

# Learning Video Pedagogy Cheat Sheet

Design video learners finish and remember. Each principle maps to one product decision.

## 1. Chunking / segmenting

**Science:** Attention maxes out around 6 minutes; short segments lift retention and transfer.

**Build this:** Author content as <=6-min clips; chapter-aware player with per-segment resume.

## 2. Manage cognitive load

**Science:** Working memory is tiny; clutter and music steal capacity from understanding.

**Build this:** Clean player UI, no autoplay clutter, one idea per screen.

## 3. Signaling

**Science:** On-screen cues to the key point improve both retention and transfer.

**Build this:** Support overlays, callouts, key-term lower-thirds, highlighted captions.

## 4. Modality / dual coding

**Science:** Visual plus spoken word beats visual plus on-screen text.

**Build this:** Favor narrated animation; never make learners read text read aloud.

## 5. Retrieval practice

**Science:** Answering from memory beats re-watching for long-term recall.

**Build this:** In-player quizzes between segments; record each attempt (xAPI).

## 6. Spacing

**Science:** Spaced review beats one massed viewing for durable memory.

**Build this:** Schedule review and resurface weak topics, do not deliver once.

### Rule of thumb

Watching is not learning. Keep it short, signal what matters, and interrupt with questions.  
Every principle is a feature decision — budget for it during scoping, not after launch.