



### What is Common Craft?

Common Craft produces short and simple educational videos "in Plain English." Our 3 minute videos make complex ideas easy to understand. We've worked with companies like Google and Ford to explain their products. Our focus is helping educators and influencers teach subjects like technology and financial basics.

### Videos that Save Time

Introducing a new subject takes valuable time. Our videos are designed to help learners grasp the big picture and build context before moving into more detailed learning, online or off.

### Licensing Options

Common Craft videos can be used by all types of organizations, including schools. Videos can be displayed and shared internally with our 3-year "Site" license, and our "Individual" license is perfect for one person's use. The "Commercial" license is designed for videos displayed on public-facing websites.



“Because Common Craft breaks concepts down into ‘plain English,’ learners understand concepts more easily and become more relaxed for upcoming trainings.”

- Amy Boehman, Fredrick County Public Schools

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## Blogs in Plain English:



### About the Video: *Blogs in Plain English*

**What it Teaches:** This video introduces the concept of a blog as a way for every person to have the power to share news.

**Languages:** English, French, German, Portuguese (Br), Spanish

**Formats:** Quicktime (.mov) and Windows Media (.wmv)

**Length:** 2:49

#### The video includes:

- ✓ How blogs are changing the idea of news in the 21st century
- ✓ How blogs are created and organized
- ✓ How blogs can bring like-minded people together
- ✓ How blogs facilitate conversation

**Prices:** \$20 (individual); starting at \$350 (site)