Creating RSA Animate Style Videos

A New Approach to Learning (ATL)
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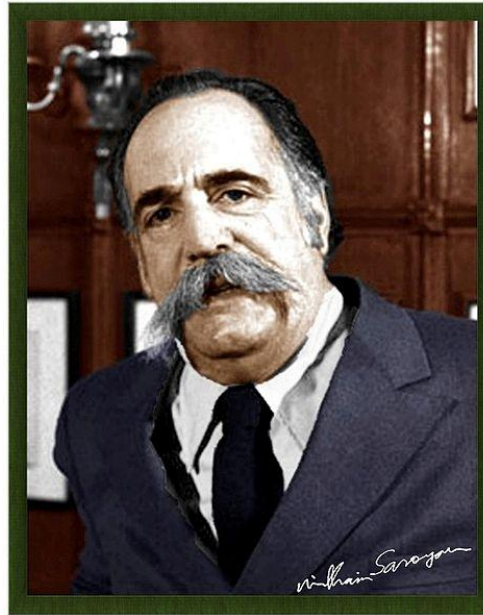# "A PICTURE IS WORTH A THOUSAND WORDS"

(William Saroyan)

Photo taken with permission from www.wikimedia.org

"There can be no words without *pictures*"

Aristotle

www.sociallysorted.com.au

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What is RSA Animate?

WHITEBOARD ANIMATIONSTUDIO

"RSA Animate" Style

RSA Animate and the IBO

What is RSA Animate Video?

(Photo taken with permission from rsa.org)

- Visual thinking

- Synthesizing information

- Story Telling
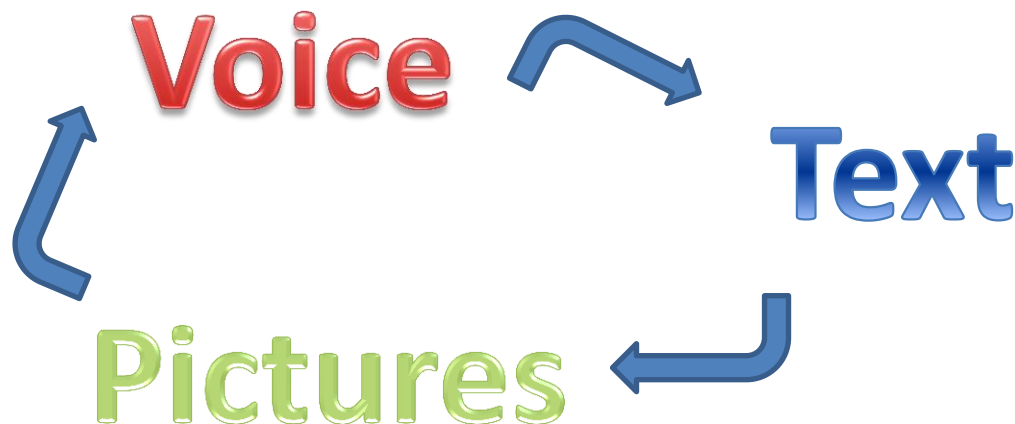
Why?

The use of visualized information has increased...

400% in literature [1] (since 1990)

9900% on the internet [2] (since 2007)
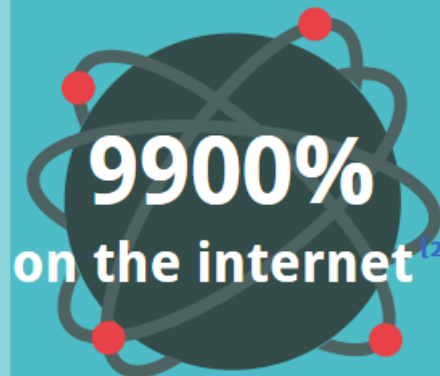
142% in newspapers [3] (between 1985 & 1994)

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Please see www.neomam.com/interactive/13reasons

This is because we are 'visually wired'

almost **50%** of your brain is involved in **visual processing** [5]

70% of all your **sensory receptors** are in your eyes [4]

0:01 seconds

we can get the sense of a **visual scene** in less than 1/10 of a second [6]

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Information Overload?
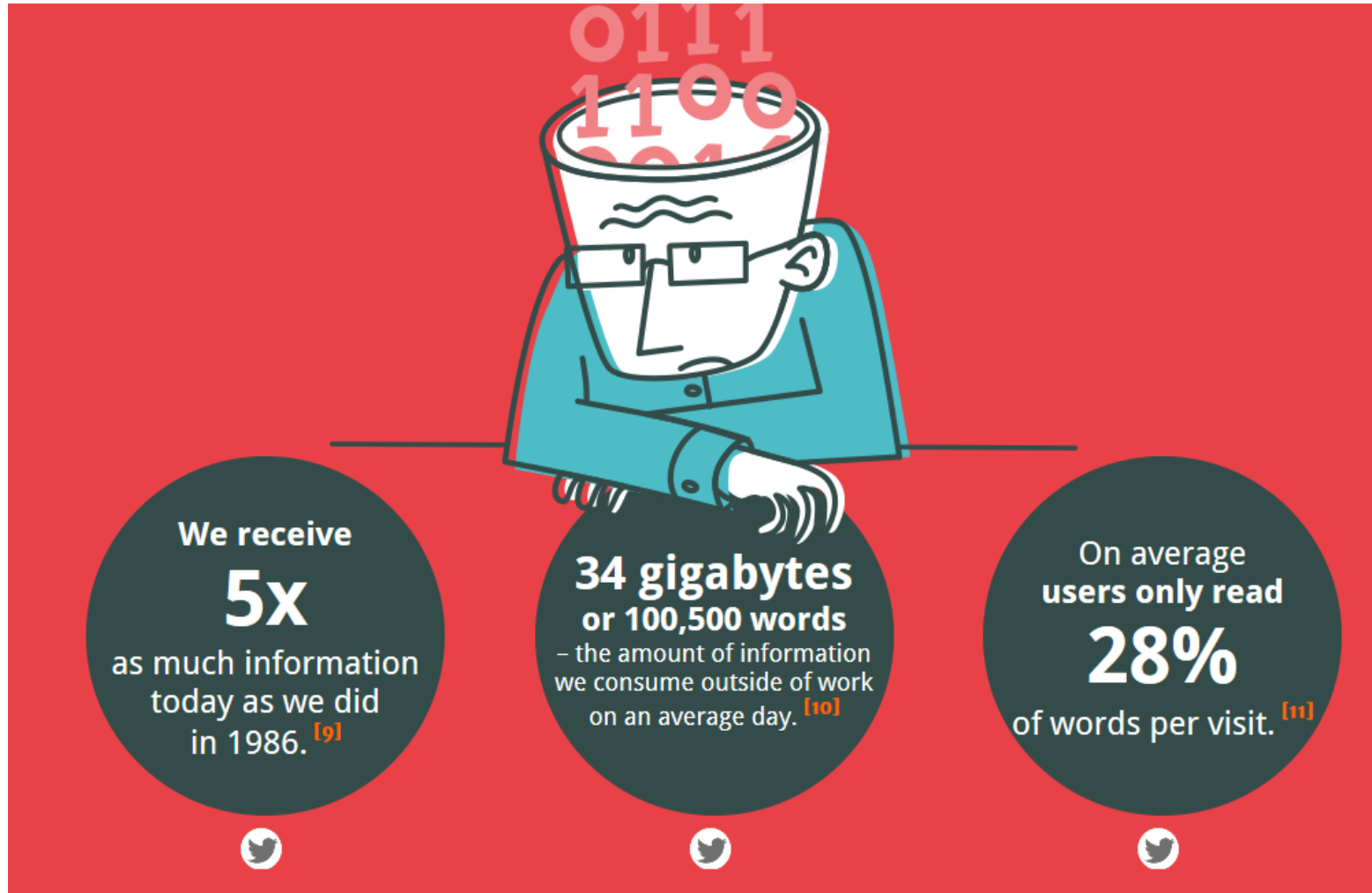
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The Truth about Visual Information

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Visual Information is easier to Understand

A study found that when it comes to **comprehension rates of medicine labels:**

70% rate of understanding for labels with **text only** [13]

95% rate of understanding for labels with **text and pictures**

=1/8h

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Visual Information is easier to Follow

People following directions with text and illustrations do **323% better** than people following directions without illustrations. [14]
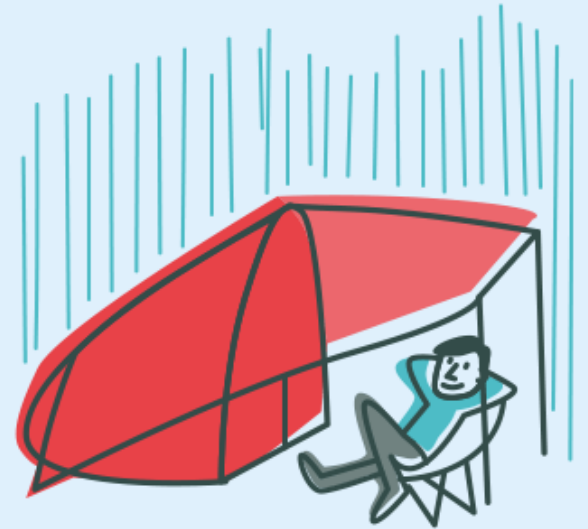
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More Benefits of Visual Information
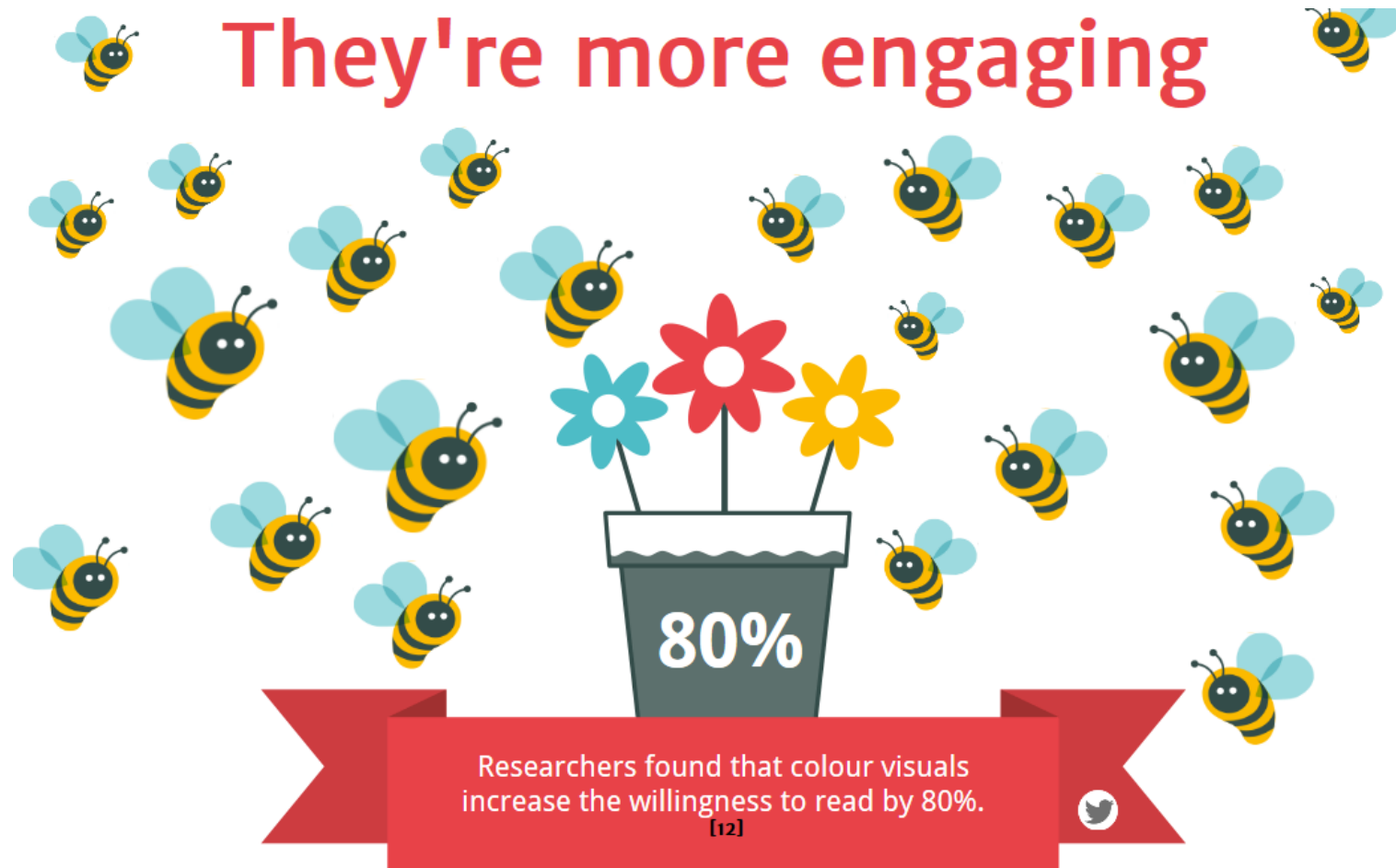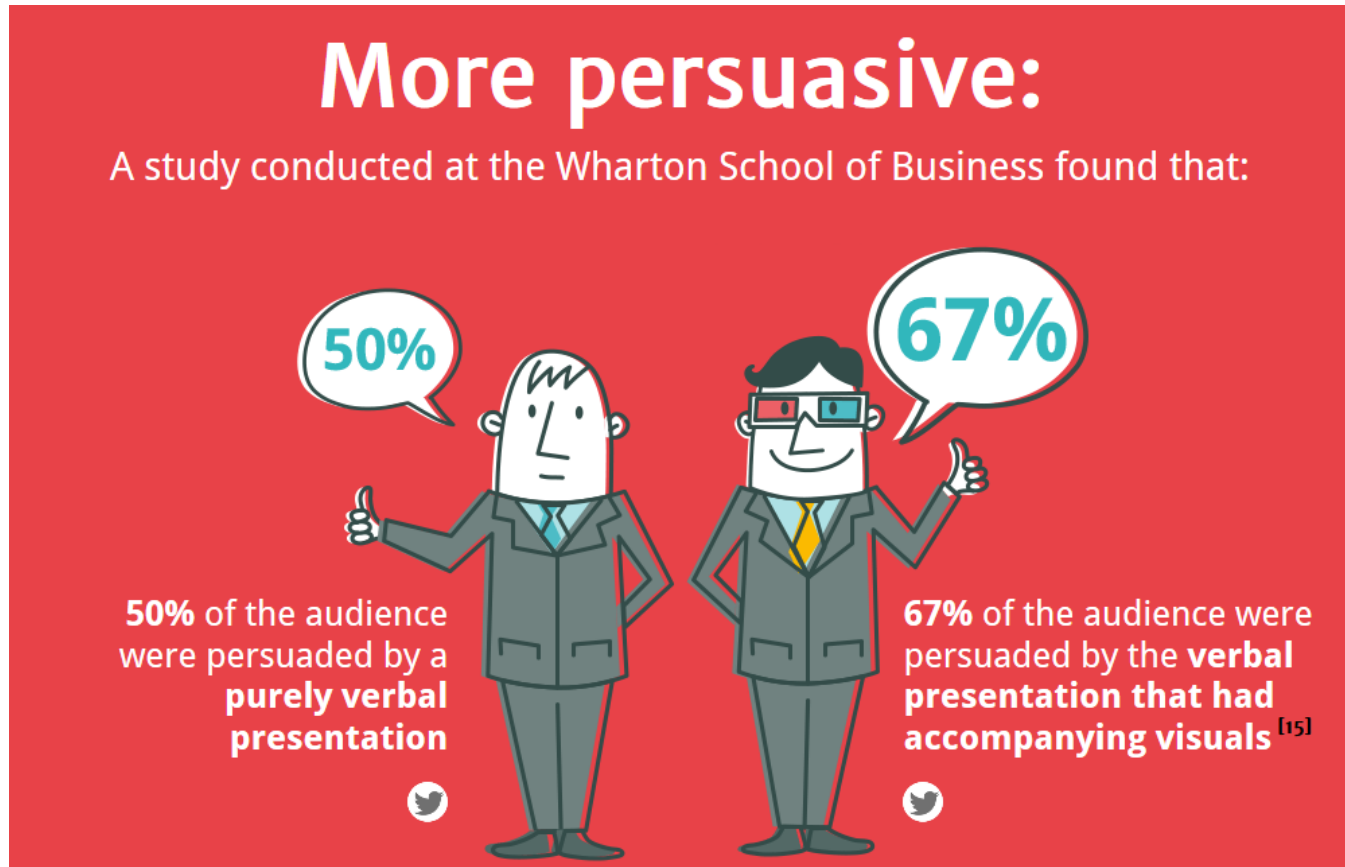

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Visuals increase memory recall...

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"Visual perception lays the groundwork of concept formation" Rudolph Arnheim
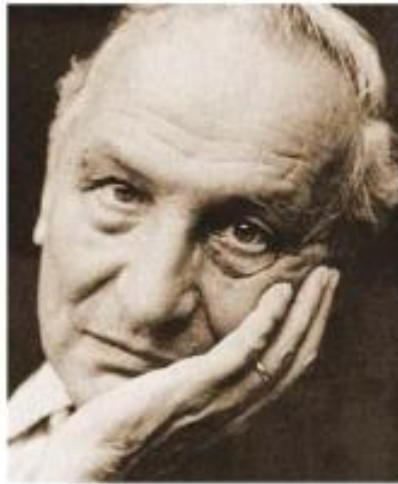
Rudolf Arnheim
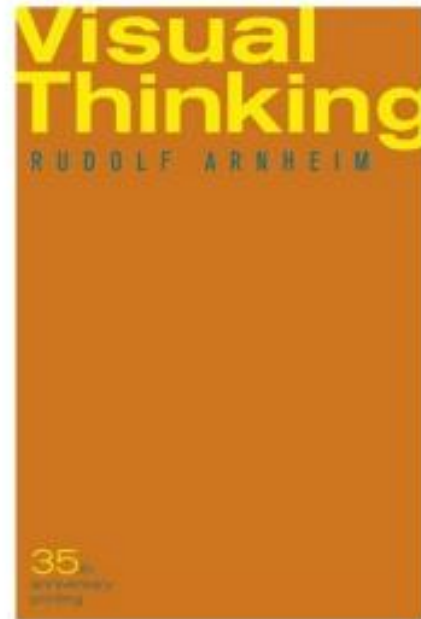
It's About Story Telling

1

Dana Atchley
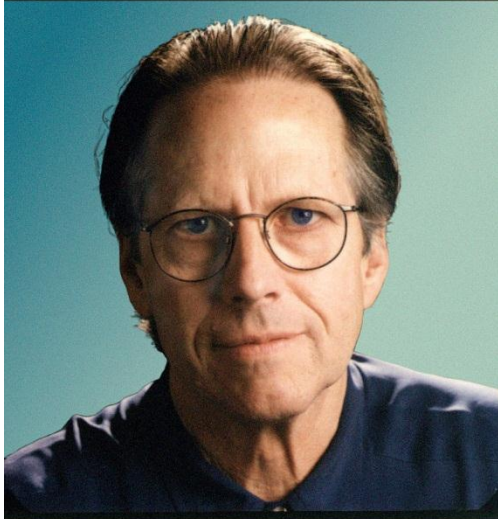
Photo Credit: Marcus Wardell

www.nextexit.com

2

Why Some Ideas Survive and Others Die

MADE to STICK

Chip Heath & Dan Heath

Read by Charles Kahlenberg

AN UNABRIDGED PRODUCTION

3

FOREWORD BY GUY KAWASAKI

presentationzen

Simple Ideas on Presentation Design and Delivery

Garr Reynolds

New Riders

VOICES THAT MATTER

How?

Approaches to Learning Skills

Note Taking Skills
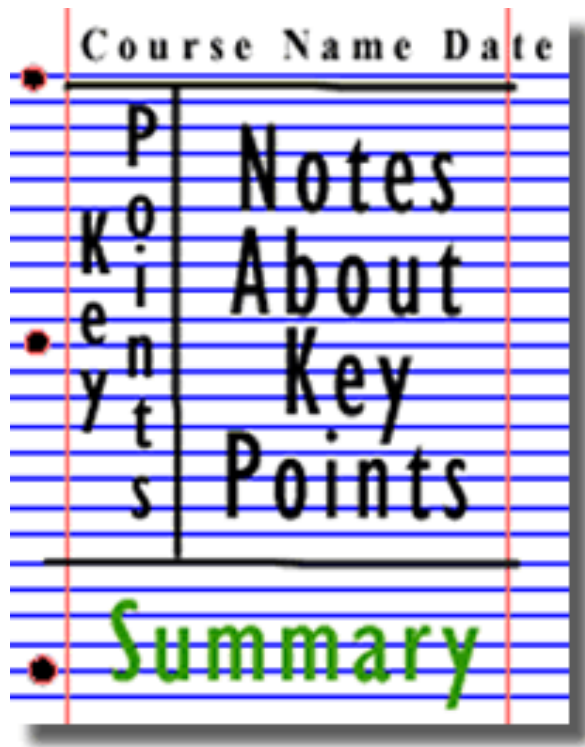
Cornell Notes

cc photo taken with permission from http://troll-meme.com/index.html

Materials Needed
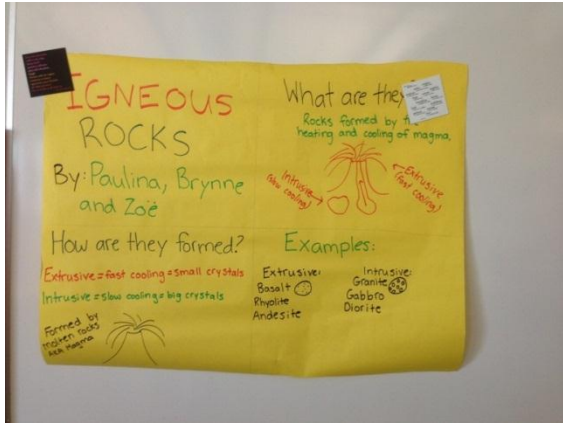
Paper   or

whiteboard

Video cameras

I-movie

markers

computer

Built in mic

+

Step 1-Synthesize and Summarize

Instructions

1. Pick a topic. You have 3 choices in regards to topics.
    a. Igneous Rocks-(p. 378)What are they, how do they form and give several examples
    b. Sedimentary Rocks- (p. 379-380)What are they, how do they form and give several examples
    c. Metamorphic Rocks-(p.380-381) What are they, how do they form and give several examples
2. **Understand Material:** Read through textbook pages provided together with your group and other resources on the internet.
3. **Determine Group Jobs:** Come up with who will do what job in the group. There are 3 roles:
    a. Artists-Draws the pictures
    b. Video Recorder/Technical Person-holds the cameral and works the Movie Maker Program
    c. Voice Recorder-Comes up with a script and overlays audio to add to the drawings.
4. **Come up with Drawings:** Now that everyone has a job, and your group has a understanding of your topic it is time to set up 3 Story Boards.

What are they?	How do they form?	Examples

Scaffolding
Synthesize, Summarize and Simplify

MAJOR TOPIC:	
SUBTOPIC(S):	

IMPORTANT TERMS / PEOPLE:	NOTES:
1.	1.
2.	2.

SUMMARY (main ideas):

Title

Questions | Answers

Detailed Summary

Add images

Scaffolding
"Step Method"
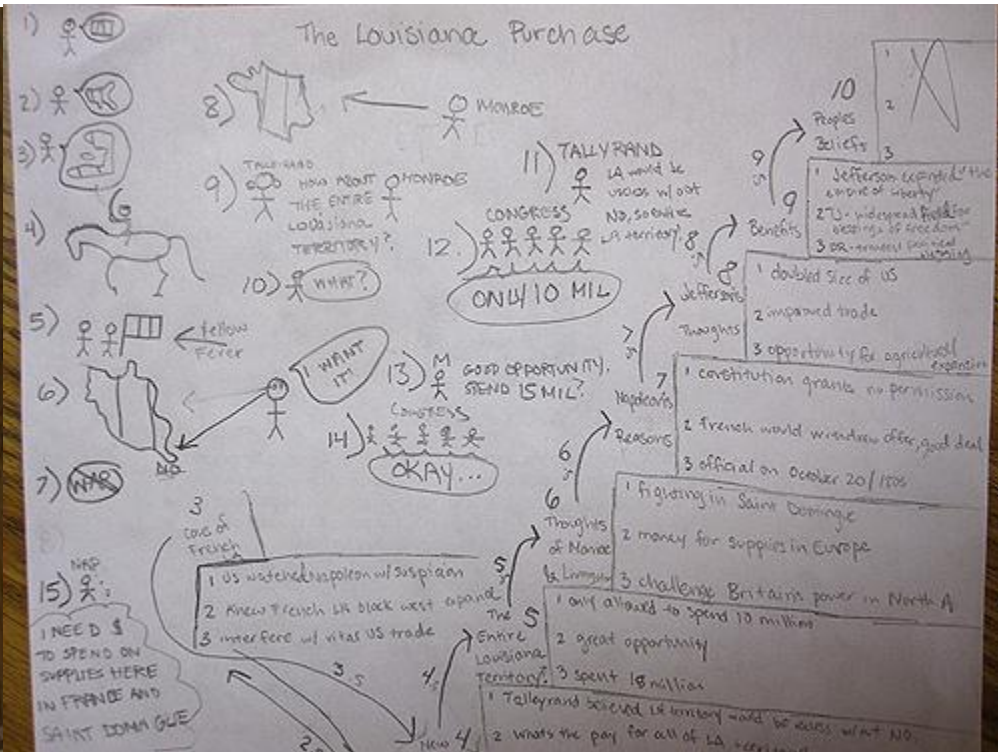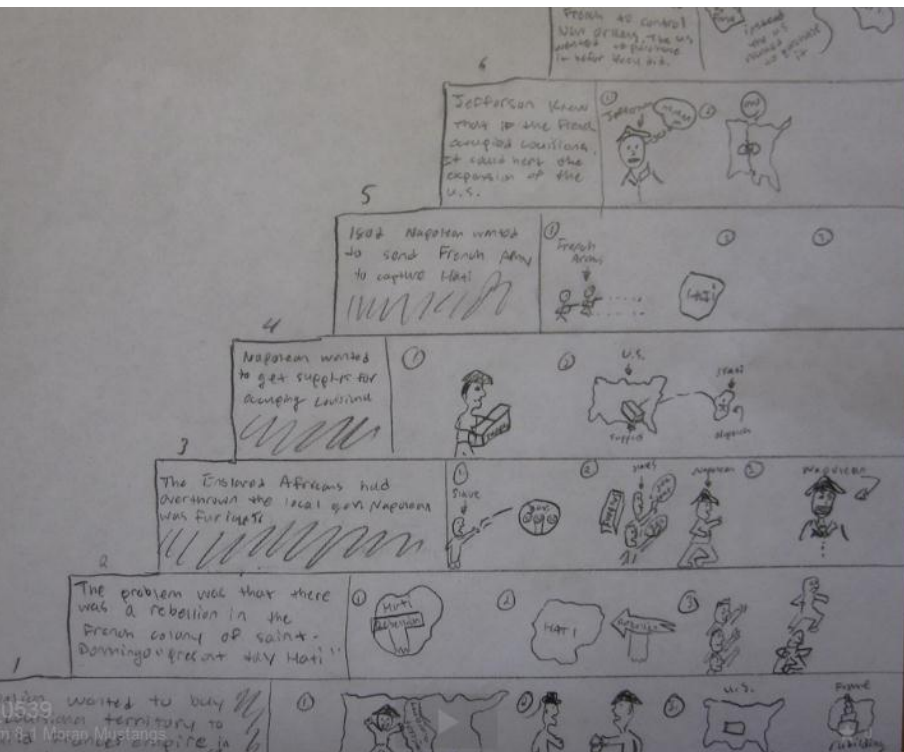
Step 2-Draw and Record
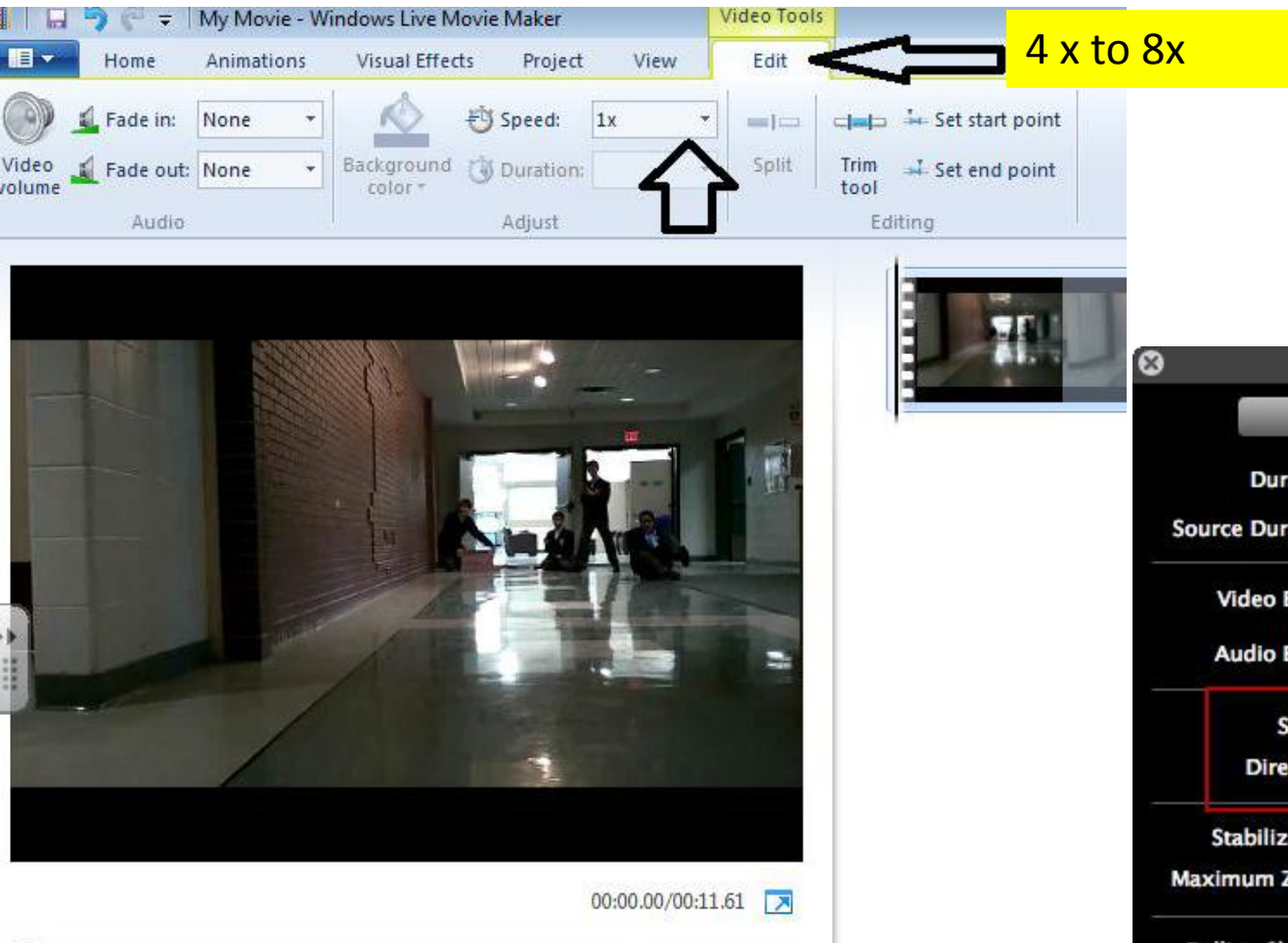
Step 2-Draw and Record
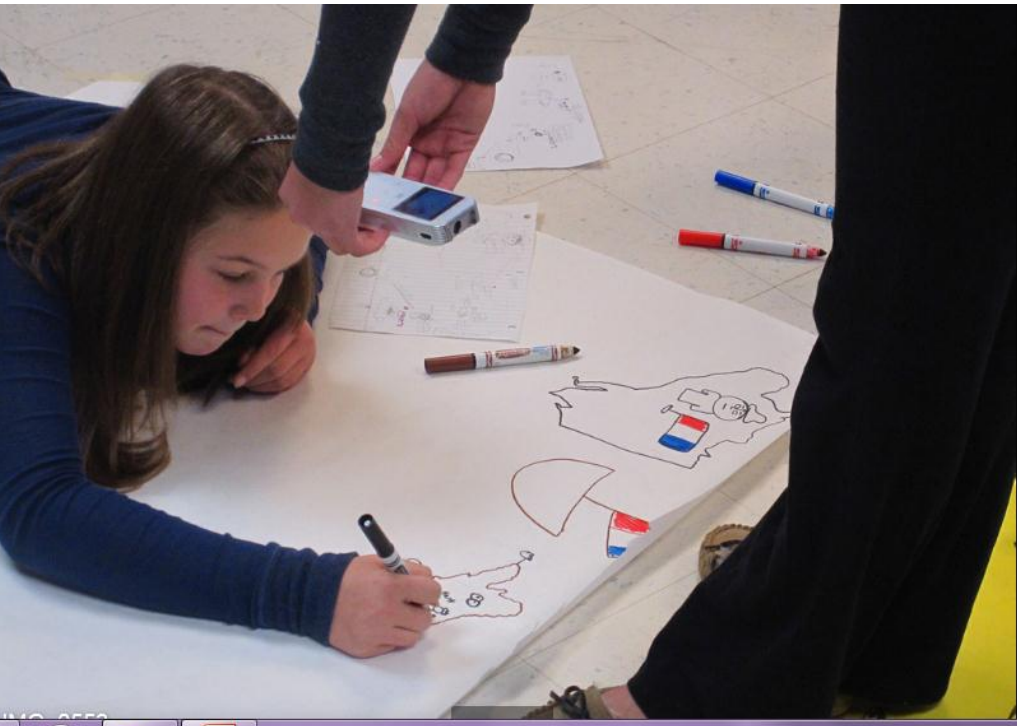
Step 3-Import andSpeed it Up

Windows Movie Maker

4 x to 8x

400% to 800%

I-Movie

Step 4-Add Audio

Mac

Record button

Export

Record button

Finished Project
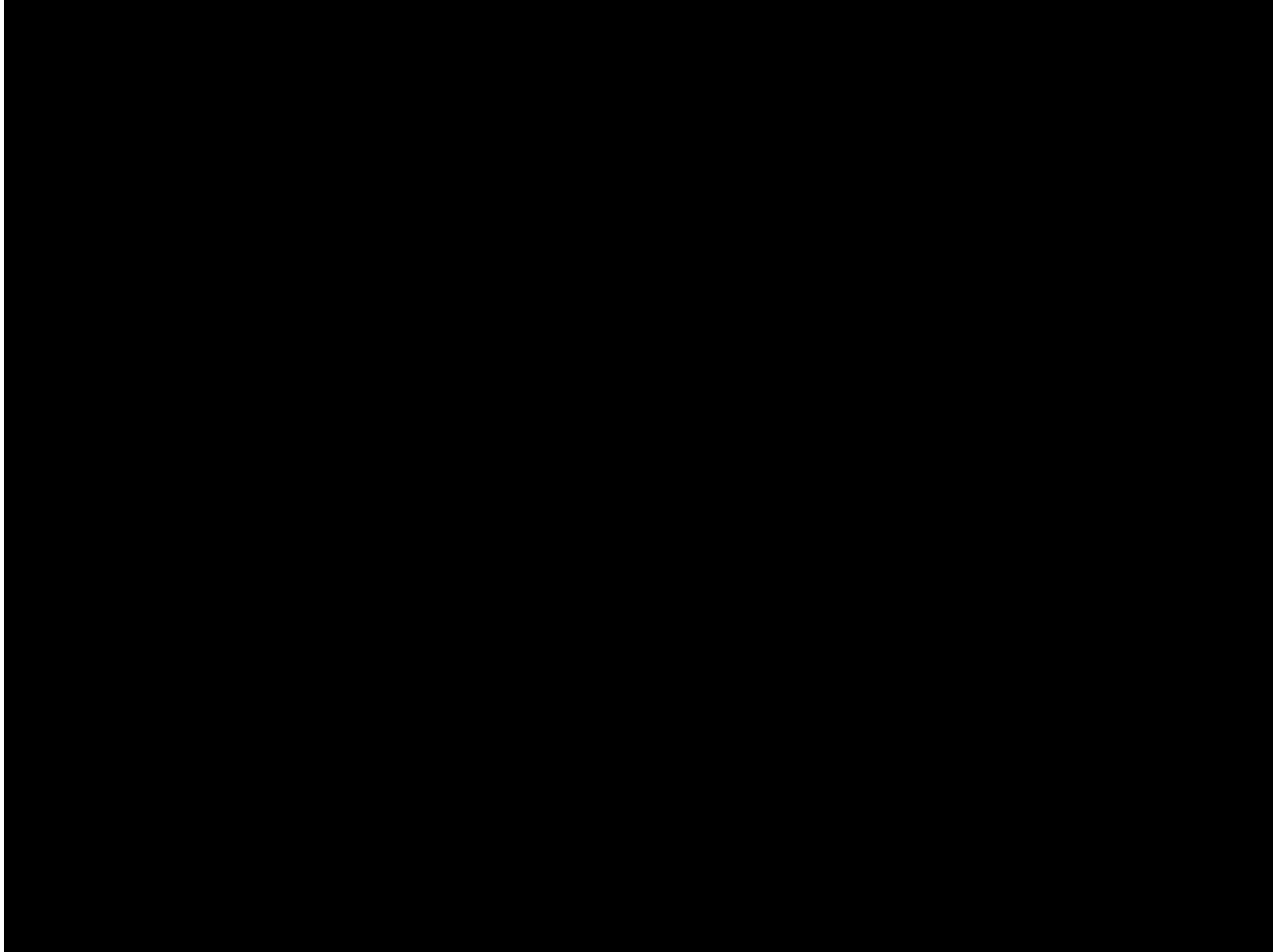
Now It's Your Turn

Challenge: Create an short RSA Animate Style video on an IBO topic you pull from the hat.

Materials Needed:

-video camera (11 cameras)
-markers
-poster paper
-computer with built in mic (someone from your group)
-software program: (windows movie maker or imovie)

Directions
1. Pick a group and a role in your group (artist, computer tech, camera holder,
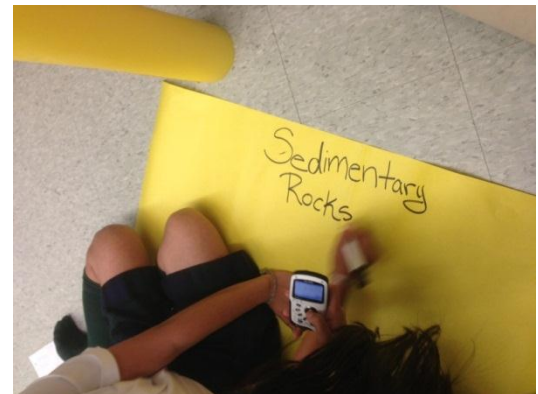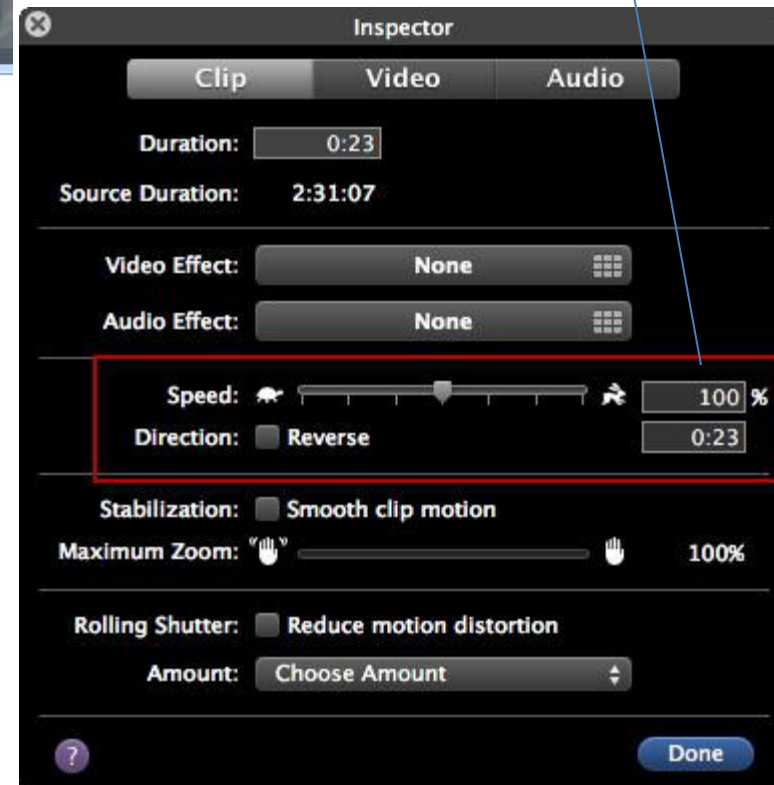2. Send some to get a topic from the hat.
3. Summarize information into simplified version (use Cornell notes or another method)
4. Add pictures to your summary (this is your rough work)
5. Draw out your rough work onto poster paper with someone recording.
6. Take out sd card from camera and insert into computer
7. Import video into Windows movie maker or I-movie
8. Speed up video and 4x to 8x and publish video

RSA Animate as a Presentation Tool
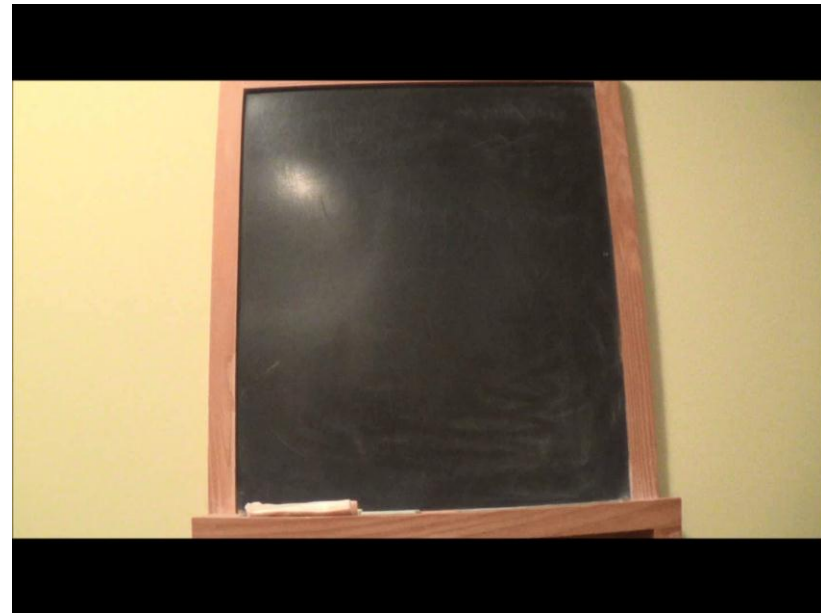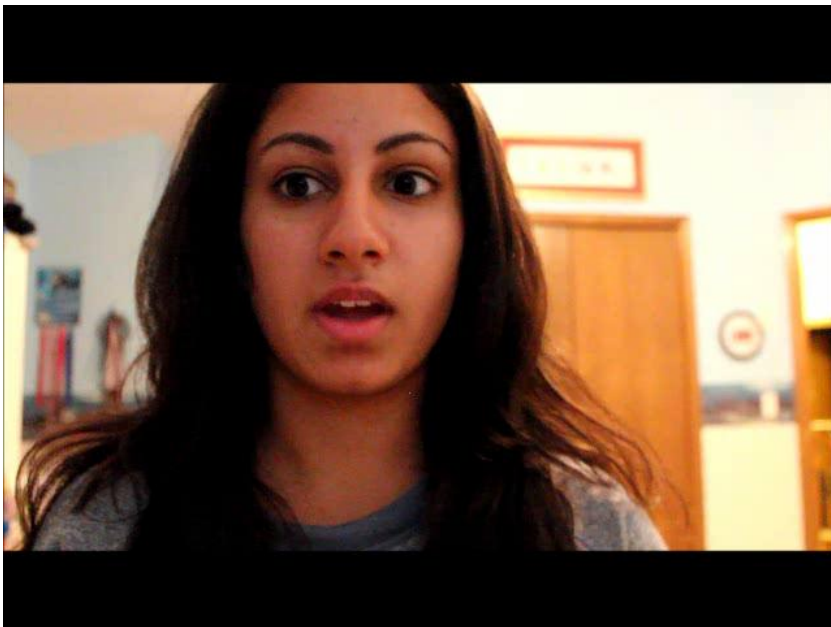
Scaffolding an RSA Animate Presentation

SHOT #

SHOT #

SHOT #

Key Understandings?

_____

_____

DIALOGUE

_____

_____

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_____

Key Understandings?

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DIALOGUE

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Key Understandings

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DIALOGUE

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Further Reading-Dan Roam
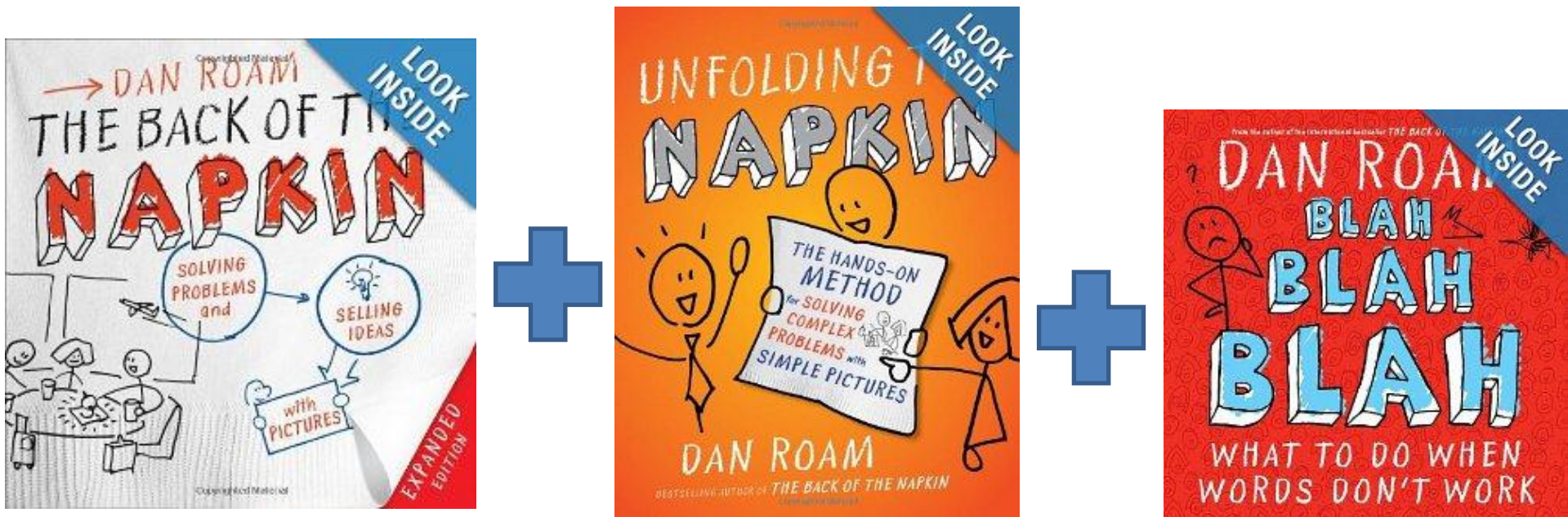
Further Considerations

cc photo taken from **@PurdueEDU** on twitter

FAQ

1. What medium (paper,whiteboard) is best?
2. How long does this process take?
3. Should we mark for Aesthetics?
4. Other?

RSA Animate in 10 Years?

Sources

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[2] Google Trends.

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[7] Thorpe, S., Fize, D. & Marlot, C. (1996). *Speed of processing in the human visual system*, Nature, Vol 381.

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[14] Levie, W. J. & Lentz, R. (1982). *Effects of text illustrations: A review of research*, Educational Communication and Technology.

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