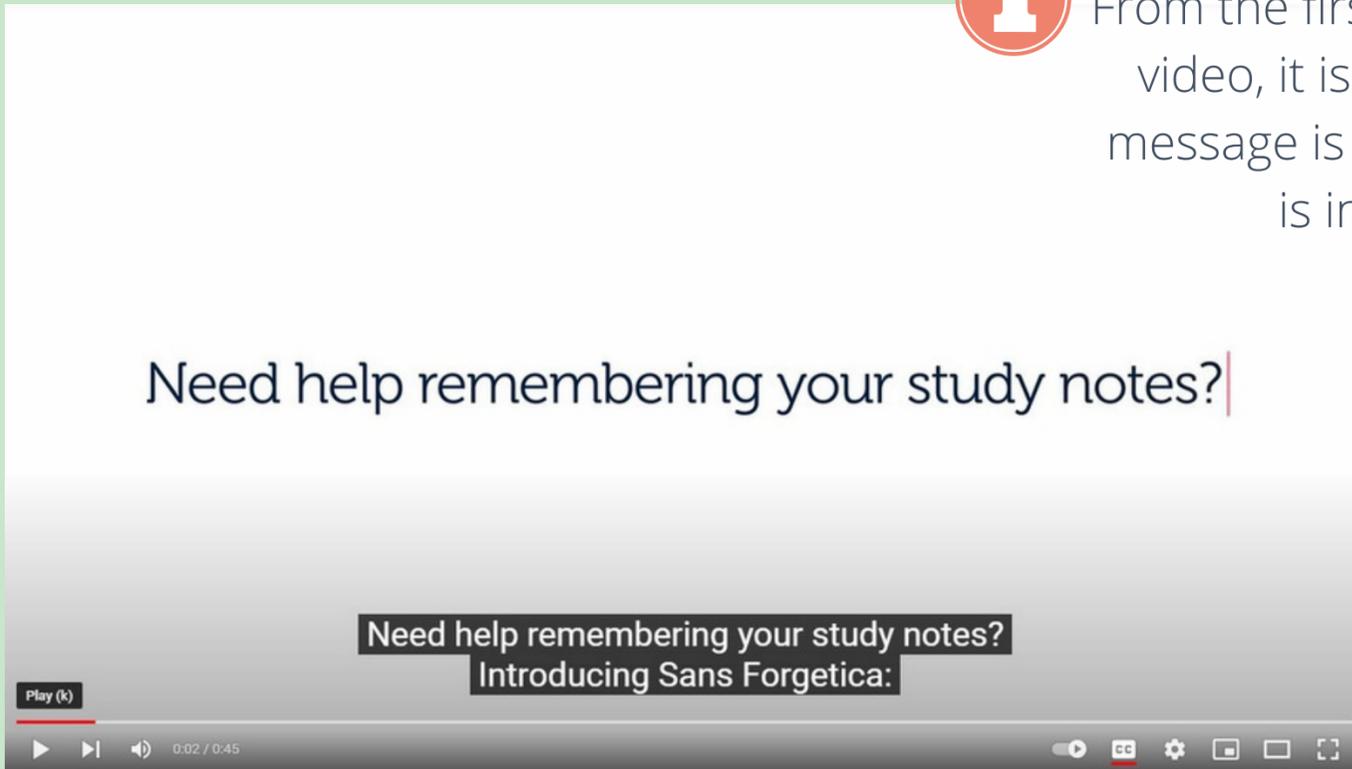


EXAMPLE ON HOW TO CREATE INTEREST FOR EDUCATION VIA VIDEO PUBLICATION

- 1** From the first seconds of the video, it is clear what the message is and for whom it is intended.



- 2** The font and the broken line speak about the main idea - gaps, difficulties in memorizing educational material



- 3** The video also shows what the result is, what we will achieve if we take advantage of the offer



4

At the end of the video, it is clear that the app is free and compatible with various devices.



1 We have a clear and specific message that reaches a large number of people who can be intrigued, regardless of their age.

2 All images and dotted words are used to visually illustrate the problem of memorizing information.

3 It is clearly stated who made the application, why it is useful and what we will achieve if we use it. Messages are all short sentences, no long phrases.

4 No clutter of colours, no unnecessary information, no redundant icons. There is a download link at the end. The user listens and watches the video, they can also read the subtitles. Thus, the information reaches a wide range of users.

5 After the end of the video, similar materials for the same application follow, where users can understand more. This accumulation of video after video is not only an advertisement for the product but also an advertisement for the university.

More examples of this type of video content for this application

https://www.youtube.com/watch?v=Hv_ZQxi4oFY