



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.

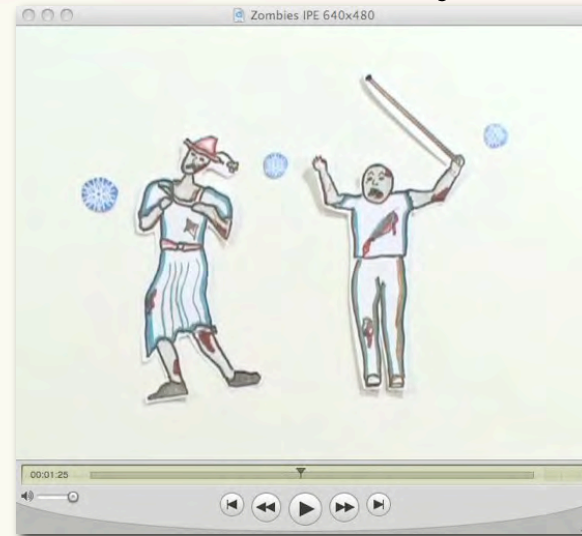


“Common Craft is anything but common. Their video explanations are entertaining, educational, intelligent and whimsically delicious!”

- Dave Gray, Xplane

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Zombies in Plain English:



About the Video: *Zombies in Plain English*

What it Teaches: This video is a satirical explanation created to celebrate Halloween and help protect your brain. It focuses on surviving a zombie attack.

Languages: English

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

Length: 2:59

The video includes:

- ✓ Identifying zombies
- ✓ Surviving an attack
- ✓ Killing the Undead
- ✓ What to do in case of a zombie bite

Prices: \$5 (individual); starting at \$50 (site)