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.

Companion to: 'The Pedagogy of Video: Attention, Retention, and Chunking'
www.forasoft.com/learn/elearning-video/articles-elearning/pedagogy-of-video-attention-retention-chunking



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This sheet maps six learning-science principles to product decisions in the player. Our seven-volume handbook covers the video stack those decisions are built on; start with Volume 3 for players, chapters and overlays, then Volume 4 for narration audio and captions, and Volume 1 for encoding.

WHAT YOU WILL FIND INSIDE

- Players, chapters and per-segment resume (Vol. 3)
- Encoding short segments (Vol. 1)
- Narration audio, loudness and captions (Vol. 4)

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Vol. 1 · Video Encoding — pixels and color to H.264, HEVC, AV1, quality metrics and AI

Vol. 2 · Video Streaming I — network transport, contribution and ingest, HLS, MPEG-DASH, CMAF

Vol. 3 · Video Streaming II — ABR, CDNs, players, WebRTC, DRM and the economics of delivery

Vol. 4 · Audio for Video I — PCM, codecs, loudness, accessibility, real-time voice processing

Vol. 5 · Audio for Video II — jitter buffers, lip sync, Atmos, quality metrics, neural codecs

Vol. 6 · AI for Video I — models and inference, computer vision, speech, search, generative video

Vol. 7 · AI for Video II — real-time pipelines, agents, serving, cost, compliance, verticals

Turning learning science into player features?

We will design chaptering, overlays and in-player quizzes with xAPI so each principle shows up in the product. 250+ video products shipped since 2005.

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