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# Learn Now Videos

## Creating Digital Educational Content

### Who?

- You! Speak from your experience. The Digital Education Team will help.
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### What?

- Short, focused videos that fit the educational needs and priorities of your Extension team
  - May be composed of recorded PPTs, images, live video, and/or you talking on the screen
  - 1 idea = a 2 to 6 minute video
  - Be conversational. Talk to your audience about:
    - how to solve a problem
    - how to identify or manage a given pest, disease, or plant
    - how to implement a specific strategy
    - an answer to commonly asked question
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### When?

- Work on your script and gather images whenever you can.
- Before you begin (and anytime during the process) contact the Digital Education Team:

**Christopher Coyne**  
**cpc105@psu.edu**

We will provide guidance, suggestions, tips, and support. We can:

- hear your ideas, read your script, look at visuals, and give suggestions based on your content and intended audience
- provide audio support, recording in-studio if needed
- provide video editing support and finishing touches

### Where?

- One key to a quality video is to record quality audio. We'll help you!  
You can record in our studio or in your office.
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### How?

- Talk to your team and ADP about education priorities.
- Come up with simple message – what's the take away and why should people care?
- Contact our team!
- Write a script with 1 or 2 main points, and details as needed.
- Begin gathering visuals, such as images and video.
  - images with correct permissions and good quality
  - videos (shooting with smart phones is fine; shoot horizontal, keep your camera steady, and record lots of clips)
- Stay in touch with our team!
- Practice before you record.

Documentation of the entire process is on the website:

<https://agsci.psu.edu/communications/how-to/video/learnnow-process-guide>

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### Questions?

For more information, contact

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or  
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