Educational videos are evergreen, meaning they retain their value for a very long time—as long as their content remains accurate.

**Do: Have Fun**

Great educational videos incorporate a variety of [visual formats](https://www.nextthoughtstudios.com/tour), from 3D animations to time-lapse videography. Each concept is presented in an innovative way that challenges the viewer to keep on watching.

A video you can’t wait to share begins with a script and storyboard you’ll never forget. A, we know video pre-production is perhaps the most important element of video development. Pre-production creates the foundation you need for your visuals, voice-overs, animations and other breathtaking elements to tell your story.