

# Top Tips

## ALTERNATIVES TO LIVE ACTION VIDEO

As a result of the COVID pandemic, Creative Studio does not have the ability to capture live action video at our in-house studio facilities. If you have a project planned to include those types of video assets here are some alternative solutions to consider that we can execute on safely right now.

### 1 Montage of Photos, Stock Photos, and Art

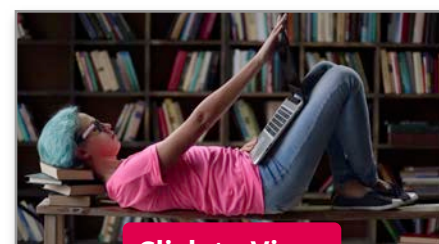
These videos consist of still images that slide and transition across the screen accompanied by voice over and text. One of the benefits of this solution is that we can use existing Cengage owned photos or art in addition to stock photos.



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### 2 Stock Footage

Live action stock footage accompanied by voice over is a more dynamic solution. The limitation here is that stock footage leans more toward concepts (e.g., information security) than specifics (e.g., how a DDOS attack works).



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### 3 Motion Graphics

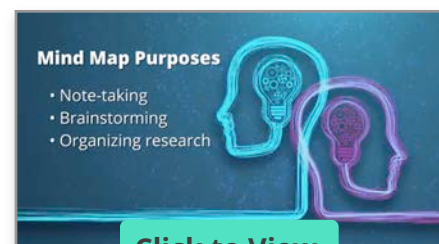
When we talk about motion graphics it means adding movement to traditionally static elements like charts, icons, and text. We can often utilize existing components of the art program from a title and add motion to reveal or emphasize text and data. Accompanied with voice over, these assets can be quick and effective.



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### 4 Stock Content with Motion Graphics

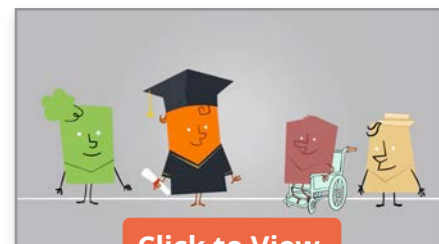
The combination of stock content, compelling voice over, and applicable text or data based motion graphics can be an excellent solution to communicate and reinforce learning objectives.



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### 5 Animation

Animation is dynamic and can take many forms. Creative Studio has even conceived some simple, and quicker to produce animation styles in direct response to the COVID limitations. These are excellent options, but any asset that requires generation of original illustrations for animation is going to have a more substantial development schedule than the other options listed here.



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