

CREATING EDUCATIONAL VIDEOS: ESSENTIAL SKILLS AND TECHNIQUES



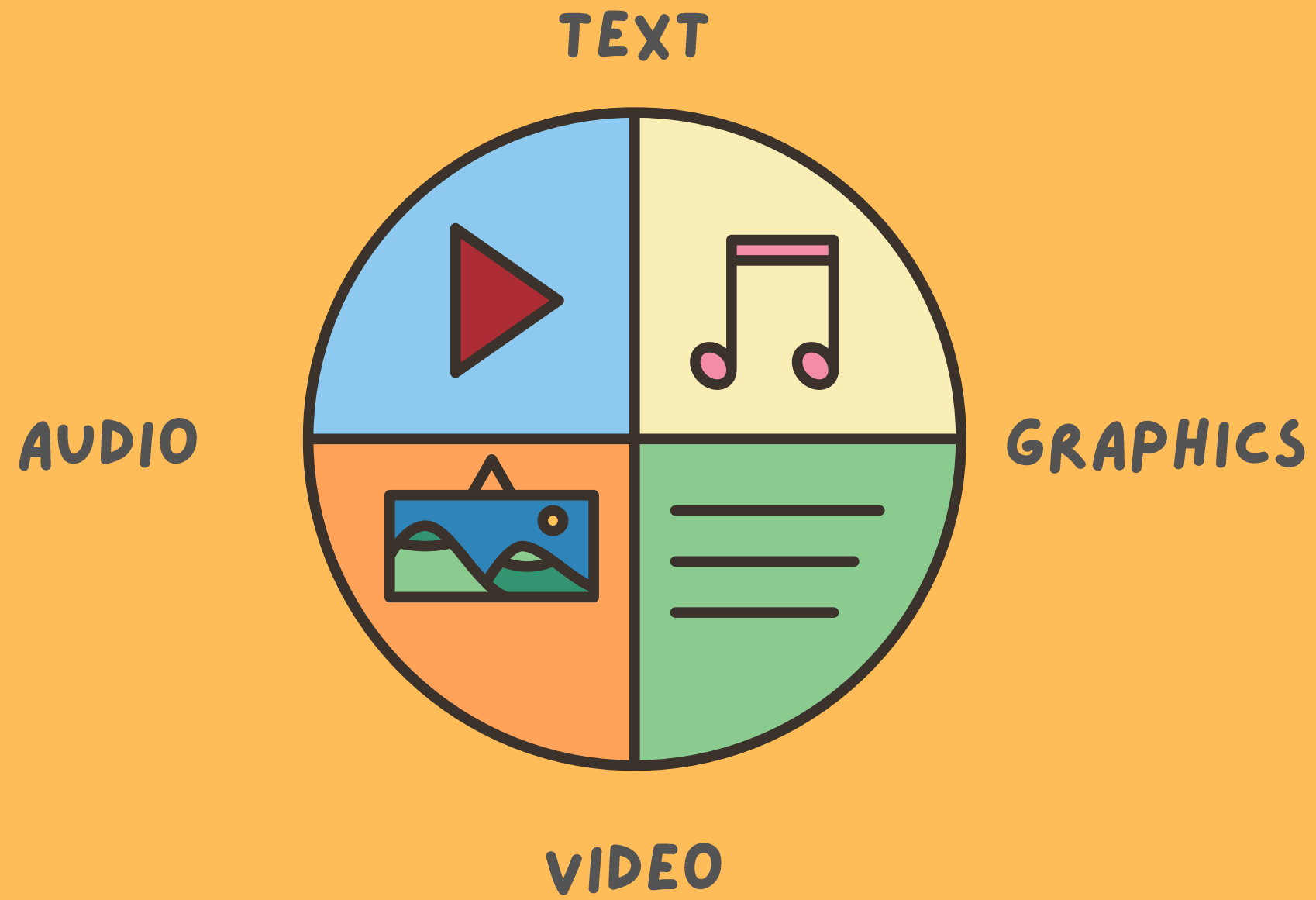
EIFL, 2026

MIRJANA NEŠIĆ, ACADEMY OF APPLIED
STUDIES POLYTECHNIC, BELGRADE,
SERBIA

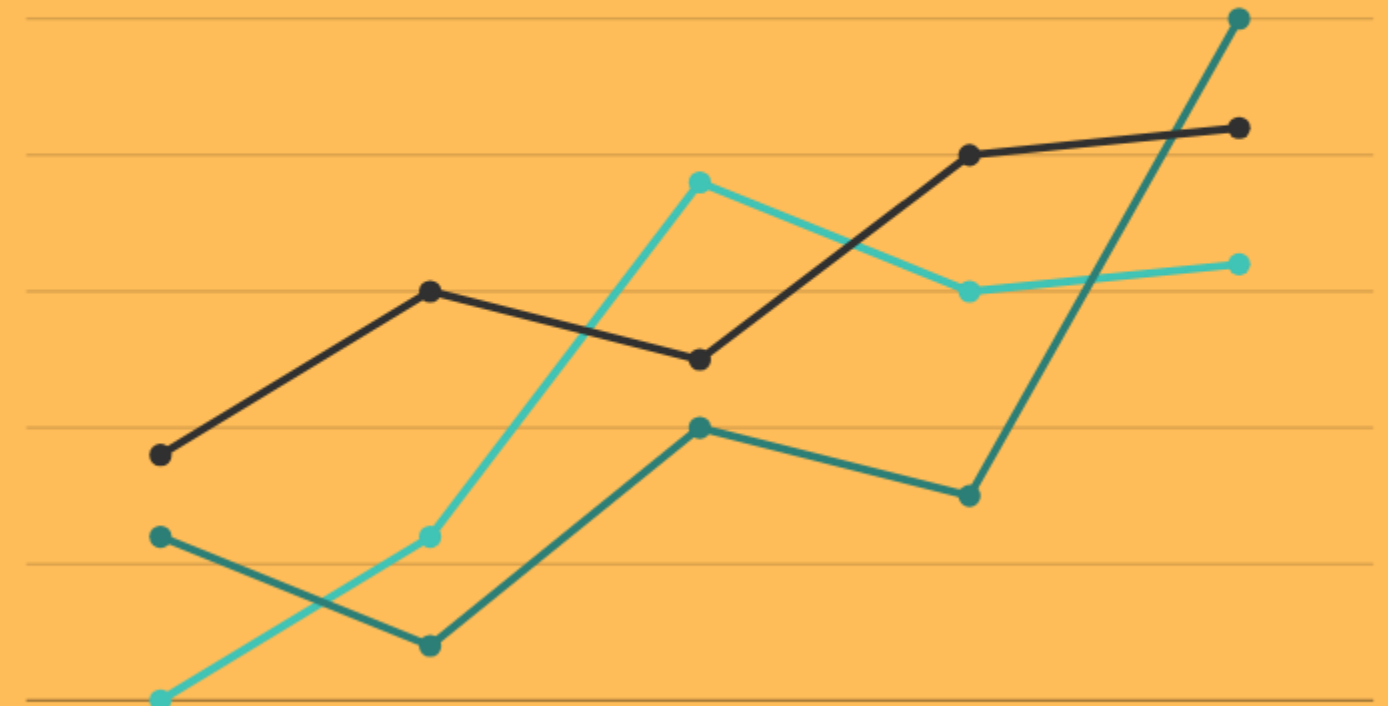
THE IMPORTANCE OF USING MULTIMEDIA

- LEARN FASTER
- LEARNED MATERIAL IS REMEMBERED LONGER
- MULTIMEDIA COURSES PROVIDE FREE EDUCATION
- ENSURING INCLUSIVITY AND ACCESSIBILITY FOR ALL
- PROVIDING HANDS-ON EXPERIENCES IN A CONTROLLED ENVIRONMENT (VR)
- ADAPTING TO INDIVIDUAL LEARNING STYLES
- ...





● Users ● Goals ● Fails



BETTER ILLUSTRATION OF THE ACTIVITY,
SIMPLIFYING THE PRESENTATION OF COMPLEX DATA



**NEW
VIDEO**



THE RISE OF VIDEO COMMUNICATION

76% OF GLOBAL MOBILE DATA TRAFFIC IS VIDEO

3.88 BILLION PEOPLE WATCH ONLINE VIDEO

THAT EQUALS 79% OF ALL INTERNET USERS

PEOPLE WATCH 11H 39M OF ONLINE VIDEO PER WEEK

SHORT-FORM VIDEO REACHES 87.5% OF ONLINE ADULTS WEEKLY

PEOPLE SPEND 6H 42M/WEEK ON REELS, TIKTOKS, SHORTS, ETC.

85% OF CONSUMERS SAY VIDEO CONVINCED THEM TO BUY A PRODUCT OR SERVICE

63% PREFER A SHORT VIDEO TO LEARN ABOUT A PRODUCT



AUDIO FORMATS

WAV – A POPULAR AUDIO FILE FORMAT FOR STORING UNCOMPRESSED SOUND FILES

FLAC – 3 TIMES SMALLER THAN WAV, WITHOUT LOSS OF QUALITY. OPEN FORMAT.

MP3 – THE MOST POPULAR FORMAT FOR STORING AND DOWNLOADING MUSIC.

OGG – A FREE, OPEN FORMAT DESIGNED FOR BETTER STREAMING AND DEVELOPMENT OF HIGH-QUALITY DIGITAL MULTIMEDIA.





Balabolka Text to Speech Software



Transport controls: Play, Stop, Previous, Next, Record. Mixer: L, R channels with volume sliders. Effects: Mute, Solo, Pan, Reverb, Delay, EQ, Compressor, Limiter, Normalizer, Fade In, Fade Out, Repeat, Undo, Redo.

Output: MME, Speakers (Realtek High Definit), Microphone (Realtek High Defi), 2 (Stereo) Input C. Timeline: -1:00, -30, 0, 30, 1:00, 1:30, 2:00, 2:30, 3:00, 3:30, 4:00, 4:30, 5:00, 5:30, 6:00, 6:30, 7:00, 7:30, 8:00, 8:30, 9:00.

Waveform display for track 'techtipsfore'. Properties: Mono, 22050Hz, 32-bit float. Controls: Mute, Solo, Volume, Pan (L, R).

Export File

Save in: Audacity

Name	Date modified	Type
help	9/3/2014 11:29 AM	File folder
Languages	9/3/2014 11:29 AM	File folder
Nyquist	9/3/2014 11:29 AM	File folder
Plug-Ins	9/3/2014 11:29 AM	File folder

File name: xeverylibrarian-GordonRachelSinger-20071001

Save as type: WAV (Microsoft) signed 16 bit PCM

- Other uncompressed files
- AIFF (Apple) signed 16 bit PCM
- WAV (Microsoft) signed 16 bit PCM
- GSM 6.10 WAV (mobile)
- MP3 Files**
- Ogg Vorbis Files
- FLAC Files
- MP2 Files
- (external program)

Buttons: Save, Cancel, Options...



VIDEO FORMATS

MP4 – THE MOST COMMON TYPE OF VIDEO FILE FORMAT.

MOV – STORES HIGH-QUALITY VIDEO, AUDIO, AND EFFECTS.

WMV – OFFERS GOOD VIDEO QUALITY AND LARGE FILE SIZE.

AVI – MOSTLY UNCOMPRESSED, GOOD QUALITY, LARGER FILE SIZE.

WEBM – COMPRESSED, SMALLER THAN MP4, OPEN FORMAT.



Free online file converter

Convert media files online from one format into another. Please select the target format below:

Convert to



Audio converter

A versatile online audio converter to convert audio files in the most common audio file formats.

Select target format... ▾



Document converter

Our free document converter selection that allows you to convert Word to PDF, JPG to PDF any many more.

Select target format... ▾



Webservice converter

Convert and optimize your files for webservices like WhatsApp, Twitter, Facebook, and many more.

Select target service... ▾



Software converter

Convert your files from PDF to Word, PDF to Excel, and more.

Select target software... ▾



Video converter

Convert video files into the most common formats, such as MP4, AVI, MOV, and more.

Select target format... ▾



Ebook converter

A list of versatile online ebook converter that can convert your text documents to ebook easily.

Select target format... ▾



Device converter

A collection of online video converter for your mobile device, gaming console or tablet.

Select target device... ▾



Hash generator

Generate a hash or checksum with these hash generator tools.

Select target format... ▾



Image converter

Here, you can find an image converter for your needs, for example, a PDF to image converter.

Select target format... ▾



Archive converter

Create archive files like a ZIP with this free compression tool.

Select target format... ▾



PDF to Word

Convert a PDF file to DOC or the Microsoft DOCX format. The PDF to Word converter lets you easily edit your PDF files.



PDF to JPG

This PDF to JPG converter allows you to convert PDF to JPG, thus turning your PDF text document into the popular raster image format.

PROGRAM MODELS:

- **FREE SOFTWARE:** FREE TO USE, BUT NOT OPEN SOURCE
- **FOSS (FREE AND OPEN SOURCE SOFTWARE)** FREE TO USE, ACCESS TO SOURCE CODE, CAN BE MODIFIED
- **FREEMIUM:** BASIC OPTIONS ARE FREE, ADVANCED OPTIONS ARE PAID.
- **FREE TRIAL:** FREE TO USE, BUT LIMITED IN IMPORTANT WAYS (TIME LIMITS ARE USUALLY INCLUDED)

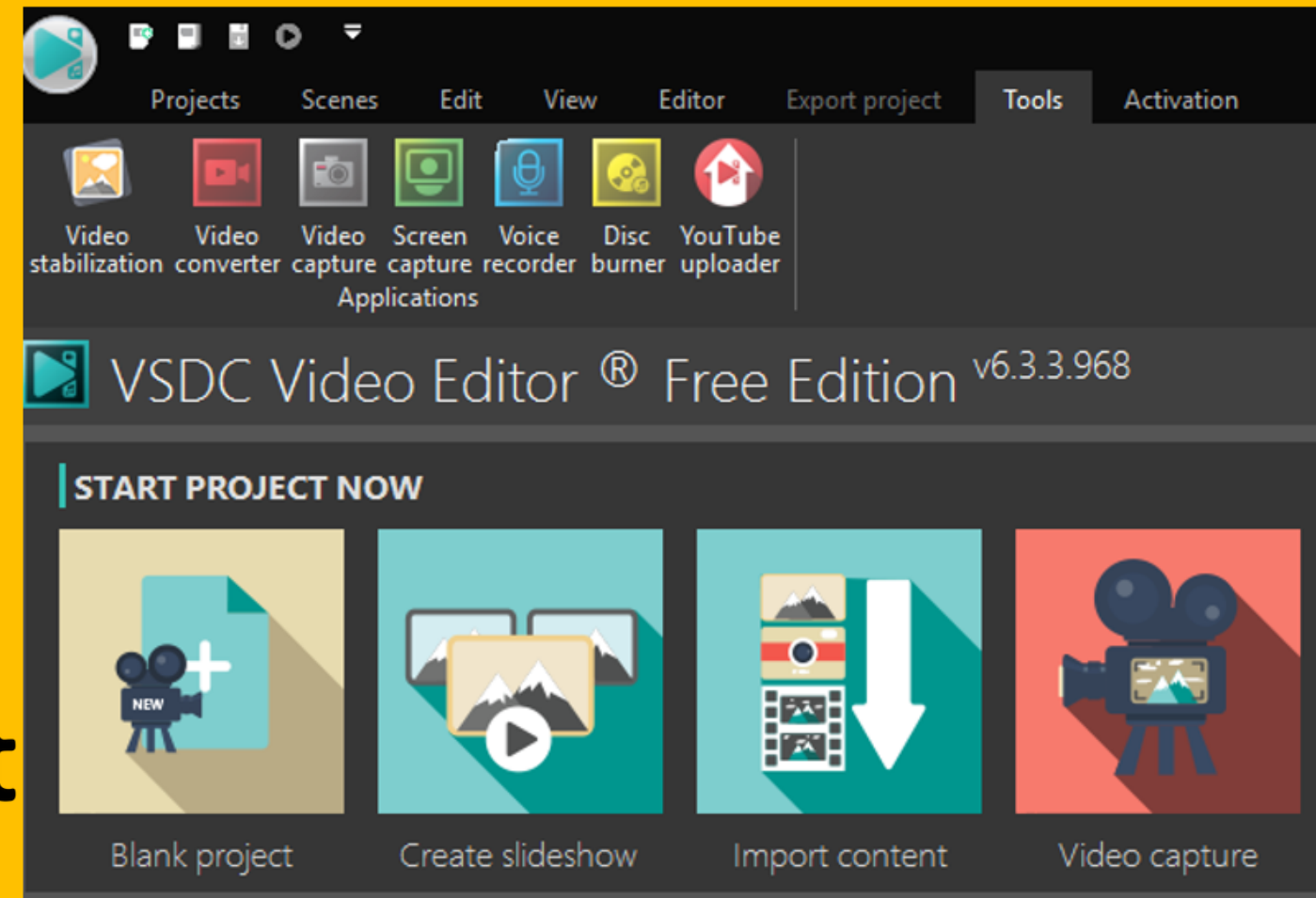


VIDEO EDITORS

OPEN AND FREE SOFTWARE



Canva





CANVA

FREE PLAN:

VIDEO LENGTH - UP TO 30 MIN.

VIDEO SIZE (SCREENRECORDING)
- 1 GB

STORAGE - 5 GB

CLIPCHAMP

FREE PLAN:

VIDEO LENGTH - RECOMMENDED UP
TO 10 MINUTES, BUT CAN BE LONGER
(STRONGER HARDWARE)

VIDEO SIZE - UP TO 4 GB

STORAGE - 5 GB



Microsoft Clipchamp

CANVA - MAIN ADVANTAGES



01

TEMPLATES

PLENTY OF
READY-MADE
SOLUTIONS
THAT CAN BE
MODIFIED.

02

DRAG-AND-
DROP EDITOR

YOU CAN
EASILY ADD
YOUR OWN
MATERIALS
(TEXT,
IMAGES,
AUDIO,
VIDEO).

03

HUGE
LIBRARY

DATABASE OF
HIGH-
QUALITY
IMAGES,
VIDEOS,
ICONS,
ILLUSTRATIO
NS.
INTERACTIVE
ELEMENTS,
LINKS.

04

DOWNLOAD
AND SHARING
OPTIONS

DOWNLOAD IN
VARIOUS
FORMATS -
PDF, JPG,
PNG, MP4.

CLIPCHAMP- MAIN ADVANTAGES



01

**MULTI-LINE
EDITING**

IT IS
POSSIBLE TO
COMBINE
MULTIPLE
VIDEOS IN
PARALLEL.
OVERLAPPING
LAYERS.

02

**TEXT TO
AUDIO**

FOR MANY
LANGUAGES,
BUT ALSO
FOR SERBIAN!
MAX. 10
MINUTES

03

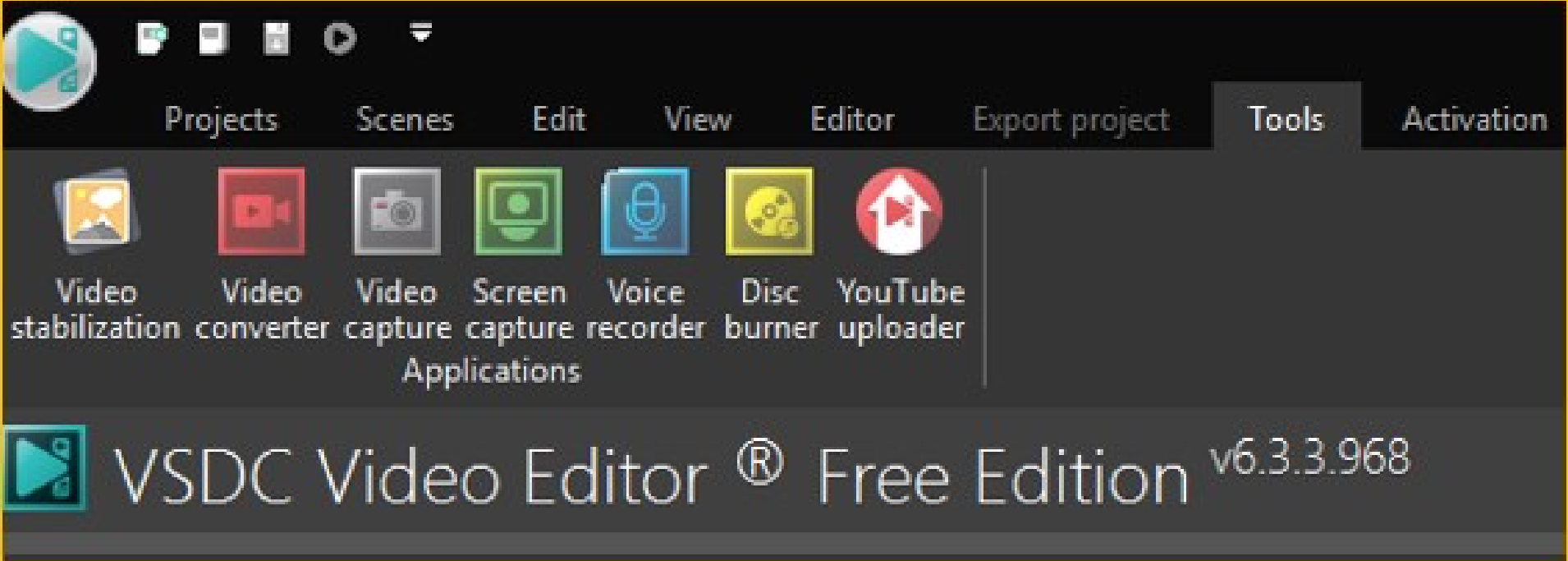
**AUTOMATIC
SUBTITLES**

AUTOMATIC
CONVERSION
OF AUDIO
CONTENT
INTO TEXT -
SUBTITLES.

04

**SCREEN
RECORDING**

SCREEN
RECORDING,
UP TO 30
MINUTES.



VIDEO SUMMARY

IN ADDITION TO TEXT AND GRAPHIC, WE CAN ALSO CREATE A VIDEO SUMMARY OF PROFESSIONAL WORK.

VIDEO TUTORIAL

INSTRUCTIONS OF DIFFERENT TYPES. EDUCATIONAL VIDEO.

VIDEO PRESENTATION

INTERESTING AND DYNAMIC PRESENTATIONS.

VIDEO CV

CREATING VISUALLY APPEALING AND ILLUSTRATIVE BIOGRAPHIES.

WHAT CAN WE MAKE?

PROJECT PROPOSAL

A CREATIVE ADDITION TO THE PROJECT DOCUMENTATION.

VIDEO ABSTRACT

MAKES THE WORK ACCESSIBLE TO A WIDER AUDIENCE

INCREASES WORK VISIBILITY

VIDEOS OFTEN RANK HIGHER THAN TEXT

AUTHOR'S PERSONAL STAMP



Purifying the Impure: Sequencing Metagenomes and Metatranscriptomes from Complex Animal-associated Sample

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Charles E. Robertson³, J. Kirk Harris⁴,
and Forest Rohwer¹**

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San Diego State University

²DOE Joint Genome Institute

³Department of Molecular,
Cellular and Developmental Biology,

⁴Department of Pediatrics,
School of Medicine,
University of Colorado

VIDEO TUTORIAL

The screenshot displays the Web of Science search interface. At the top, the Clarivate logo is on the left, and 'English' and 'Products' are on the right. Below this, the 'Web of Science' logo and a 'Search' button are visible. The main search area has two tabs: 'DOCUMENTS' (selected) and 'RESEARCHERS'. Under 'DOCUMENTS', there are sub-tabs for 'DOCUMENTS' and 'CITED REFERENCES'. The search criteria are set to 'Web of Science Core Collection' and 'Social Sciences Citation Index (SSCI)--1956-present'. The search input field contains the query 'social business AND competencies', with a red cursor at the end. Below the search bar are buttons for '+ Add row', '+ Add date range', and 'Advanced Search'. To the right of these buttons are 'Clear' and 'Search' buttons. At the bottom of the page, there is a promotional banner for a personalized homepage dashboard with a 'Sign in to access' button. The footer includes the Clarivate logo and the text 'Nordrhein-Westfalen Academic Consortium'.

VIDEO CV



BASIC STEPS IN VIDEO EDITING:

- IMPORT (PHOTO, AUDIO, VIDEO)
- CUT, SPLIT, TRIM
- VIDEO EFFECTS, FILTERS
- TRANSITIONS
- AUDIO (NARRATION AND/OR MUSIC)
- TEXT, SUBTITLES
- EXPORT (EXPORT OF FINISHED VIDEO)



CITATION OF USED MATERIAL RESPECT FOR COPYRIGHT

- AUTHOR'S NAME,
- IMAGE/VIDEO NAME
- DATE OF CREATION,
- URL ADDRESS



CREATIVE COMMONS

		Kopiranje i deljenje	Obavezno citiranje	Komercijalna upotreba	Prilagođavanje i menjanje	Promena licence
	CC0 (javni domen)	✓	✗	✓	✓	✓
	BY	✓	✓	✓	✓	✓
	BY-SA	✓	✓	✓	✓	✗
	BY-ND	✓	✓	✓	✗	✓
	BY-NC	✓	✓	✗	✓	✓
	BY-NC-SA	✓	✓	✗	✓	✗
	BY-NC-ND	✓	✓	✗	✗	✓

<http://www.open.ac.rs/>

WHEN MAKING A VIDEO...



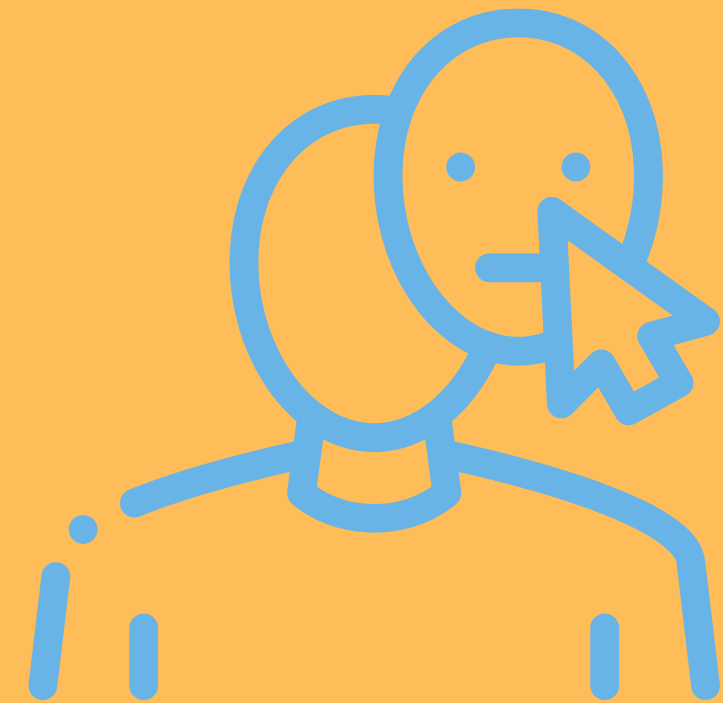
Prompt: The camera directly faces colorful buildings in burano italy. An adorable dalmation looks through a window on a building on the ground floor. Many people are walking and cycling along the canal stree

HOW AI HELPS CREATE EDUCATIONAL VIDEOS

1. PLANS THE LESSON STRUCTURE
2. WRITES OR IMPROVES THE SCRIPT
3. SUGGESTS VISUAL SCENES AND STORYBOARDS
4. CREATES IMAGES, DIAGRAMS, SUBTITLES, AND VOICEOVERS
5. ADAPTS CONTENT FOR DIFFERENT AGES OR LEVELS

DEEPFAKE FAKE AUDIO, VOICE CLONING

A "DEEPFAKE" IS A MANIPULATED VIDEO OR IMAGE CREATED USING ARTIFICIAL INTELLIGENCE. THEY REPLACE A PERSON'S FACE OR VOICE WITH ANOTHER, OFTEN RESULTING IN REALISTIC BUT FAKE CONTENT. THIS MISLEADING MEDIA HAS SIGNIFICANT IMPLICATIONS FOR PRIVACY, SECURITY, AND DISINFORMATION.



TOOLS FOR VERIFYING VIDEO AUTHENTICITY:

e.ai Install

deepware® API

Scan & Detect Deepfake Videos

Place a video link or upload a video

↑

By submitting data, you are agreeing to [Terms of Services](#) and [Privacy Policy](#)

SCAN BETA

CANVA FREE: AI & VIDEO LIMITS

UP TO 200 STANDARD AI USES/MONTH
UP TO 20 PREMIUM AI USES/MONTH
NO ULTRA AI TOOLS ON FREE PLAN

VIDEO ON FREE PLAN

NORMAL VIDEO EDITING: YES

UPLOAD LIMIT: UP TO 1 GB

MAGIC VIDEO: SHORT VIDEOS UP TO AROUND 60 SECONDS

TEXT-TO-VIDEO / VEO 3: MOSTLY PAID PLANS

AI VIDEO FROM PROMPT: UP TO 8 SECONDS



www.canva.com/design/DAG38QHPajg/tm18E1vPtXlh8RY4DROatQ/edit

File Resize Editing New

genetics

Generate Search

All Graphics Videos Photos Audio

Search results

Templates

Elements

Text

Brand

Canva AI

Uploads

Tools

Projects

Apps

Magic Media

Audio

0s | 10s

15.3s

Notes Duration Timer

