



What is Common Craft?

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

Saves Time, Online and Off

Our videos help educators save time by getting all students on the same page early in the process. Common Craft videos serve as introductions and build foundations for further, more detailed, learning online or off.

Licensing Options

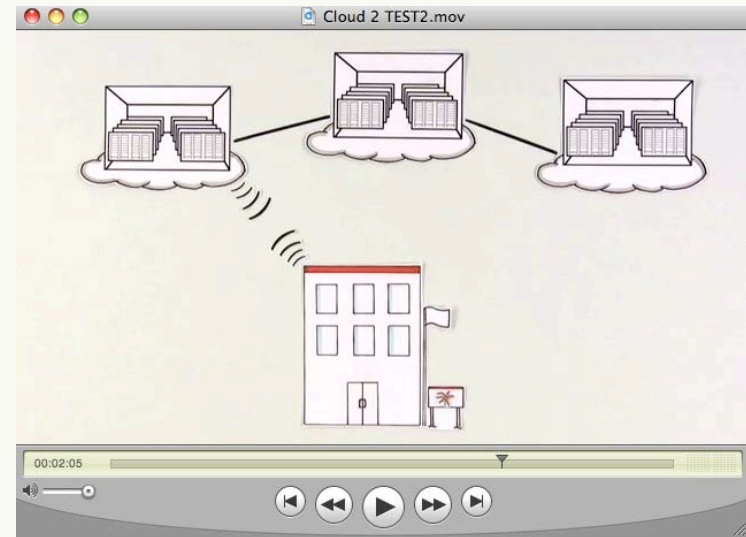
Organizations and schools can purchase our "Site" license and share the videos with an unlimited number of students and teachers over 3 years. Our "Individual" license is perfect for one person's use for 3 years. We also offer "Commercial" licensing for public facing web sites.

"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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Cloud Computing in Plain English:



About the Video: *Cloud Computing in Plain English*

What it Teaches: Using a simple story of a growing florist business, this video explains the basics of cloud computing: how it works and why it makes sense for businesses and individuals.

Languages: English

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

Length: 3:00

The video includes:

- ✓ The difference between on-site and cloud computing
- ✓ The financial benefits of cloud computing
- ✓ What makes cloud computing more secure and efficient
- ✓ How cloud computing impacts consumers

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