



# Elective Virtual Learning

## 7th & 8th Grade Multimedia

Communicating Information Through Multimedia

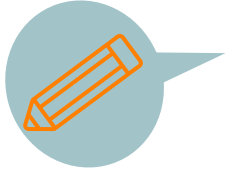
May 5, 2020



## 7th & 8th Grade Multimedia Tech Lesson: May 5, 2020

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

# Warm Ups



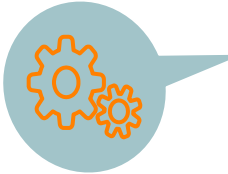
## Think...Write

Look at your notes from yesterday. Did you write down that when we see something visual, it stays in our memory longer? This is true in many areas of learning & communicating. Check this infographic out!----> [About Visual Content](#)



## Investigate

Go back and check how long each example video you watched was. What was the average time of each.



## ACTION!

From your notes which ideas do think might make a good Spark Video? Circle them. Make a list of things you might need to carry out your explainer video? Look at your list? Do you have plenty of items or a variety for each one? Does one or two stand out from the others? Is there a variety of visual & text ideas.

## Lesson/Background:

### Making a Good Explainer Video

With video, planning is an important part of making it the best it can be. Today we will focus on the first step of planning for your explainer video.

#### Step 1: Write the video script

The script is the most important element in creating a good explainer video. Your explainer video could have the coolest graphics, the best voice-overs & music, and text in the world. However, it wouldn't mean a thing without a well-thought out script to get behind.

The script is where you'll need to spend the majority of your focus. It's best if you write your explainer video script yourself because YOU know the message you want to present or the instructions you need to show. You are the expert! You DO need to know your target audience too! What will your audience want to hear (or see in text)? What might confuse them (so you can make it clear)? If you haven't already done some thinking to answer these questions, now is the time to consider all of these things.

**Let's Get Started writing your script on the next slide! Have your notes handy!**

# Practice:

## 1. Preparation

- Before writing your script, share your idea with someone again.
- Be sure you can identify the type of explainer you will be doing
  - -sell a product or brand- or - how to create or make something- or -communicate important information-
- Ask them what they would want to see or hear if they were learning from you.
  - What would help them to best understand your communication.

## 2. Write

Your explainer video script follow this general outline:

Do not worry about the order or if it is going to be text, narration, etc. It is just important to get the script down.

1. Quick overview of your idea and some background, what is it, why do we need it or need to know it
2. Introduce the problem, idea, steps or message
3. Answer the problem or idea (for example specific steps to make something, take action on your message, etc.
4. Closing if needed.

Remember in this video project the script is not just something you might say but also text you will have on the screen, such as directions, materials, etc.

## Assessment

- *Share your script with someone. Have them read it or read it out loud to them.*
- *Have them share feedback if it makes sense or if you are showing a how to could they do that how to by just reading, hearing and seeing those steps?*



[lisa\\_douthit@idschools.org](mailto:lisa_douthit@idschools.org)