



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 videos illustrate the value of new technology in a simple, effective and entertaining way.”

- Andy Lopata, Author and Strategist

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Twitter in Plain English:



About the Video: *Twitter in Plain English*

What it Teaches: This video introduces the popular micro-blogging service Twitter. It focuses on Twitter's ability to connect people in new ways, using short messages.

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

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

Length: 2:23

The video includes:

- ✓ Why answers to the question "What are you doing?" are interesting
- ✓ The basics of using Twitter - signing up, sharing and reading messages
- ✓ How a skeptical person fell in love with Twitter

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