

# Technology Enhanced Learning

## Case Study: Videos and Video editing



### Introduction:

**We at Tregag Ltd. along with some of our partners are using videos as tools for a wide variety of purposes.**

**We will give you some examples below as inspiration.**

In some of our projects we produced videos as dissemination materials to disseminate project results and outcomes in a catchy and shareable way.

Other times we used animated whiteboard presentations as a mean to process and transform the developed curriculum to bring it to a form that is compact and consumable to the target group. These videos can be reused and built on which makes them significant open-source assets for educators, or self-motivated learners.

We also used videos to replace ppt-s and produce a memorable introduction material to our company and also to introduce, raise awareness on and to transfer and emphasize the main messages of an initiative.

It's all creativity, the possibilities about how and what for to use videos are endless and if created and used well they can be beneficial for both the provider and the receiver.

### Summary:

This case study is about how initiatives, learners, educators and businesses can benefit from using videos as tools for enriching information flow, learning and teaching. It will also provide you some examples and ideas in the topic.

“There are a wide range of software and applications that makes it easier to produce video content for versatile purposes.

To mention some, videos can be: live, animated, stop-motion, presentation or documentary like, or it can be a simple screen recording. These can be used depending on the required purpose, for example: to introduce a concept, to transfer and emphasize the main messages of an initiative, to foster deeper understanding, to encourage visualisation, to disseminate resources, to grab attention, to raise awareness, to increase students' retention rate etc.

Creating video content is an extremely opened, unclassified and creative process and field overall. While there are some guidelines to keep in mind when planning and producing a video, there is not an exact know how. It is a field where you can brainstorm and experiment about what kind of video solution and implementation would be appropriate to fulfil its purpose and fit its environment.”

***Gergely Zsori, Animation and movie-maker***

## Video as a tool:

As an educator, using videos can be a great way to amplify or contextualise the content or curriculum. It can assist receivers/students in visualisation, in gaining a deeper understanding of the content as well as it can boost student engagement and motivation to learn.

Several meta-analyses have shown that technology can enhance learning. Also, multiple studies have shown that video, specifically, can be a highly effective educational tool.

When planning the video content, it is really important to have a vision and a clear purpose that you want your video to serve.

**For example:** One of the most important aspects of creating educational videos is to include elements that help promote student engagement. If there is no engagement there is no gain in knowledge. Other than maintaining engagement, you will also have to incorporate the cognitive load that you want to transfer and some features that promotes active learning to help the knowledge integration. Together, these considerations provide a solid base for the development and use of video as an effective educational tool.

## Effects of the pandemic:

### Increase in the use of video and presentation creating software to support distance learning.

The COVID-19 pandemic has changed education and a lot of businesses forever.

As the result of the shut offices and schools, both education and work approaches have changed dramatically with the distinctive rise of home-based work and e-learning, whereby both teaching and working is undertaken remotely and on digital platforms.

These changes have required the implementation and the use of digital tools to promote the effective online communication, education and work. These tools include video, animation and presentation making/editing, recording and screen sharing software and platforms.

Research suggests that online learning has been shown to increase retention of information, and take less time, also that many businesses have decided to stay with the home-based work as for some businesses it is not just more effective, but financially more sustainable.

It assumes that the changes coronavirus has caused might be here to stay which also means a further need for digital tools and their development and incorporation in both education and work.

E-Growth a project funded by the Erasmus+ programme. The project set out to explore the use of business simulations and Technology Enhanced Learning (TEL) in the delivery of Vocational Education and Training (TEL). The TEL Handbook and E-Growth business simulation is available in English, Czech, Spanish, Greek and Hungarian.

### For further information visit:

<https://e-growth-project.eu/>



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