



Elective Virtual Learning

7th & 8th Grade Multimedia

Communicating Information Through Multimedia

May 4, 2020



7th & 8th Grade Multimedia Tech Lesson: May 4, 2020

Objective/Learning Target:
Using my voice to share a message through media

Warm Ups



Think...Write

In using the free tools, Vectr & Adobe Spark, you should be beginning to understand the importance of that creativity tools have on brand, communications and social media. On This [Focused Note Link](#) (page #6), write 5 reasons why visual media has a bigger impact on how we understand or give attention to something.



Investigate

Another area of visual information that has become hugely popular and common in our lives are Explainer Videos. Do you know what an explainer video is? Have you ever created one yourself? [Here is a quick explanation!](#) (page #4)



ACTION!

Watch the following explainer videos to understand the varying types that exist today watch the 5 examples below. After watching [add to the notes](#) (page #6) by answer the questions for each video.

[Works with Nest](#) [DaSilva Boards](#) [Coconut & Banana Cakes](#) [How To...Lowes](#) [Student Explainer](#)

Lesson/Background:

What is an Explainer Video?

Explainer videos are videos explain an idea, service, brand or product using silhouettes, graphics, animations, text, video and music and or narration to grab the viewer's attention.

While mostly used among business beginning in 2007, today, 13 years later explainer videos have exploded into all areas of society and media. They also come in ALL kinds of ways to communicate something that will stick with you.

Studies have shown that people pay more attention to visual information than to just text on a web page. When people enter a website where there is an abundance of text to read, most will scroll to look for a summary or a quicker piece of information or help. An explainer video, is a quick way to capture the attention of users. It also makes it easy to post to a variety of media outlets, from TV to Social media pages. And it actually gets the user to read that text on the page or continue to learn more about the idea that is being delivered.

Components of an explainer video are that they should be direct, quick and understandable, and in ways that that do not distort the main idea that is being communicated.

This week you will generate ideas to create a short explainer video that will show how to do something, inform others of something important to you or communicate an important message.

Practice:

Previous Work

- If you have not done any previous lessons using Adobe Spark, it is a good idea to have done these, to understand how to use Adobe Spark Video, Post and Web Page because they are all useful to work on this week's project.
- Compare your previous work to the explainer videos you just watched.

Generate ideas

- Make sure you have finished notes from your warm-up
- Research more explainer videos if needed
 - (TIP: search for “how to” & add a word of something you are interested in or search your favorite social media.)
- List 5 -10 ideas you have for an explainer video in the Ideas Section of your notes.

Assessment

- *Share one of the explainer videos you watched with your family or a friend and explain what an explainer video is.*
- *Share your ideas with someone in your family or a friend & get feedback*
- *If you listed more than 5 ideas, narrow down your choices by circling your top 3 in your notes.*



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Topic/Unit: Using my voice to communicate through media

Name:

Class/Period:

Date:

I can use media to share information, explain something or communicate a message

Why does visual media have a bigger impact on how we understand or give attention to something
(List at least 5 things)

- 1.
- 2.
- 3.
- 4.
- 5.

Explainer Videos:

Answers

Nest Video - What was the topic of the explainer?

Was what the type?

(circle one) TO -sell a product or brand- - how to create or make something- -communicate important information-

What kind of components were used?

(check all that apply)

- Video or images
- Text
- Branding such as a logo, etc.
- Narration
- Music

Comment on how any of these components made the video more interesting.

Explainer Videos: continued	
	Answers
Nest Video - What was the topic of the explainer?	
Was what the type?	(circle one) TO -sell a product or brand- - how to create or make something- -communicate important information-
What kind of components were used?	check all that apply)
	<input type="checkbox"/> Video or images
	<input type="checkbox"/> Text
	<input type="checkbox"/> Branding such as a logo, etc.
	<input type="checkbox"/> Narration
	<input type="checkbox"/> Music
Comment on how any of these components made the video more interesting.	
	Answers
DaSilva Boards - What was the topic of the explainer?	
Was what the type?	(circle one) TO -sell a product or brand- - how to create or make something- -communicate important information-
What kind of components were used?	(check all that apply)
	<input type="checkbox"/> Video or images
	<input type="checkbox"/> Text
	<input type="checkbox"/> Branding such as a logo, etc.
	<input type="checkbox"/> Narration
	<input type="checkbox"/> Music
Comment on how any of these components made the video more interesting.	

Explainer Videos: continued	
	Answers
Cakes Video- What was the topic of the explainer?	
Was what the type?	(circle one) TO -sell a product or brand- - how to create or make something- -communicate important information-
What kind of components were used?	(check all that apply)
	<input type="checkbox"/> Video or images
	<input type="checkbox"/> Text
	<input type="checkbox"/> Branding such as a logo, etc.
	<input type="checkbox"/> Narration
	<input type="checkbox"/> Music
Comment on how any of these components made the video more interesting.	
	Answers
Lowes Video- What was the topic of the explainer?	
Was what the type?	(circle one) TO -sell a product or brand- - how to create or make something- -communicate important information-
What kind of components were used?	(check all that apply)
	<input type="checkbox"/> Video or images
	<input type="checkbox"/> Text
	<input type="checkbox"/> Branding such as a logo, etc.
	<input type="checkbox"/> Narration
	<input type="checkbox"/> Music
Comment on how any of these components made the video more interesting.	

Explainer Videos: continued	
	Answers
Student Video- What was the topic of the explainer?	
Was what the type?	(circle one) TO -sell a product or brand- - how to create or make something- -communicate important information-
What kind of components were used?	(check all that apply)
	<input type="checkbox"/> Video or images
	<input type="checkbox"/> Text
	<input type="checkbox"/> Branding such as a logo, etc.
	<input type="checkbox"/> Narration
	<input type="checkbox"/> Music
Comment on how any of these components made the video more interesting.	
	Answers
Other Video you found - What was the topic of the explainer?	
Was what the type?	(circle one) TO -sell a product or brand- - how to create or make something- -communicate important information-
What kind of components were used?	(check all that apply)
	<input type="checkbox"/> Video or images
	<input type="checkbox"/> Text
	<input type="checkbox"/> Branding such as a logo, etc.
	<input type="checkbox"/> Narration
	<input type="checkbox"/> Music
Comment on how any of these components made the video more interesting.	

My Ideas list

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Feedback from family or friends

Notes for next lessons: