

Name: \_\_\_\_\_

Topic: \_\_\_\_\_

# **SCHOLARS OF THE SMALL SCREEN**

## **EXPLAINER VIDEO PROJECT**

DUE NO LATER THAN \_\_\_\_\_

- **What must be turned in for the final exam?**
  - **Storyboard**
  - **Script**
  - **Video link**
  - **Research Paper**
  - **Checkpoint Initials Worksheet**
  
- **What must my video include?**
  - **To receive an A, the video must include at least 6-8 of the following criteria. However, there is a minimum of 1 criterion to not fail this category on the rubric completely:**
    1. An intro titlecard
    2. A sophisticated yet clever name for your channel
    3. Your social media handles on screen
    4. Music (see approved music links—do not use Apple Music/Spotify recordings!!!)
    5. Animated clip transitions
    6. A clear use of layering (multiple effects/visuals working together on a slide)
    7. A clip transition or a visual appearing in line with your words/beat of music
    8. A verbal reference to another online video
    9. A statistic
    10. A visual reference to a source (not just a verbal one)
    11. A call to subscribe to future videos/channel/follow on social media
    12. An outro titlecard
  
  - **Additionally, you must be in at least 30 seconds of the video (see your face) OR you must narrate the entire video—your choice!**

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## **Step 1 → Gather your materials**

- Approved research paper
- Moovly.com login
- Notebook
- Headphones
- Camera/Cellphone for video
- Syllabus breakdown & directions for lesson

## **Step 2 → Audience & Goal Setting**

**DUE TODAY!**

As tempting as it is to jump right into this project, there is some essential planning and considering we have to do beforehand.

- 1) Consider what audience you are trying to reach!

**“Great animations are the ones that take into consideration what their end viewers want to see and what motivates them to act.”**

Remember:

- A **viral** explainer video touches all types of people, including those with a higher education and those without. Make sure you are presenting a good mixture of visuals, materials, facts, research, and vocabulary to keep all types of viewers engaged. Keep in mind some may know nothing about your topic, so you may need to do a small introduction to bring them up to speed.
- An **academic** explainer video will need more sophisticated language, visuals, and number of sources verbally mentioned throughout the script. You can picture presenting this to your college peers or professors who may have a little bit of knowledge prior to watching your video.

- 2) Create your own goals, objectives, and benchmarks.

- a. Ask yourself the following questions:

- i. Why are you making this video?

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- ii. What are you hoping to do with this video?

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iii. When a viewer is done watching my video, what do I want to happen?

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b. Set a date for steps 3-7! Though there are suggestions, these are just to keep you on track and are not set in stone.

**Your goals will help guide your animated video in a clear direction!**

**Step 3 → Script & Hook**

**DUE TODAY!**

1) HOOK your audience!

**“20% of your viewers will close your animated video after 10 seconds”** Make those 10 seconds count! This is why we decided on our audience first. Think: *What is going to intrigue my selected viewership and make them stay past 10 seconds?*

2) Once you have your hook, make sure you script every word. This will give your video flow, a better sense of timing for your storyboard, and the ability to be selective with your information.

a. Your script should have the following key pieces written out

- i. HOOK / Intro
- ii. Statement of the problem
- iii. The research-backed proposed solution
- iv. Transition into first key point
- v. 2-3 points/facts that support your claim (verbally mention sources/authors)
  1. *“According to a study Albert Einstein conducted in Austria in the late 1800’s...”*
  2. *“The University of Georgia compiled survey results from the state’s K-12 classrooms and found that...”*
- vi. Transitions in between each of the points, and a transition into the counterargument
- vii. One (1) mention of a source that disagrees with your position & why they are wrong/their argument is invalid
  1. *“Amazon may seem like one big business that is different than the others, but their employees have reported unfavorable working conditions just like many other warehouse-based businesses...”*
- viii. Transition to call to action
- ix. Call-to-action + wrap-up
  - Optional add in: Plug your channel “Check out my page for more...”
    1. This may not be how you ended your paper exactly. It is okay to have different endings for this project, as long as you do not deviate from your paper topic, argument, or direction.

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- 3) USE YOUR RESEARCH PAPER! It is not plagiarism if you use exact sentences from your paper! Just make sure you sound authentic and not scripted!
- 4) Now identify which sources you are going to list in the video description, and which were only used in the paper.

**BEFORE YOU LEAVE, PLEASE CHECK IN WITH ME TO GET FEEDBACK SO YOU CAN MOVE ON TO THE FUN PART!**

**Step 4 → Storyboard!**

**DESIRED COMPLETION DATE:** \_\_\_\_\_ (suggested = by week 13)

- 2) **Outline** your ideas for graphics, audio, and animations to go along with your script! This is called a storyboard!

Before you just jump in and waste a lot of creative time and brainpower, use your script's big facts and craft key scenes around it—think: *How does this fact look in my head? What pictures, graphs, animations, sounds, or catchy graphics get this point across?*

Having a direction allows you to spend more time fine-tuning details instead of getting down to the wire without bringing the project to life in its full potential!

**Step 5 → Record/Upload**

**DESIRED COMPLETION DATE:** \_\_\_\_\_ (suggested = by week 13)

- 1) At this point, you will want to record your audio clips.
- 2) It is best to do these clips in small sections.
  - a. DO NOT TRY TO READ EVERYTHING IN ONE TAKE.
  - b. Doing smaller chunks of audio also allows you to sync up your graphics much more easily!
- 3) **PRO TIP:** Because we do not have high quality audio equipment just lying around at home, try and record all of your audio in the same location, do not move or reangle yourself during recording, and use the same volume when you speak.

**Step 6 → Experiment/Create!**

**DESIRED COMPLETION DATE:** \_\_\_\_\_ (suggested = by week 14)

- 1) I have chosen Moovly for a few reasons:
  - a. It is completely free for students!
  - b. It is easy to use—even when you have no experience video editing!

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- c. It has a great selection of stock clips, animations, and sounds that other sites make you pay for.
- 2) We will go over some beginner stuff in class, but here are some links to check out if you want a more in-depth explanation:

[https://www.youtube.com/watch?v=BNUtKF5g\\_qE](https://www.youtube.com/watch?v=BNUtKF5g_qE)

<https://www.youtube.com/watch?v=UGQEdxP2hqI>

<https://www.moovly.com/blog/how-to-make-an-animated-video-like-a-pro>

You can also go to Google or YouTube and find more videos about how to use Moovly!

**Step 7 → Edit, Edit, Edit!!!**      **DESIRED COMPLETION DATE:** \_\_\_\_\_ (suggested = by week 15)

- 1) **Your video should be edited more than once!**

In fact, editing as you go and making tiny adjustments (especially for the transitions) will immensely improve the overall flow quality or the viewing experience.

- 2) **Select a catchy thumbnail that would make a person want to click the video!**

**Step 8 → Final Watch & Turn in!**      **DUE BY:** \_\_\_\_\_

- 1) **IF YOU THINK YOU ARE DONE, DO NOT JUST TURN IT IN!**

Save the “final” video

Walk away, eat, take a nap, or do something else

Come back to it after some time and watch it as if it were any video on YouTube that you would watch

Make sure every clip you use is from the free Storyblocks section – iStock charges \$30/clip and this will prevent you from downloading your video for submission

Is it still ready to turn in?

**Yes? → Upload it and celebrate.**

**No? → Go back to Step 7 and repeat!**

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# VIDEO TIPS & USEFUL SITES

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## BEGINNER FILMING TECHNIQUES

- ALWAYS FILM HORIZONTALLY
- Do not film facing toward a window – light should be pointed at subject, not at camera
- Use a tripod to keep clips even and not shaky
- You do not need to buy a microphone, as long as your filming location is quiet, and not echoey – if you choose to buy a microphone, make sure it will work with your device
- Do not try and zoom during filming – special effects work for this during the editing process
- Use a clutter-free background – text and animations on screen will be more easily seen
- Place yourself strategically in the frame—leave room around or to the side of you for animation and text

## ABOUT COPYRIGHT

(Teachers: insert the most updated copyright laws into this section, and make sure students are aware of how serious this could be if they are caught; this is the plagiarism equivalent)

## MUSIC SITES – CREATIVE COMMONS

[HTTP://FREEMUSICARCHIVE.ORG/CURATOR/VIDEO/](http://freemusicarchive.org/curator/video/)

[HTTPS://WWW.EPIDEMICSOUND.COM/](https://www.epidemicsound.com/) → THIS COSTS \$

## VIDEO CLIPS – CREATIVE COMMONS

[HTTPS://WWW.PEXELS.COM/VIDEOS/](https://www.pexels.com/videos/)

**Don't forget, there's plenty of stock video inside the video software**