

Creating Video for Teachers and Trainers: Producing Professional Video with Amateur Equipment

Tim Spannaus

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Creating Video for Teachers and Trainers

This practical resource will help teachers and trainers produce professional quality training videos, even while using less than professional quality equipment and software. Author Timothy Spannaus shows how to use professional techniques with consumer-grade equipment to produce videos that work and tell the intended story, minimizing defects that get in the way of improving learning and performance. The end result is a video that can be used in classroom or labs, distributed on the web, packaged for use in learning management systems, or shared on social media sites.

Praise for Creating Video for Teachers and Trainers

"This is a practical, immediately usable resource, filled with concrete and creative ideas and tips. For those of us wanting to know how to plant our feet and not stumble when venturing into designing and making great videos, it's a godsend." —Len Scrogan, digital learning architect, Future-Talk Blog

"The perfect roadmap for instructional professionals new to video production. Includes evidence-based guidelines on the when, why, and how of video for training purposes."—Ruth Clark, president, Clark Training and Consulting

"In my 20-plus years working in the television, training, and corporate communication industry, Tim's book is the first to provide a practical and budget-conscious approach to video production for the learning professional. Comprehensive in its scope, the book's realistic examples, combined with a systematic roadmap, arms you with the tools to kickstart your videos with a quality and efficiency that we all dream about in the learning profession."—David Shulkin, Video Operations and Instructional Technology Catalyst, Bloomfield Hills Schools Digital Media Services



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