



### 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.

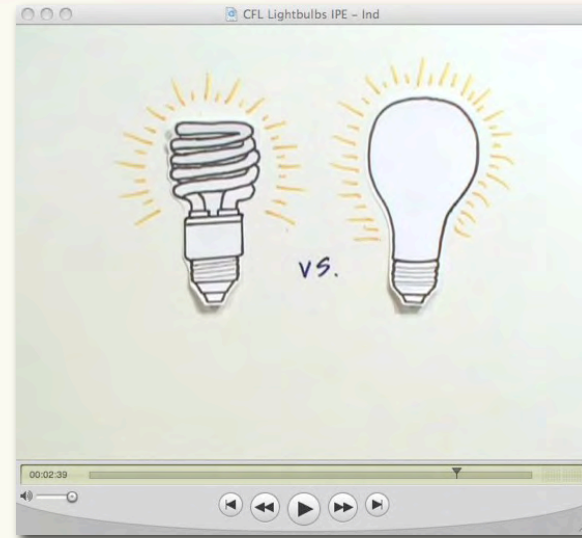


“We’ve been doing computer-based and online learning for 25+ years, and the Common Craft stuff is the best I’ve ever seen. Period.”

- Michael Werner, InfoSource Learning

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## CFL Light Bulbs in Plain English:



### About the Video: *CFL Light Bulbs in Plain English*

**What it Teaches:** This video introduces the benefits and risks of using compact fluorescent light bulbs. It focuses on saving money and reducing pollution by switching to bulbs that use less electricity.

**Languages:** English

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

**Length:** 3:11

**The video includes:**

- ✓ How using electricity is connected to burning coal
- ✓ Cost savings in using a CFL
- ✓ How switching to CFLs can reduce CO2 emissions
- ✓ Proper disposal of CFLs, which contain mercury

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