



ENGAGING VIDEO SOLUTIONS TO ENABLE MORE LEARNERS

EVERYONE LEARNS DIFFERENTLY – VIDEO CAN HELP SUPPORT THAT.

Ardent



Video is a Powerful Solution

Video is one of the most used and most effective content types used by marketers; 49% of marketers say video helps them engage their audience and 52% say that video helps them build trust with potential customers.¹ The same is true for video in training. Video builds connection with learners and increases engagement.

STYLES OF TRAINING VIDEOS

Videos, like all custom content, are not one-size fits all. From animation to live action to videos as part of an interactive eLearning module, the right video style helps you deliver your content effectively and successfully support learners in their journey .

Motion Graphics: A combination of text, graphics, photos, and other visual imagery.

Animation: Characters, scenes, and interactions in an illustrated visual treatment.

Live Action: Real people, shot on video on location or in a studio setting.

Software How-To: Screen recordings enhanced with motion graphics.

Interactive: Video enhanced with interactivity, which can feature scenario branching and options to access additional information, etc.

¹ <https://biteable.com/blog/video-marketing-statistics/>

TYPES OF TRAINING VIDEOS

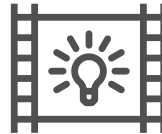
Video can easily be blended into your existing L&D strategy and learning solutions to help create additional connections between subject and learner. The type of training video will depend on your goals, audience, and existing learning solutions.

Want to know when to use what?



PROMOTIONAL

Generate excitement and awareness for a new product, business, acquisition, or corporate goal. Best created by motion graphic, live action, or animation styles.



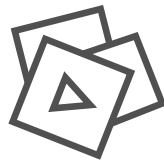
EXPLAINER

Introduce or refresh knowledge on concepts or processes. Create effective explainer videos with motion graphics or animation styles.



TALKING HEAD / INTERVIEW

Communicate information from leadership or peers, such as a state of the company address, announcement of a new acquisition, or a C-suite led corporate culture video. Use live action to capture real leaders and real insights.



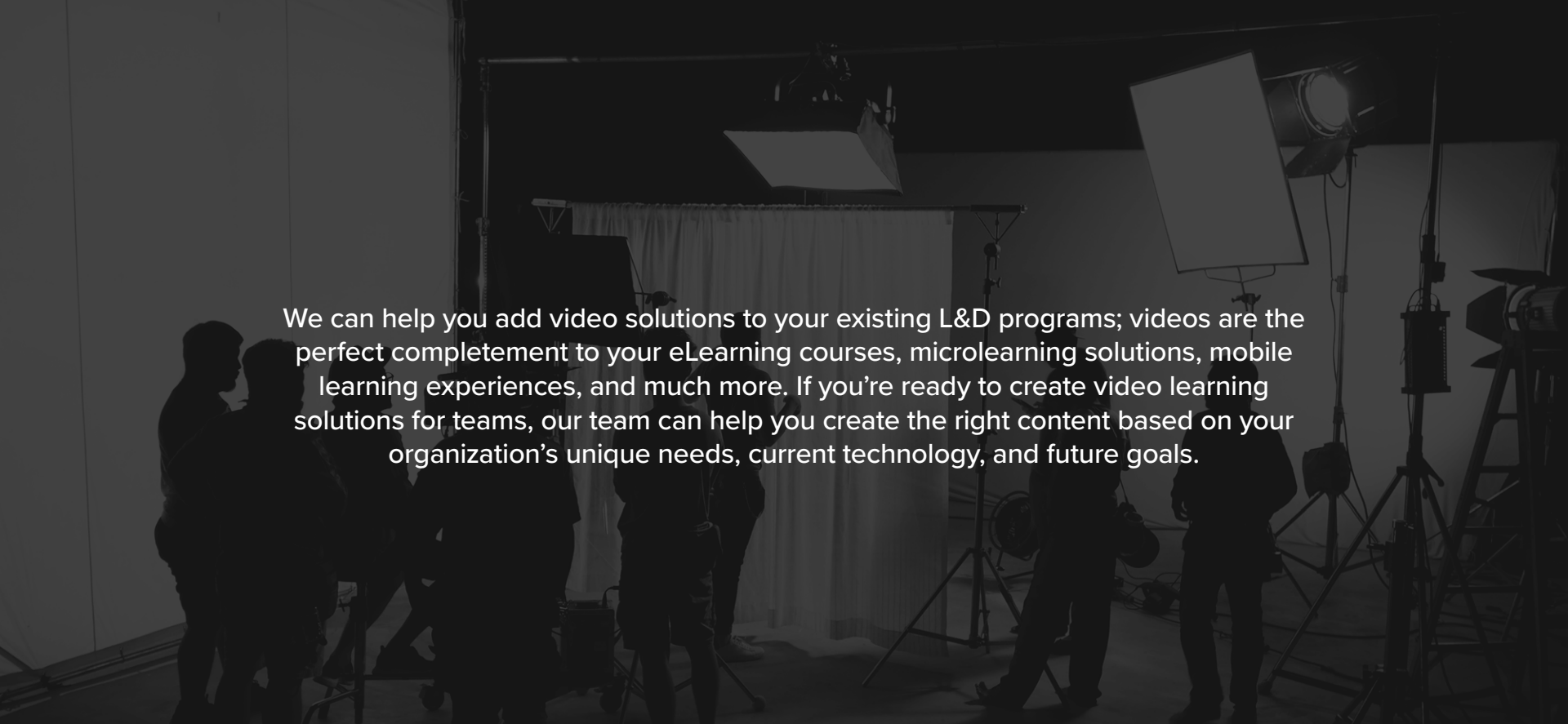
TUTORIAL / HOW-TO

Teaches a process and provides step-by-step instructions, perfect for safety, compliance, and other training. How-tos and tutorial videos are flexible enough to create with interactive, motion graphic, live action, or animated styles.



BEHAVIOR MODELING

Used to show examples (bad > good > great) of soft skills interactions. Animation, live action, interactive styles all best support successful behavior modeling video content.



We can help you add video solutions to your existing L&D programs; videos are the perfect complement to your eLearning courses, microlearning solutions, mobile learning experiences, and much more. If you're ready to create video learning solutions for teams, our team can help you create the right content based on your organization's unique needs, current technology, and future goals.



Get in touch with our solutions team today.

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