

Instructional Video

What is an instructional video

An instructional video is any video that demonstrates a process, transfers knowledge, explains a concept, or shows someone how to do something.

Creating instructional videos is not limited to professionals. Anyone, in any industry, can create instructional videos. Various visual formats are available such as film, animation, PowerPoint, screen shots...

Once ready, the trainees can watch the instructional video as many times as they need and learn at their own pace.

However, an instructional video is less suited for direct feedback or interaction, or when the learning content changes frequently and the video needs upgrades.

Why using instructional video's as learning technology

- It offers a clear visualization of the learning content and the step-by-step instructions
- The users experience it as a pleasant learning tool
- It can be used by itself or in combination with other tools...
- ...And it's fairly easy to make

Advantages

- Offers strong visualization of learning contents
- Easy to develop
- Available in various formats
- Can be watched at own pace
- Easy to use in combination with other tools

Disadvantages

- Difficult to adapt to individual learning needs
- If the videos are not engaging, the trainees might lose interest in learning
- Less suited for direct interaction
- Less suited for fast changing learning contents

Want to learn more about the benefits of an instructional video? Fill in the decision tool and find out which tools will serve your goals.