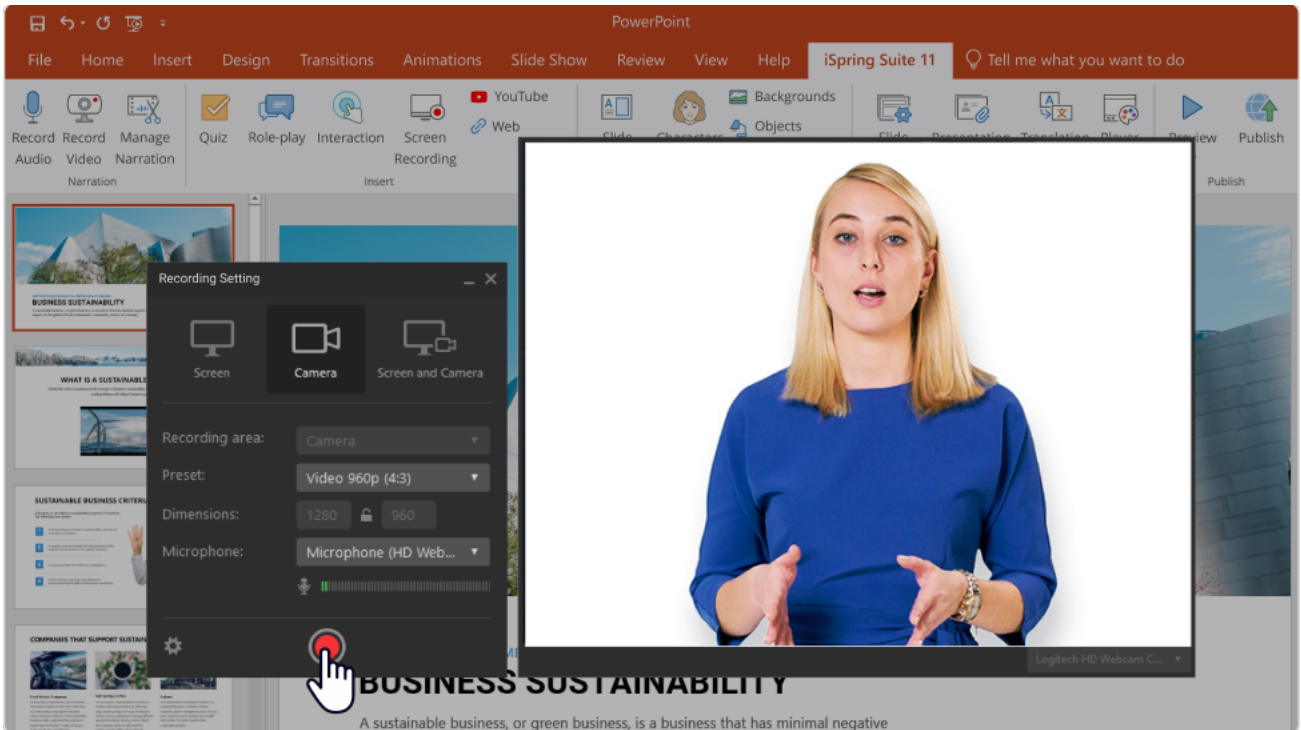
iSpring will ask what you want to record: screen, camera, or both screen and camera at the same time. Since we're going to make a presenter-style video, we'll guide you through the key steps on how to record through webcam.

In the **Recording Settings** window, choose the **Camera** mode and customize the additional options.

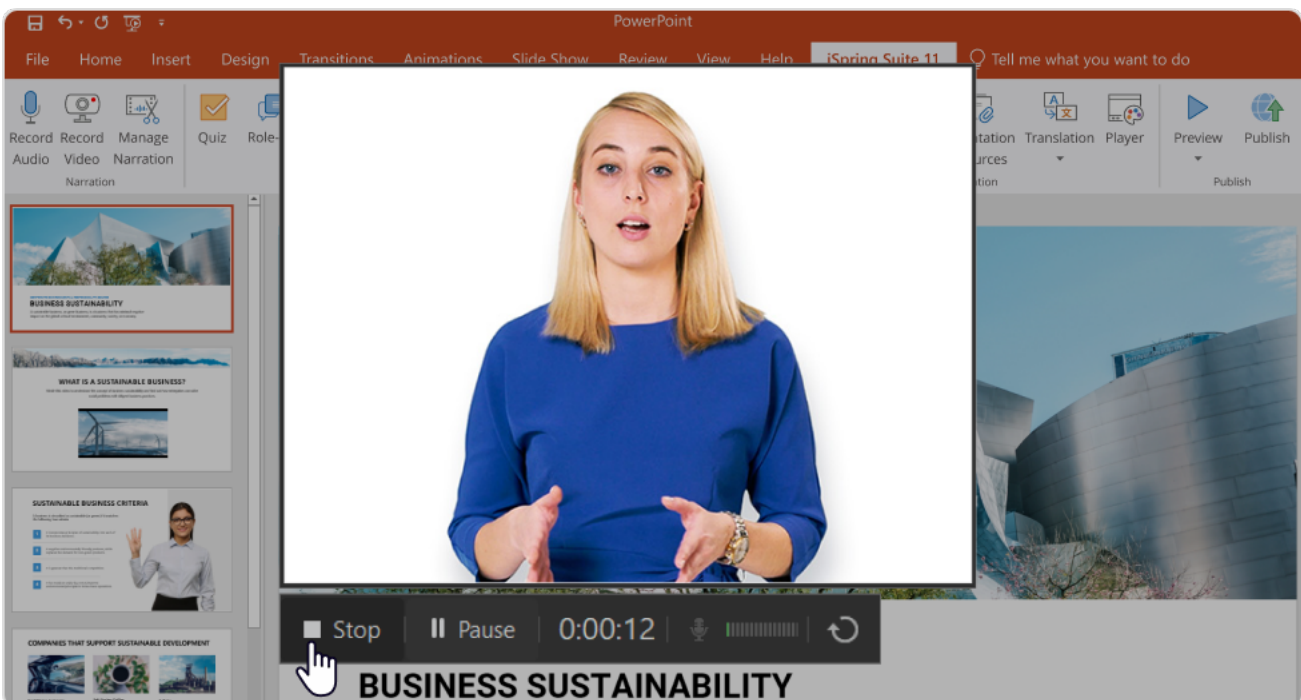
- You can change the video size in the **Preset** drop-down menu.
- You can also choose the mic that will be used during recording in the **Microphone** menu. The mic is on by default, but you can turn it off, if necessary, by clicking the speaker icon.



After you're done with the webcam and microphone settings, click the red button to do a quick test.



Record for a few seconds while talking. Then, click **Stop** or press **F10** on your keyboard to finish the recording.



Play the video back to check whether the recording looks and sounds good.

STEP 4

Record your training video

If everything works as it was supposed to, you can start recording your training video. Do a quick run-through of your script/talking points, adopt the right posture, and click the **Capture** button. Pause recording as needed and stop it when you have finished presenting.

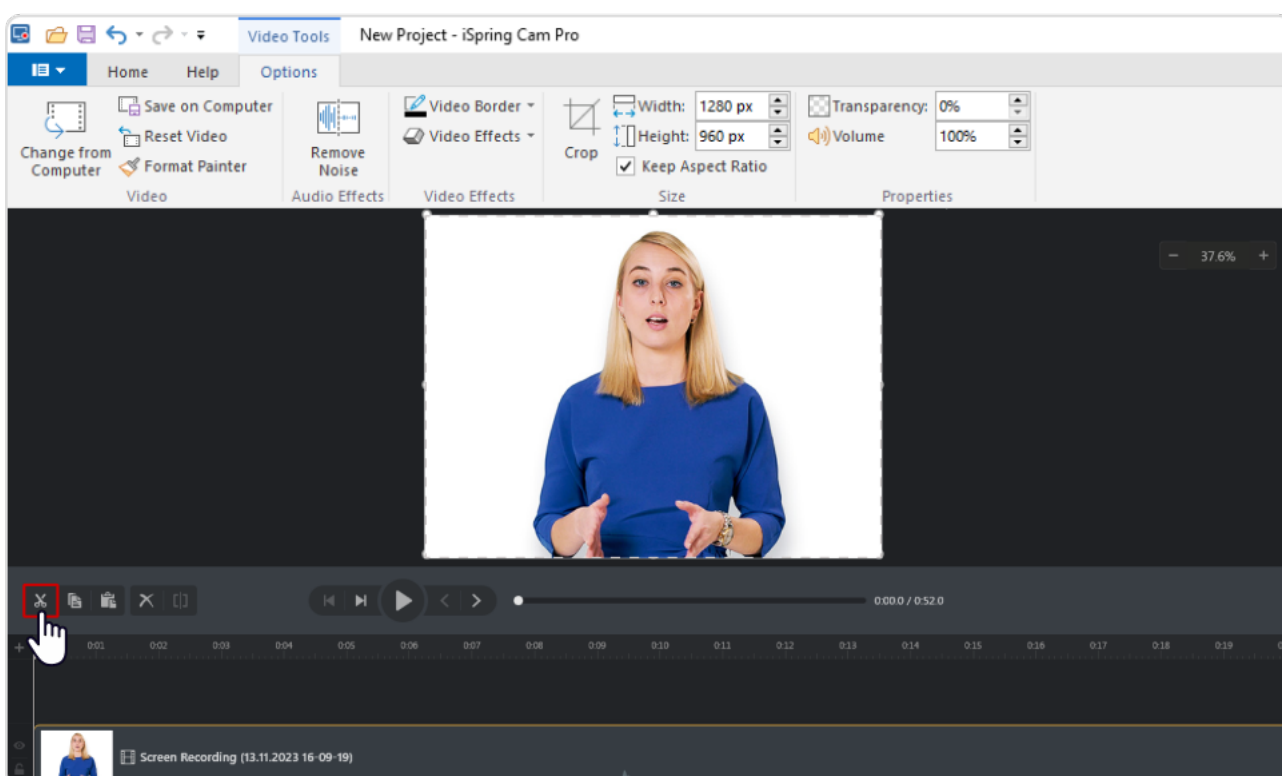
NOTE: If you make a mistake, continue recording. Simply take a breath and start from the place where you stumbled. You'll be able to cut out the mistakes you've made later.

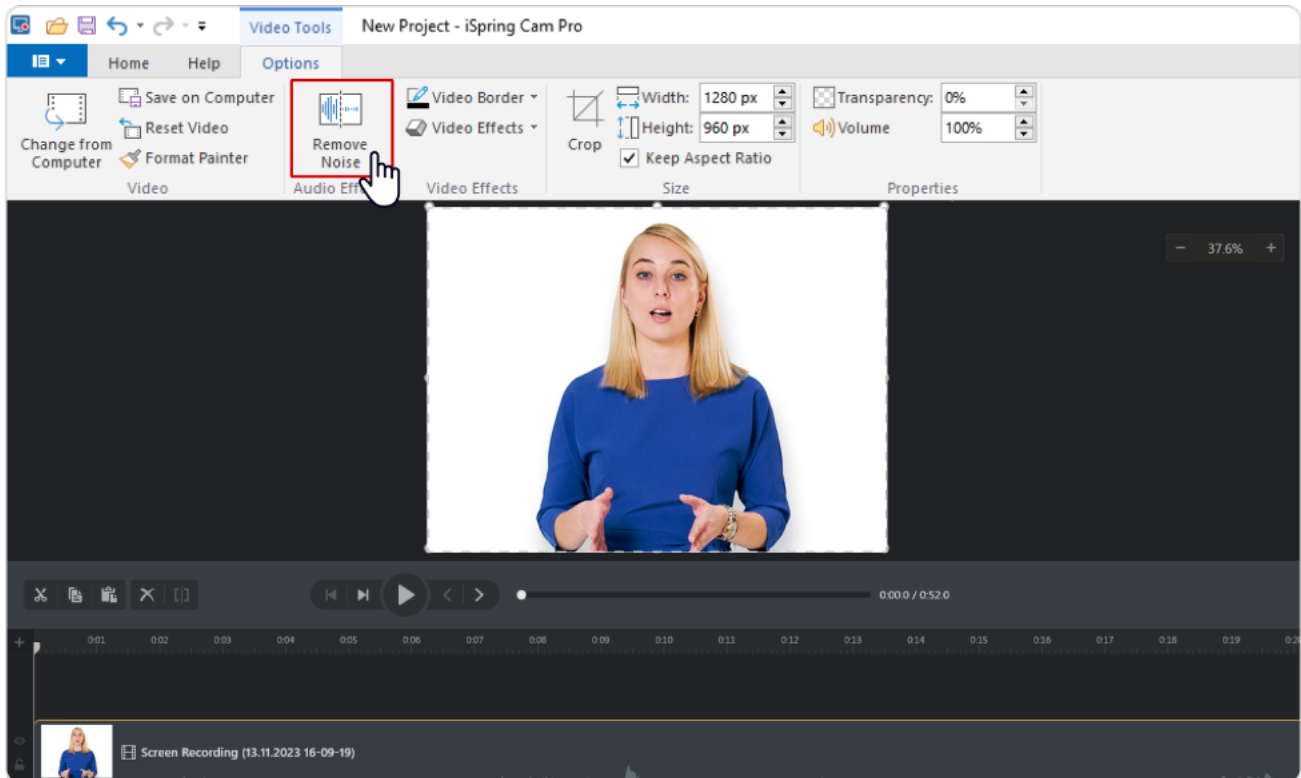
STEP 5

Edit your training video

After you stop your recording, the video will open in the iSpring Cam Pro editor, where you can easily do all the basic editing.

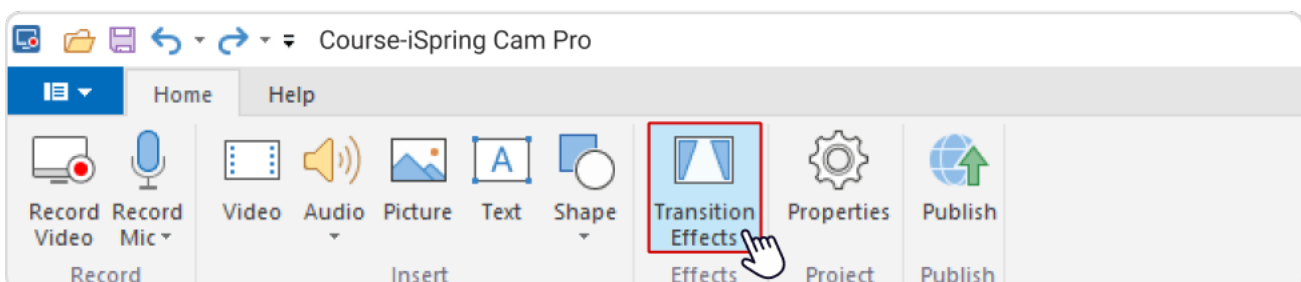
Start editing the video by trimming out the unwanted parts. Use the scissors icon to cut fragments where you misspeak or cough out of the timeline section.

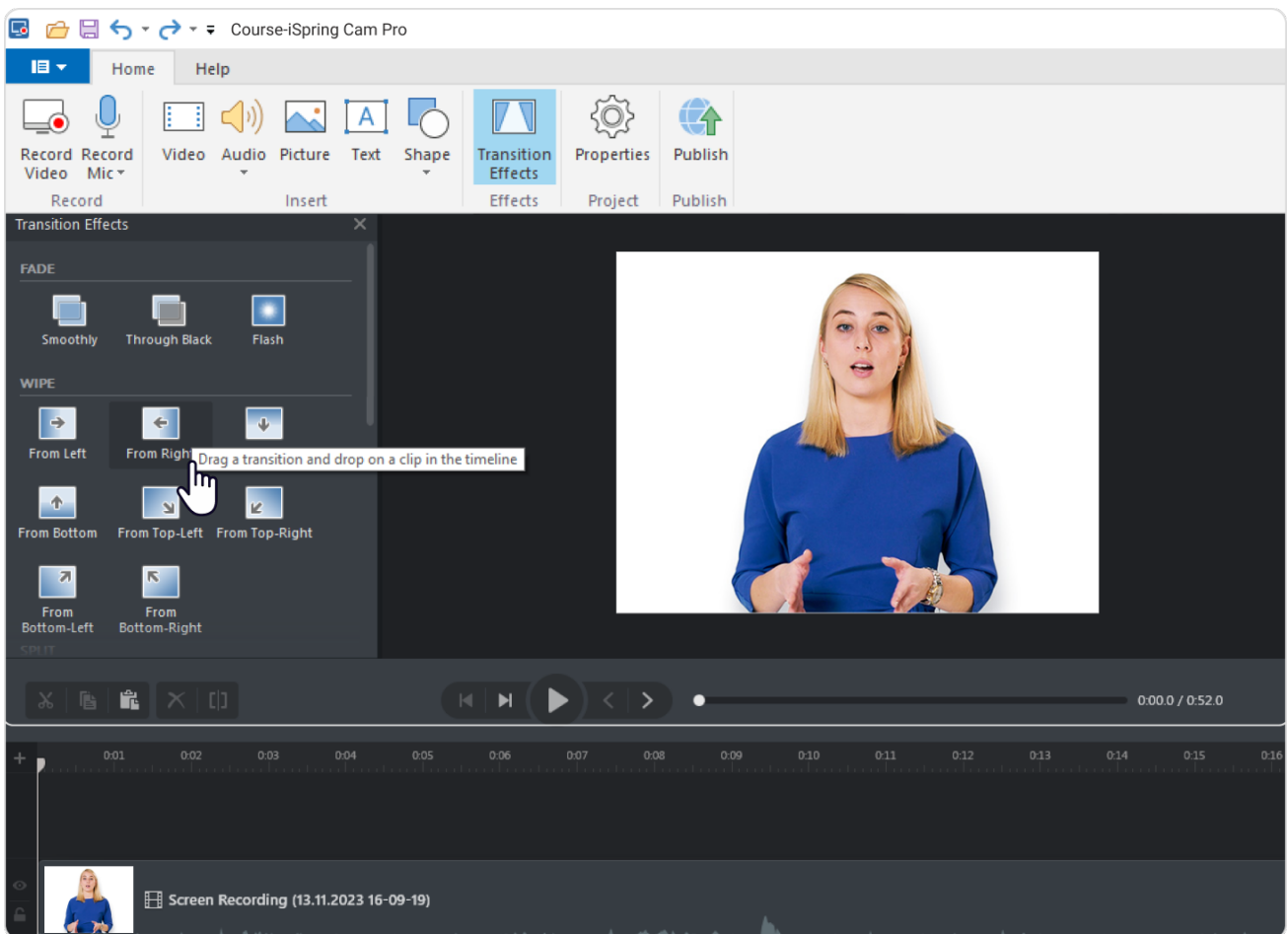




With a fully cleaned-up timeline, you can move on to the fun part: adding other kinds of content. iSpring Suite allows you to insert pictures, infographics, animations, and text.

If you are adding pictures or other visuals into your training video, or want a smoother cut from one shot to the next, you need to add transition effects. To apply a selected transition effect, drag and drop it on the clip in the timeline.





You can also enhance your training video by adding music to the background or just insert it at the beginning and end of the video to engage your audience.

Once your video is ready, you can start training your employees. To make your video available for colleagues, upload it to YouTube/Vimeo or to your LMS. By using an LMS, you'll be able to keep track of how your employees are learning.



Tips for Making More Effective Training Videos

Do you want to make your training videos more effective? Here are the top 6 tips we've compiled for you to get what you need.

TIP 1

Connect with your learners

If you want to achieve good training results, the first thing you need to do is connect with your learners on an emotional level. Effective communication (even if it is one-way communication) begins with knowing your audience and speaking their language.

So, before developing a training program, explore who your learners are -- what is their average age, educational level, position, and the like? Pay attention to how your employees speak and then, while recording a video, try to copy their manner of speech and use their words.

In fact, the way you look matters on video. Your appearance, including clothing, should match the expectations your learners have of a person in your position. For example, it's essential for the presenter to be dressed in scrubs if you are recording a video for medical staff. And if you're training factory employees, you're likely to choose a uniform.

In general, the presenter's overall image should be neat and not too eye-catching. Here are some things you'd best avoid when presenting on camera:



Clothes with small patterns, as they can create a “buzzing” effect. This is especially true for plaids, narrow stripes, zig-zags, and polka-dots.



Too bright outfits. Too hot, garish colors can make people feel nervous and irritated.



Clothes, the color of which merges with the background color. It's easy to get lost in the frame.

TIP 2

Keep your videos short

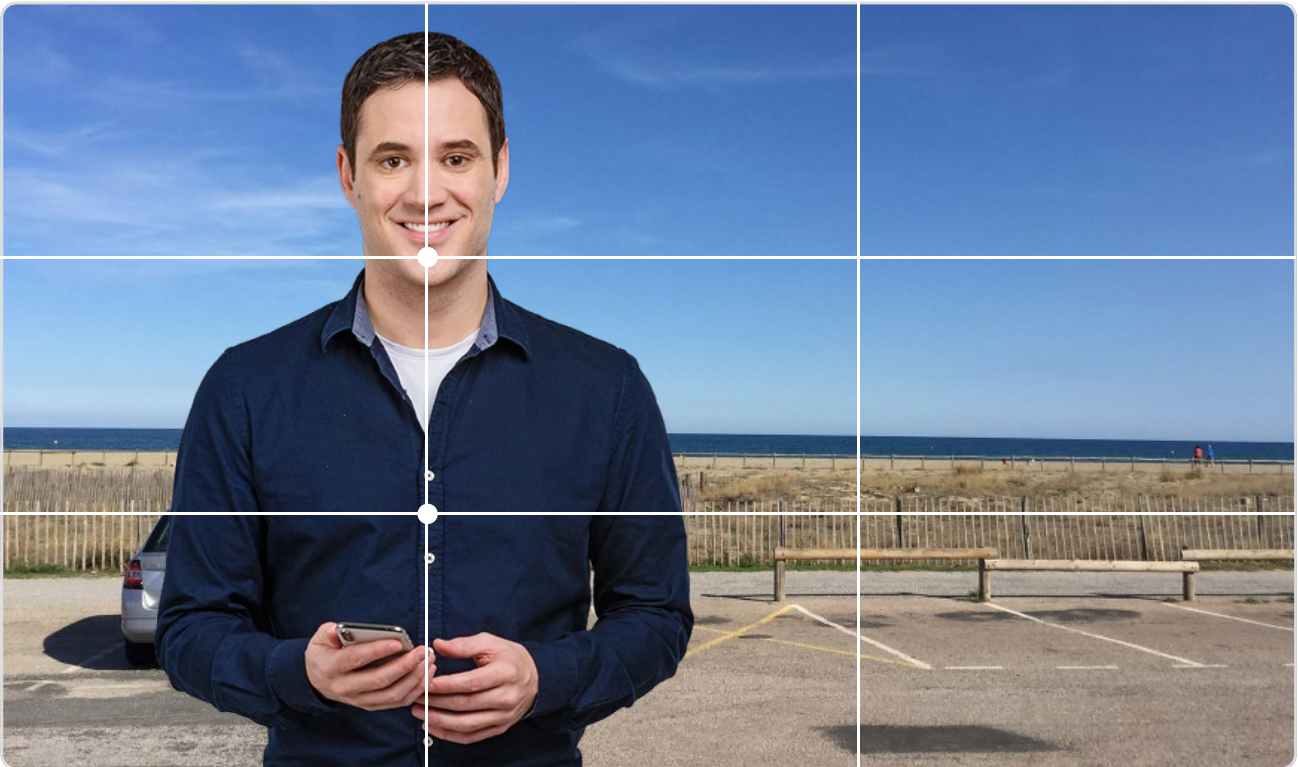
People have quite short attention spans, and you need to keep this in mind when creating training videos. Research conducted by MIT showed that the optimal video length should be under 6 minutes. Videos longer than 6 minutes were found to result in remarkable viewer attrition. So, if you have a lot of information to share with your learners, break it into video lessons of under 6 minutes each.

For example, La Sonanta used this tip when developing a training program to help people learn how to play a Flamenco guitar. Instead of recording long exhausting videos, they made a series of lessons with closeup shots to show how to keep your fingers on the guitar.

TIP 3

Use the Rule of Thirds

Whenever you're recording a training video, remember the “Rule of Thirds”. Mentally divide your shot into nine equal parts by two horizontal lines and two vertical lines like this:



This technique is used to draw the viewer's attention to the main point of interest in the shot.

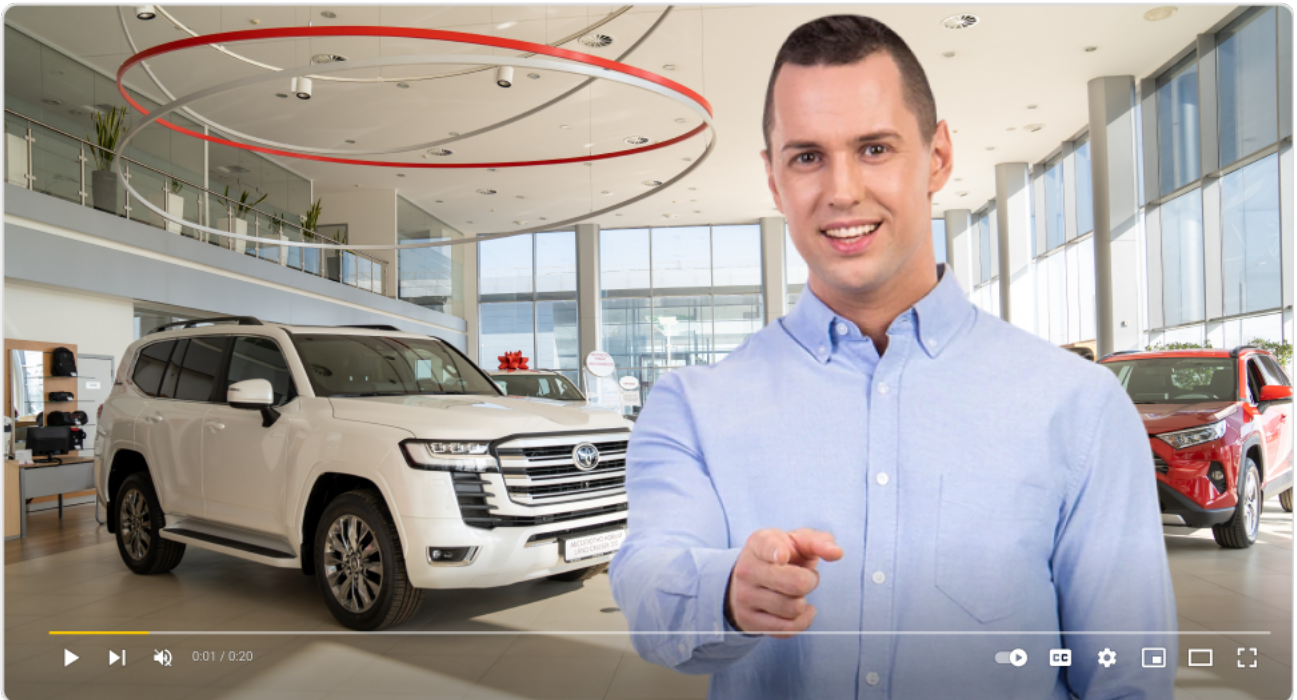
You need to align the key subject (in our case, the presenter) in the image according to this grid – at the 'power points' where the lines intersect. The lines on the 3x3 grid are the points upon which our eyes automatically fix. Putting the main focus along this grid results in a more aesthetically pleasing shot and makes it easier for the eye to “read” the information.

TIP 4

Use a clean background

Nothing looks less professional than a messy or distracting background in the video. When choosing a shooting location, opt for a solid-colored background. It may be a wall, backdrop paper, or even a bedsheet. Make sure that there's no window or another reflective surface in the background. Otherwise, you can catch the camera in the reflection or have a presenter look dark and shadowy.

It's also a nice idea to record a training video in a “professional” environment: the place where you actually work. For example, if you're going to train customer service agents, it's reasonable to shoot a video within the walls of your office. If your audience is car dealership staff, you may want to film right in your car service department.




Shooting a training video in a “professional” environment makes it look more credible for learners

TIP 5

Add annotations

Annotations help to grab the attention of viewers and keep them engaged. Here are some helpful insights into making annotations:

- Every training video should start from a title that tells the audience what you're going to talk about and end with a closing graphic that ties the whole piece together.
- You can use subtitles for those who prefer to watch videos with the sound turned off.
- You can add captions to highlight the main ideas when presenting, for example, outline the steps.




Step 2

Prepare for your call

This simple trick will help learners memorize key messages easier.

- You can use bullet points to list some rules, techniques, or other important points. It also will help you focus the viewer's attention on important information.



Ingredients:

- 1 package spaghetti pasta
- 5 tablespoons olive oil
- 3 cloves garlic, minced
- 1/2 cup chopped flat leaf parsley
- 1/4 teaspoon salt and pepper
- 3/4 cup grated Parmesan cheese

Bullet points are also good for recaps.

TIP 6

Combine training videos with other learning activities

Educators around the world encourage involving students in various learning activities because it helps to keep them focused. This idea works not only for children, but for adults as well.

You can make training much more engaging and, therefore, more effective if you combine, for example, video-based learning and training through online courses and quizzes. Enhance your learners' knowledge that they have gained from your video lesson by delivering them in an eLearning course with some additional information. Or perform a knowledge check after they have watched a video with the help of an online test or quiz.

To create courses and assessments, as well as training videos, you only need the iSpring Suite authoring toolkit.

Welcome to the iSpring Community!

Feel free to join and become a valuable part of a community of instructional designers and eLearning professionals who are taking training to the next level with iSpring.

Fast forward to the part of our community you like - just scan the relevant QR code.

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