



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.

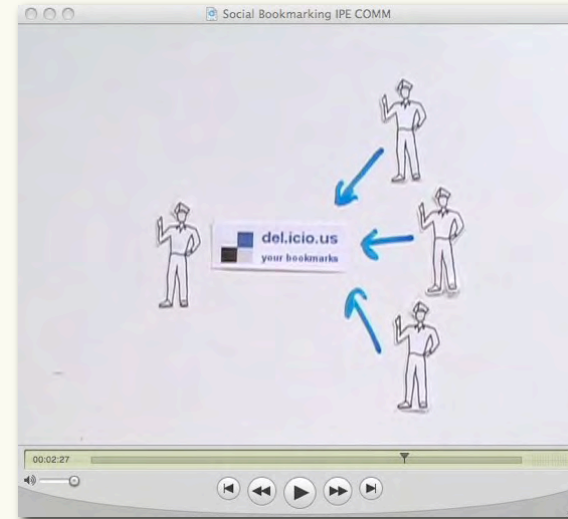


“We’ve been doing computer-based and online learning for 25+ years, and the Common Craft stuff is the best I’ve ever seen. Period.”

- Michael Werner, InfoSource Learning

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Social Bookmarking in Plain English:



About the Video: *Social Bookmarking in Plain English*

What it Teaches: This video introduces the basics of bookmarking services like Delicious.com. It uses an example of teachers using social bookmarking to share links to useful websites.

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

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

Length: 3:22

The video includes:

- ✓ Online vs. offline bookmarks
- ✓ How to use a bookmarking website
- ✓ An introduction to organizing bookmarks with tags
- ✓ The value of sharing bookmarks with others

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