How to Create Learning Videos:
From Planning to Sharing

If you teach anything today, you're already in the video business. Learners expect clear, on-demand explanations they can watch, pause, and replay on any device. When done well, video brings your subject to life, builds trust through your voice and presence, and boosts understanding and retention.

This guide is your shortcut to making learning videos that feel professional with no need for a studio. We'll help you choose the right format for your goals and audience, plan tight, focused content, and match the visuals to your message. You'll get practical advice on gear for different budgets, simple recording and editing workflows, presentation tips, smart ways to share your videos, and how to improve using feedback and analytics.

Created in collaboration with Dr. Lyndon Walker – AI Researcher, Academic, Course Creator, and YouTuber – it blends evidence-based teaching with hands-on production know-how. You won't need fancy equipment to get started; just a clear plan, a decent mic, and a bit of practice.

When you complete this guide, you'll be ready to hit record with confidence and create videos that your learners will actually enjoy.

Dr. Lyndon Walker

Statistical consultant and course creator

Dr. Lyndon Walker is an experienced academic and researcher with over 20 years of lecturing experience. His teaching has been recognised with a Citation for Outstanding Contributions to Student Learning from the Australian Government's Office of Learning and Teaching, Swinburne University's Vice-Chancellor's Award for Teaching, and several student-voted Lecturer of the Year awards. In his spare time, he shares insights on AI and statistics on YouTube, plays guitar, and competes in powerlifting.

Types of videos

Not every lesson needs the same kind of video. Sometimes your face builds trust quickly; other times, the screen is the star, or a simple visual explainer does the heavy lifting. Below are the most useful formats and when to use each. Use a mix of them to keep energy up and learning on track.
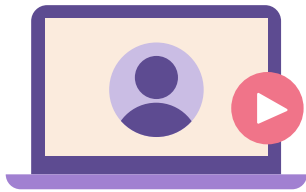
Talking head: you speak directly to the learners. Great for intros, overviews, and establishing a personal connection.
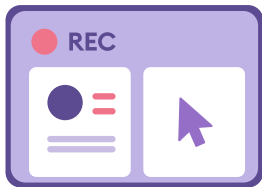
Screencast: your screen plus narration. Perfect for software tutorials, walkthroughs, and any step-by-step process.

Explainer and mini lecture: short, focused lessons that combine narration with visuals – slides, diagrams, and sometimes b-roll (premade video footage from other sources). You can appear on camera or keep it "faceless" with just narration (a voice-over).

Demo: a live or recorded demonstration of a product, process, or technique. Ideal for hands-on skills and "show, don't tell" moments.
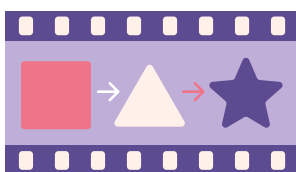
Animation: fully animated pieces that make abstract ideas concrete and tell stories visually. They take more effort, but dedicated animation software and AI tools make them increasingly accessible.

How to choose the right video format

As mentioned, there's no single "best" format. The right choice depends on your goal, your audience, and the context. Most great learning paths combine a few formats. Start with the outcome you want to achieve – concept, skill, or practice – and build from there.

● Outcome

Concept/theory: use short explainers or mini lectures with clear visuals and a quick recap.

Skill/how to: choose screencasts or live demos with close-ups and step-by-step chapters.

Practice/application: add scenarios, tasks, or short quizzes so learners can try, fail safely, and try again.

● Scope of the topic

Broad topics: combine an overview, targeted demos, and practice activities.

Narrow topics: one short, focused video or a couple of micro-videos is sufficient.

● Time and habits

Busy or mobile learners: micro videos (2–6 minutes) and screencasts with captions and vertical-friendly framing.

Experienced professionals: case-based demos, realistic scenarios, and deeper walkthroughs.

- ## Need for live interaction

  Live webinars: use for discussion, coaching, and rapid feedback.

  Asynchronous videos: use for content delivery, repeatable how-tos, and self-paced study.

How to plan your video

Great learning videos don't happen by chance – they start with smart planning. Whether you're reading from a script or speaking naturally, taking time to prepare helps to keep your message clear and focused.

- ## Outline your key points

  Jot down the main ideas you want to share as bullet points. This simple step gives your video a clear path and stops you from wandering off-topic.

- ## Use notes or a script

  If you're new to recording, a full script can keep you on track and help with timing. If you prefer a more casual vibe, use notes as your guide, but rehearse so you remain smooth and confident.

● Use storyboarding or visual planning

Sketch out what happens visually at each stage. Matching your words with visuals makes your message stronger and easier to follow.

● Add visual cues

Plan where to include slides, demonstrations, or graphics. Mark these spots in your script or notes so you don't miss a beat.

● Plan for ideal video length

Keep videos concise and focused. Aim for under 10 minutes per topic to maintain learner engagement.

Recording equipment

When choosing recording equipment for your learning videos, you'll need to balance quality and budget. Options range from affordable smartphones and basic microphones to professional cameras and studio gear. Each option offers different audio and video quality.

Microphone: Sound quality matters most. Poor audio drives viewers away faster than bad video. Using a lavalier (clip-on) mic or a USB desktop mic improves clarity compared to built-in camera or laptop mics. Avoid very cheap mics from discount stores or unknown brands. Spending a bit more on a trusted brand like Audio-Technica, Shure, or RODE makes the biggest difference in your video quality.

Device	Example	Pros & Cons	Cost
Lavalier Mic		Plugs into a camera, sound recorder, or computer and provides a reasonably good sound.	$
USB Mic		Plugs straight into your computer and sounds great with minimal setup. Look for reputable brands like Audio-Technica, Shure, and RODE.	$–$$$

Device	Example	Pros & Cons	Cost
Wireless Mic		Plugs into phones, cameras, and computers. Normally comes as a kit with two mics and a receiver. Useful for interviews and mobile recording.	$$$
XLR Mic + Audio Input		Higher-end mics that use a specialised XLR cable and require an audio interface to be able to connect to your computer. Best-in-class quality and control, but pricier and more complex.	$$$+

Camera: Smartphones, webcams, or DSLR cameras all work fine. Choose what fits your budget and needs. You might want to start with a smartphone or webcam if you already have one.

Device	Example	Pros & Cons	Cost
Webcam		Affordable or free if built-in. Plugs into your computer to record your face while also recording slides or other screen capture.	$
Smartphone		Most modern smartphones have excellent video quality. Convenient and ready to use.	$$
Camera		A high-end camera that provides superior video quality. Probably worth it if you're going to record often and want a polished look.	$$–$$$

Lighting: Natural light works well, but a simple ring light or even desk lamps can brighten your face and reduce shadows. Start with one light in front or at a slight angle. For more polish, use two or three lights.

Ring light	LED light	Larger light with softbox

Note: If you wear glasses, position any front on lighting at a 45 degree angle so the lights don't reflect off your lenses.

Recording software

Choosing the right software makes creating your videos a lot easier. Whether you just want to record your screen, add some edits, throw in animations, or build full online courses, there's a tool that will fit your needs and budget. Here are some popular options to help you find what works best for you.

iSpring Suite

This all-in-one authoring tool is fantastic for educators. It's a comprehensive solution that allows you to create high-quality training videos by recording your screen with a webcam and audio. It also has all the necessary features to make your tutorial videos look professional. For example, you can add titles, annotations, and images, create visual hints, and apply transition effects.
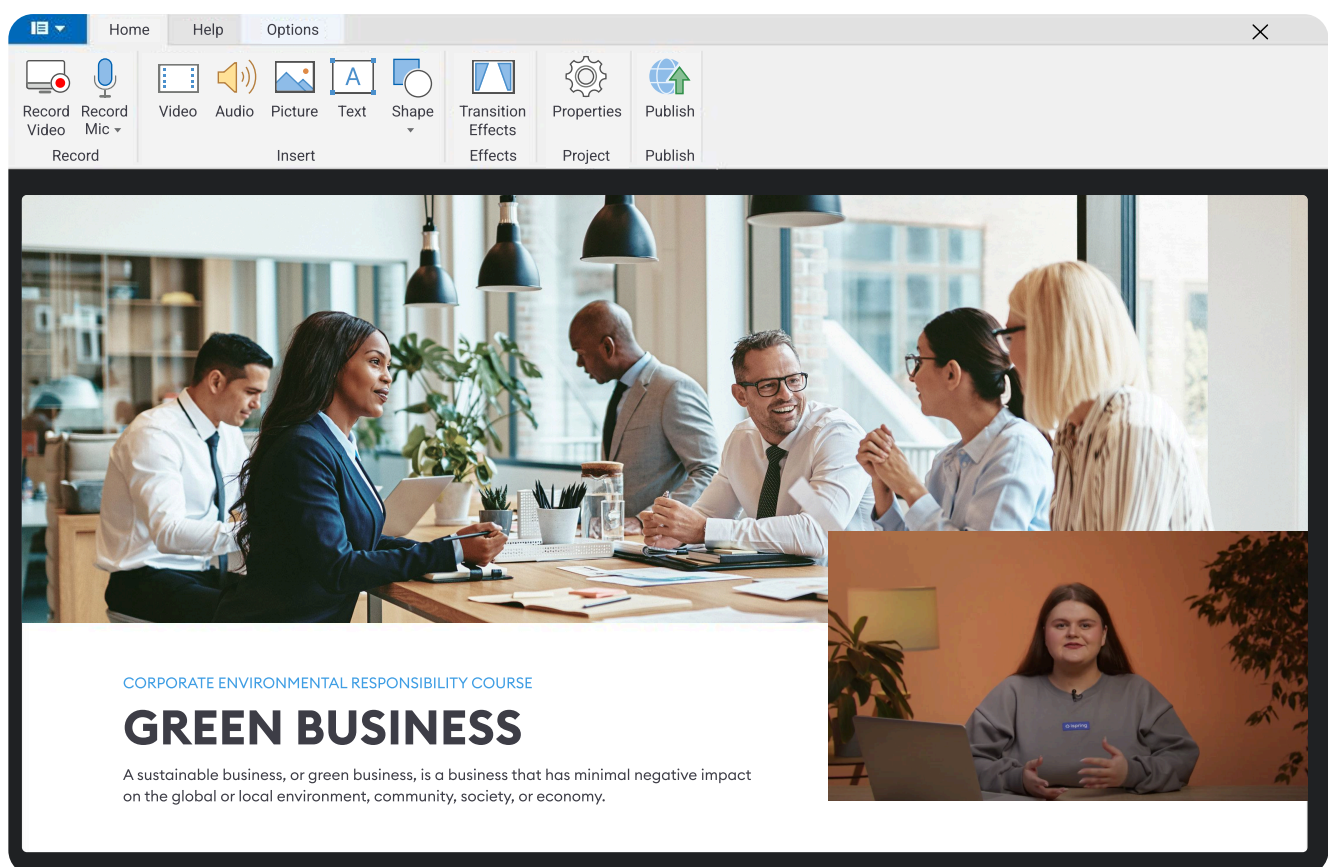
iSpring Suite is built in PowerPoint and transforms it into a complete authoring studio. And iSpring Suite lets you create other learning content besides videos. You can build courses, quizzes, role-play simulations, and interactive lessons that work well on both desktop and mobile devices.

✳ ispring suite

Create learning videos quickly and easily

Try for free

Screen recording tools. If you need to capture your screen, you may also want to use the following tools: Camtasia, OBS, Snipping Tool (Windows), QuickTime (Mac).

Video editing software. For more advanced editing, consider options like Adobe Premiere Pro, DaVinci Resolve (free), Final Cut Pro, or built-in editors on your computer like Clipchamp for Windows and iMovie for Mac.

Animation software. To add animated elements or create fully animated videos, use Powtoon, VideoScribe, or Toonly.

AI-powered tools. These tools use artificial intelligence to simplify video creation: Synthesia, Descript.

Technical recording tips

The quality of your sound and visuals can make all the difference in how your learning video connects with your audience. As mentioned, you don't need fancy equipment or a studio to get great results. Just a few simple adjustments can help you create clear, professional-looking videos that keep viewers focused on your message. Let's explore some easy-to-follow tips to get you started.

🎤 **Position your microphone correctly**

If you're using a lavalier (clip-on) mic, attach it about 6–8 inches below your chin for the best sound. Using a desktop mic? Position yourself about 6–12 inches away, speaking directly into it.
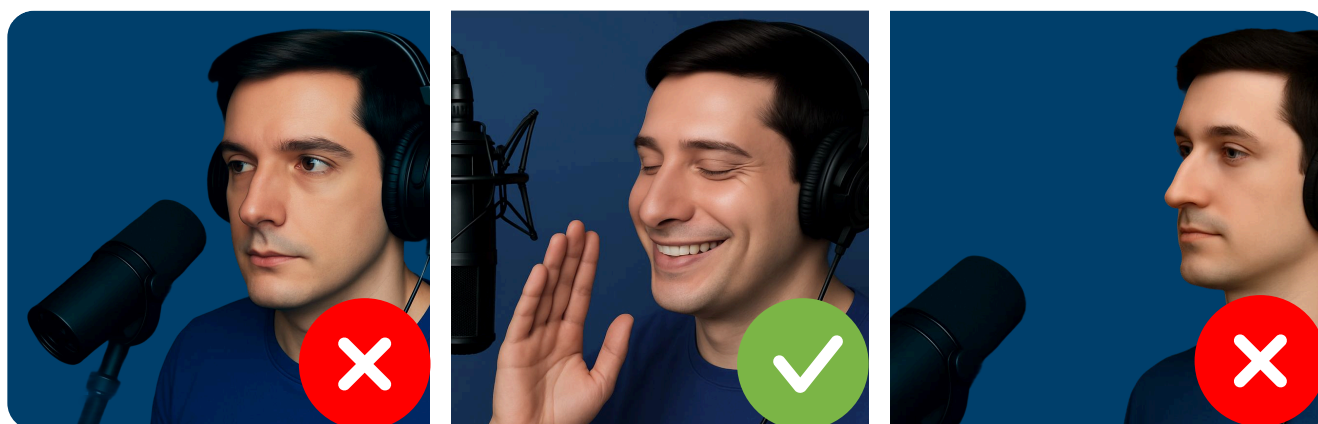
🎧 **Check your audio levels before you start**

Do a quick mic check to make sure your voice sounds clear – not too quiet, and definitely not distorted. Most recording tools have a levels metre that shows green, orange, and red, depending on how loudly the sound source is being recorded. Aim for green, maybe touching orange at your loudest moments, but avoid red.
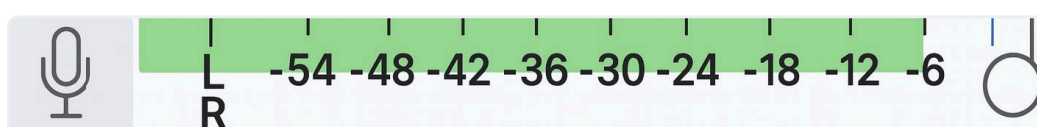
Keep background noise to a minimum

Find a quiet place to record in. Close windows, turn off fans, silence notifications, and if possible, use soft furnishings like curtains or cushions to reduce echo.

Test your sound first

Record a short sample and listen back. This helps catch any sneaky issues before you start recording your full video.

Speak clearly and steadily

Enunciate your words and maintain a consistent pace and volume throughout your presentation. This makes it easier for viewers to follow along and stay engaged.

Declutter your background

A tidy background keeps the focus on you and your message, so remove anything that's distracting or messy behind you that will be within the recording frame.

Use good lighting

Light your face evenly from the front. Avoid sitting with a bright window behind you that will turn you into a shadowy silhouette.

Instructional design tips

Great instructional design does more than just share information. It helps learners stay engaged, understand complex ideas, and remember what they've learned. Use these principles to organise and present your content in a way that truly supports meaningful learning.

Keep it simple

Choose a clean, uncluttered background that won't distract your viewers. Avoid busy patterns or personal items that could draw their attention away from your message.

Keep it concise

Stick to the essentials. Deliver your core message clearly and efficiently, and aim for shorter videos that respect your learners' time and focus.

Break down complex topics

Instead of cramming everything into one long video, split complicated subjects into smaller chunks or a video series. This makes the content easier to digest and revisit when needed.

Follow a clear structure

Organise your video with a logical flow: start with an overview, move through key points, and wrap up with a summary or a call to action. This helps learners follow along and retain information.

Repeat and reinforce key ideas

Repetition is a powerful learning tool. Highlight major points both visually and verbally to help them stick in your audience's memory.

Design with the learner in mind

Consider your audience's background, learning preferences, and any challenges they might face. Tailor your content and pacing to meet their needs and make learning as accessible as possible.

Use visuals wisely

Support your explanations with slides, diagrams, or on-screen text, but don't overload the screen. Clear, purposeful visuals enhance understanding without overwhelming viewers.

Presentation skills

Capturing your audience's attention starts with how you present your content. Bring your learning videos to life with these simple but powerful techniques.

Be enthusiastic

Your passion is contagious! When you show genuine excitement about your topic, your viewers are more likely to stay engaged and interested.

Vary your pace and tone

Avoid speaking in a flat, monotone voice. Change your speed and pitch to highlight important points and keep your delivery lively and dynamic.

Use visuals to support your message

Don't just talk; show! Incorporate slides, images, videos, and screen shares to illustrate your points.

Make eye contact

Look directly into the camera lens as you speak. This simple habit helps create a personal connection that makes your audience feel that they are seen and valued.

Keep it interactive

Even in recorded videos, you can encourage engagement. Ask questions, share relatable examples, or challenge your viewers to think critically about the topic.

Accessibility and Inclusion

Creating accessible learning videos means that everyone, regardless of their ability or learning style, can engage with your content fully. Here's how to make your videos inclusive and easy to use for all learners:

Add captions and transcripts

Provide accurate captions or subtitles for spoken content. Include transcripts for learners who prefer to read or use screen readers.

Ensure strong visual contrast and readability

Use high-contrast colours and clear, easy-to-read fonts. Avoid placing text over busy or patterned backgrounds to keep everything legible.

Describe visual content out loud

Verbally explain charts, images, or on-screen actions so learners with visual impairments don't miss out on important information.

Avoid flashing or strobing visuals

These can cause seizures or discomfort for some neurodivergent viewers. Keep your visuals calm and steady.

🎵 Avoid loud background music

While music can add polish, loud or distracting tracks can make it hard for neurodivergent learners or those with hearing difficulties to focus. Keep it subtle or skip it altogether.

⚧ Use inclusive examples and language

Show diverse people and experiences in your examples. Use gender-neutral and affirming language to create a welcoming environment for all.

▤▷ Give learners control over playback

Allow viewers to pause, rewind, or adjust the playback speed so they can learn at their own pace.

💟 Check compatibility with assistive tools

Make sure your video platform works well with screen readers and other accessibility technologies.

How to share your videos

Creating a great learning video is just the first step. Getting it into the hands of your audience is where the real impact happens. Choosing the right way to share your videos ensures they're easy to access, watch, and use, no matter the device or setting. Here's how to distribute your videos:

↑ Upload to a Learning Management System (LMS)

Platforms like iSpring LMS, Canvas, and Moodle let you store and deliver videos alongside other training content, creating a seamless learning experience all in one place.

Host on YouTube or Vimeo (with privacy controls)

These popular platforms offer reliable streaming and broad device compatibility. Use "unlisted" or "private" settings if you want to limit who can watch your videos.

Use cloud storage with shareable links

Services like Google Drive, OneDrive, or Dropbox allow you to control who can access your videos and make it easy for learners to stream or download them.

Embed into websites or course pages

Integrate videos directly into webpages or learning portals so learners can watch them without having to leave the page.

Send via email or messaging apps (best for short clips)

For quick tips or reminders, sending short videos through email or chat apps works well. Just keep an eye on file sizes to avoid delivery issues.

Close the teaching loop

Creating and sharing your learning video is just the first step. Once it's out in the world, take some time to reflect on how it's performing and where there's room for improvement. Gathering feedback from your learners is invaluable. It helps you understand what resonated, what might need clarification, and how to make the content more engaging.
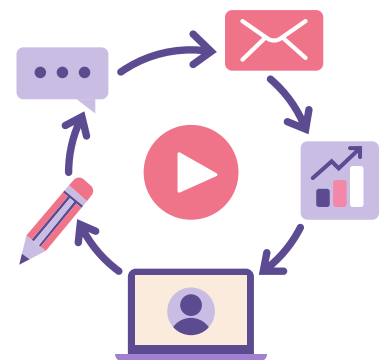
If you have access to analytics like views, watch time, and drop-off points, use them to see how people are interacting with your video. Pay attention to any recurring questions or misunderstandings because these insights can guide future updates or the creation of additional support materials.

It's also important to keep your video up to date by reviewing and refreshing it regularly, especially if it covers tools, systems, or information that evolve over time.

Finally, think about how this video fits into the bigger learning journey. Could it be reused, broken into shorter segments, or paired with quizzes and other resources to boost learning outcomes? This ongoing process helps ensure that your content stays relevant, effective, and valuable to your audience.

Now what?

Now that you understand the theory, it's time to put it into practice. Creating learning videos might seem challenging at first, but iSpring Suite's intuitive drag-and-drop interface makes the process simple, even if you don't have any technical or design skills.

As mentioned, iSpring Suite offers much more than just video creation. It's a powerful all-in-one authoring tool that lets you build a wide range of learning content, including:

- Slide-based courses
- Page-style courses enhanced with AI tools
- Interactive quizzes
- Role-play simulations
- Engaging interactions

Ready to see how it works?

Download a free 14-day trial of iSpring Suite
and start creating your first learning video today!
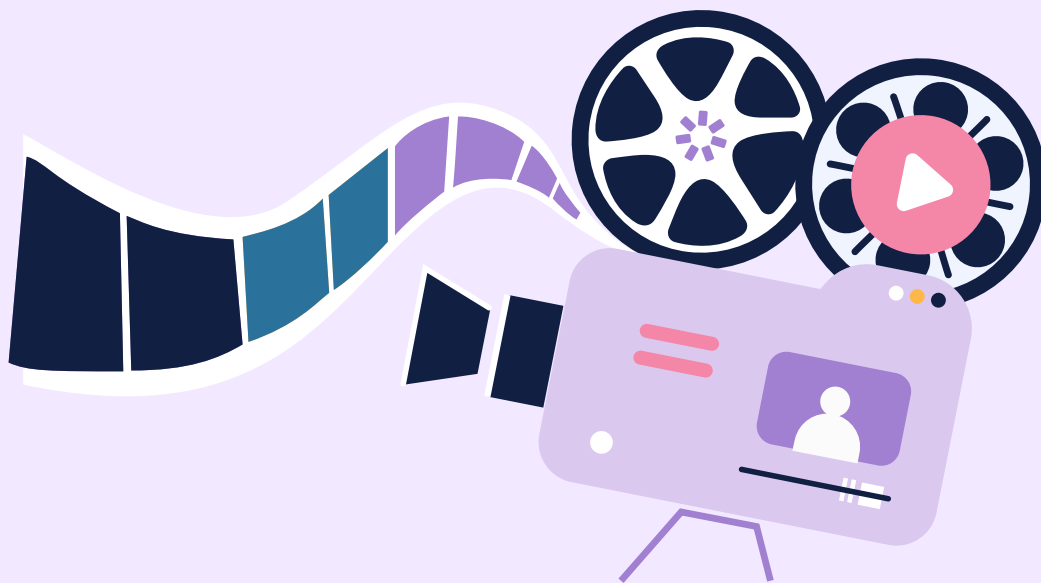
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