



Creating RSA Animate Style Videos

A New Approach to Learning (ATL)

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“A PICTURE IS WORTH A THOUSAND WORDS”

(William Saroyan)

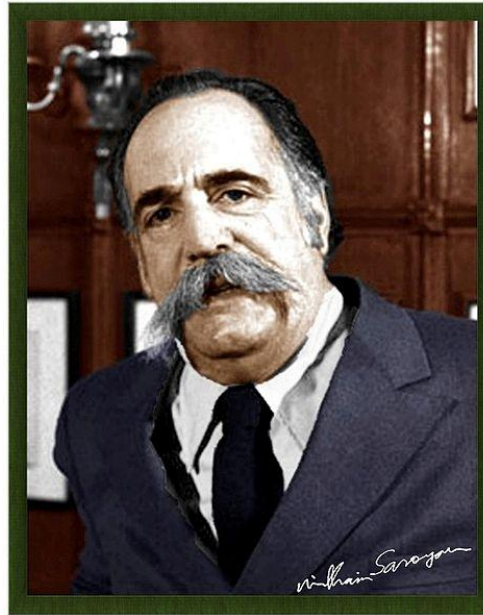


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"There can be no words
without pictures"

Aristotle

www.sociallysorted.com.au



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What is RSA Animate?

Screenshot of the RSA Animate website interface.

Navigation Bar: Home, About Us, Fellowship, Action and Research, Events, Publications, Venue Hire, Support Us.

Breadcrumbs: RSA » Events » RSA Animate

Left Sidebar:

- Upcoming events
- Videos
- RSA Shorts
- RSA Animate**
 - » RSA Animate FAQ
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Main Content Area:

RSA Animate

The RSA Animate series was conceived as an innovative, accessible and unique way of illustrating and sharing the world-changing ideas from the [RSA's free public events programme](#). With millions of views and thousands of comments, fans and subscribers, RSA Animates have revolutionised the field of knowledge visualisation whilst spreading the most important ideas of our time.

You can find and contribute to translations of RSA Animates on [DotSub](#)

If you like the videos in our RSA Animates series, [find out more about how you can use our audio and video files](#) ►

RSA Animate - The Power of Outrospection

03 Dec 2012

Introspection is out, and outrospection is in.

Philosopher and author Roman Krznaric explains how we can help drive social change by stepping outside ourselves.

RSA Animate - The Truth About Dishonesty

14 Sep 2012

In this RSA Animate, Dan Ariely explores the circumstances under which someone would lie and what effect deception has on society at large.

RSA Animate - The Power of Networks

22 May 2012

In this RSA Animate, Manuel Lima explores the power of

RSA Animate - The Divided Brain

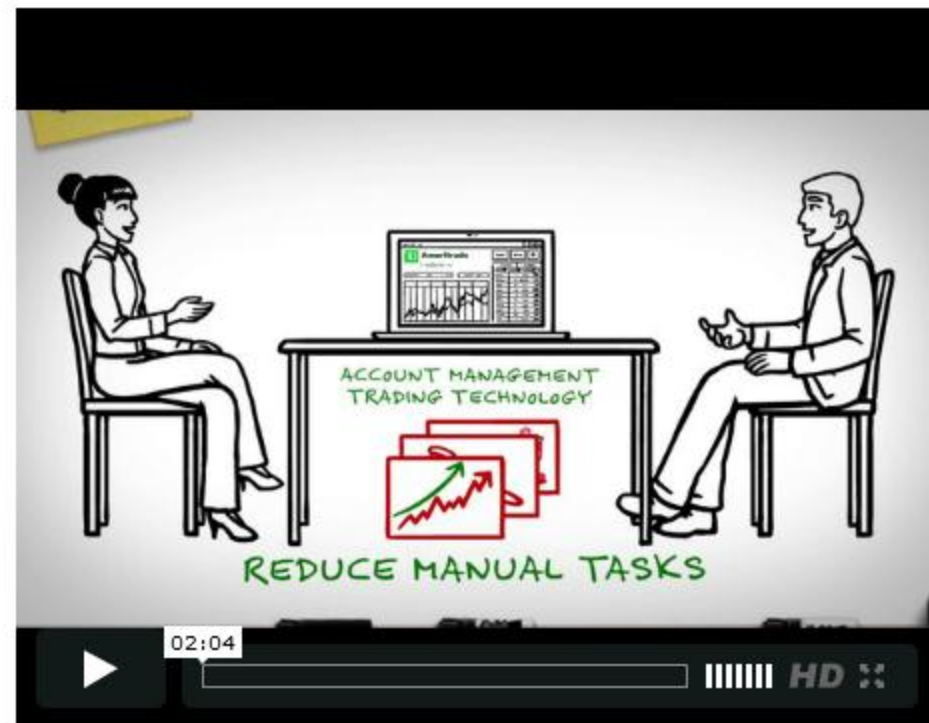
24 Oct 2011

Renowned psychiatrist and writer Iain McGilchrist explains how our

WHITEBOARD ANIMATIONSTUDIO

[HOME](#)[VIDEO PORTFOLIO](#)[ABOUT US](#)[RATES](#)[PROCESS](#)["RSA ANIMATE" STYLE](#)[ONLINE FORM](#)[CONTACT](#)

"RSA Animate" Style



RSA Animate and the IBO

www.ibo.org/iba/index.cfm

Suggested Sites Web Slice Gallery Imported From IE If you give a little lo...

Information for IB World Schools

Workshops and Professional Development

IB Americas Staff

PD Calendar

Find an IB World School

Programme(s)

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Country

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State/province

All states/provinces

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The IB in

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International Baccalaureate
Baccalaureat International
Bachillerato Internacional

01:21

www.IBO.org

Countries in this region

Information about IB World Schools and university recognition policies are available for each of the countries in this region.

The IB in

Please select

Find

Workshops and conferences

The following workshops/conferences are a sample of scheduled events to be run in this region. For a complete listing please visit our [calendar](#) pages.

United States, 22 June 2013 — Category 3 Continuum Workshops in Phoenix, AZ (IB Americas) (2 days)

[View another school](#)

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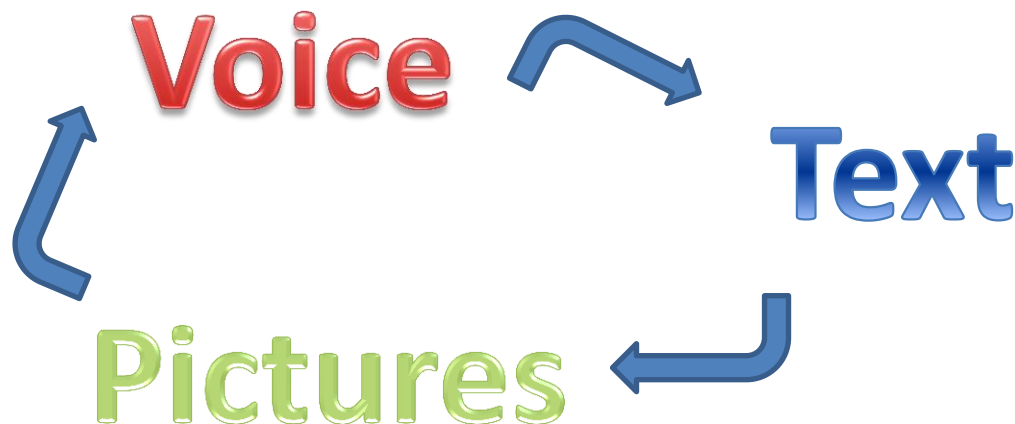
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Skype: IBAmericas
Extension 3900

What is RSA Animate Video?

A close-up photograph of a hand holding a white marker with a black tip, writing the letters 'RSA' in orange on a white surface. The letters are in a serif font.

(Photo taken with permission from rsa.org)

- Visual thinking
- Synthesizing information
- Story Telling

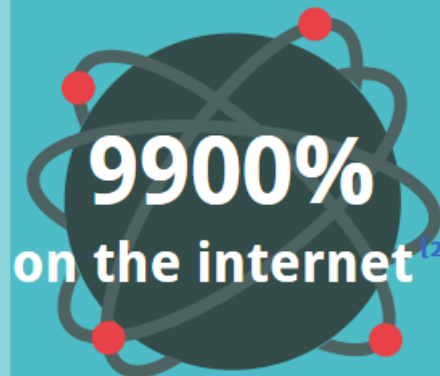


Why?

The use of visualized information has increased...



(since 1990)



(since 2007)



(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]



we can get
the sense of a

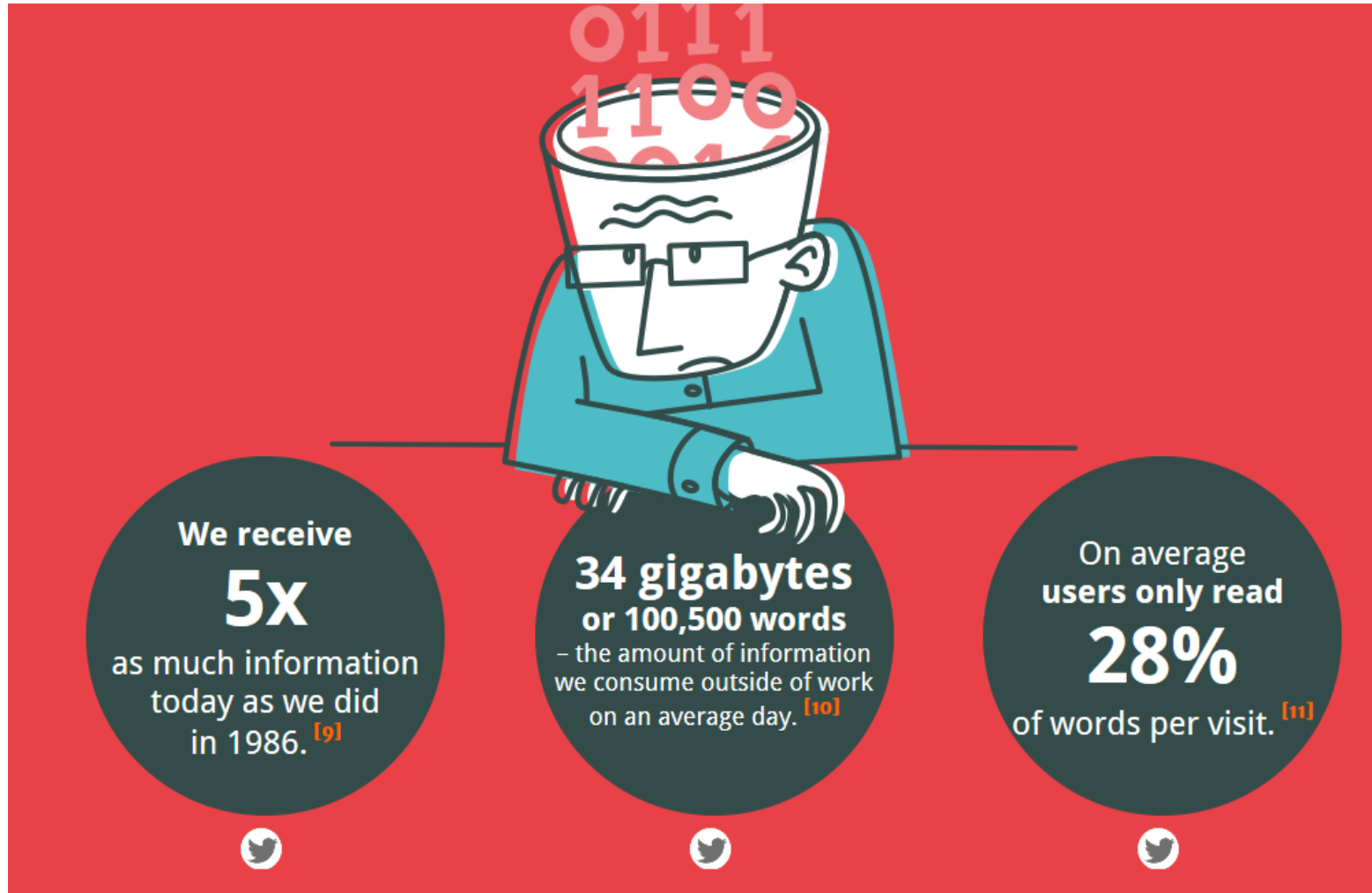
**visual
scene**

in less than
1/10 of a second [6]



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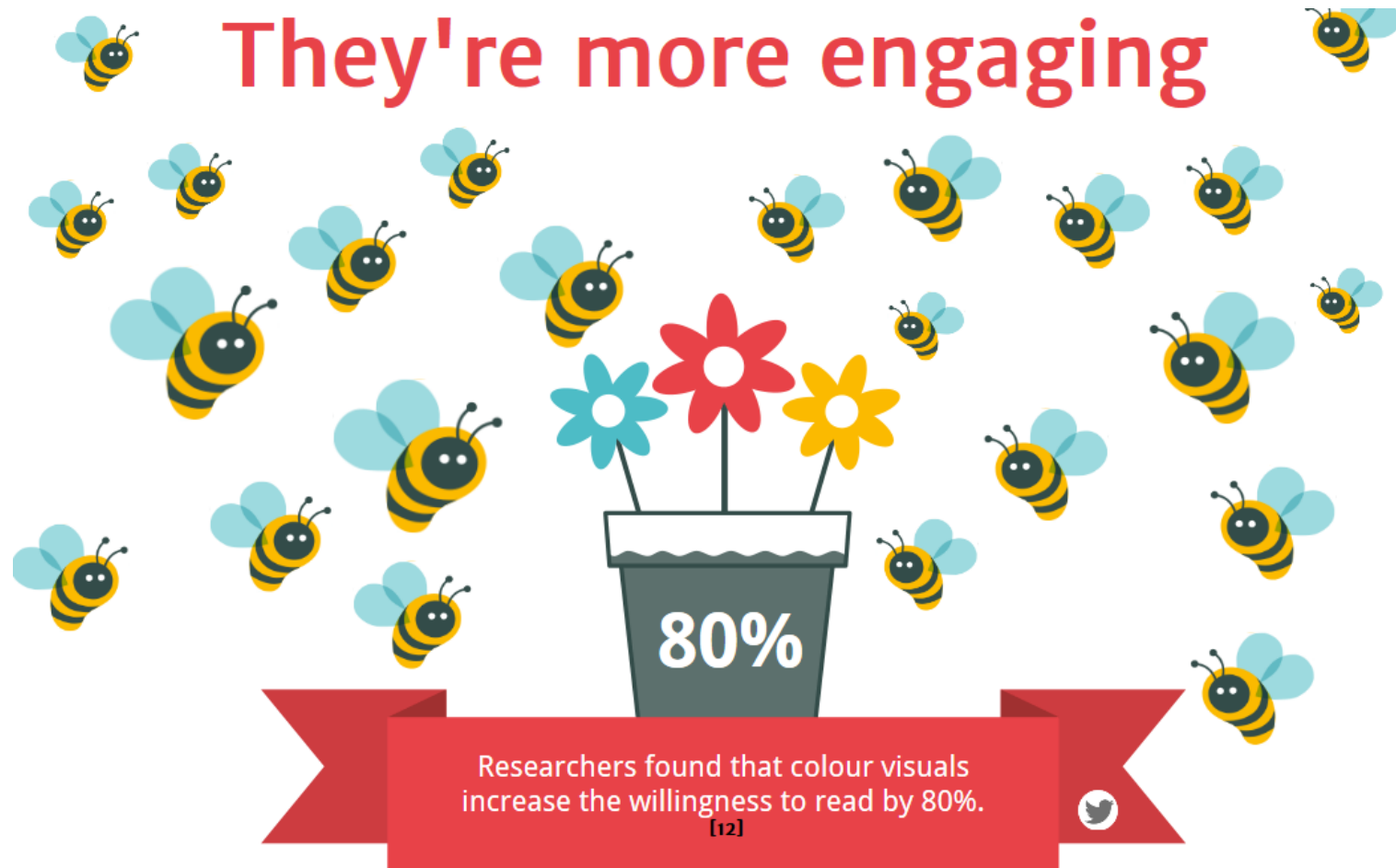
Information Overload?



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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



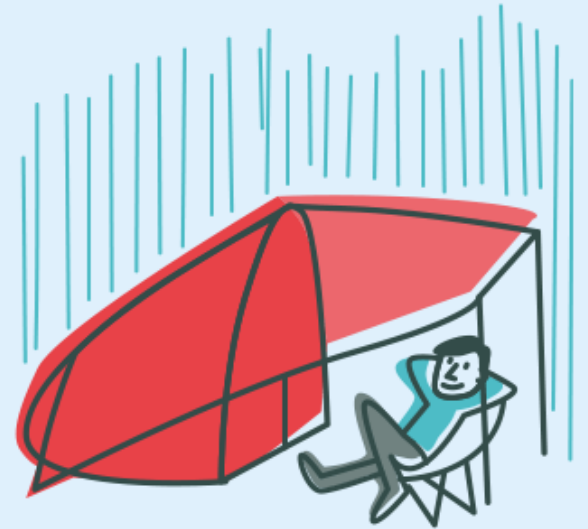
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Visual Information is easier to Follow

People following
directions with text
and illustrations do

**323%
better**

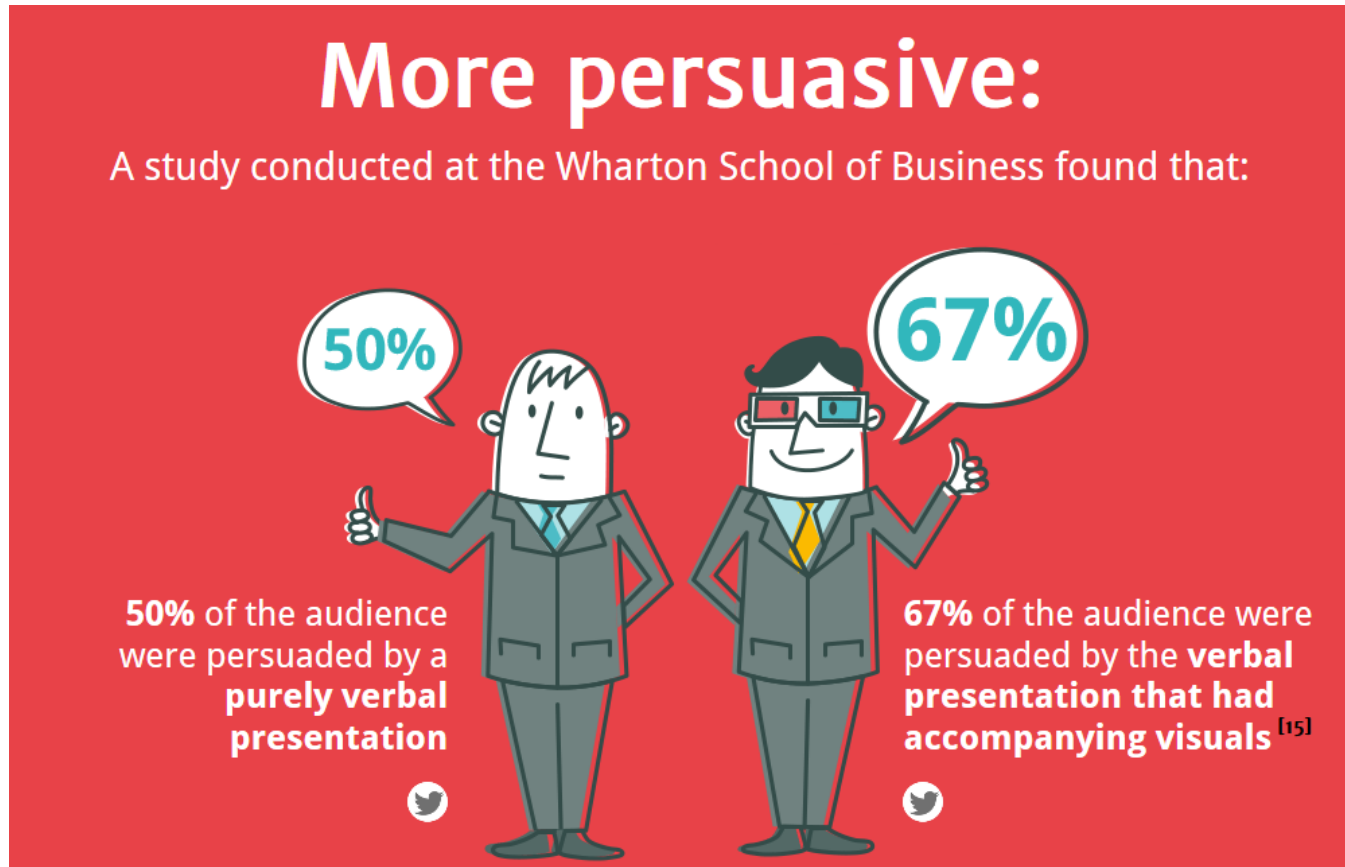
than people following
directions without
illustrations. ^[14]



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More Benefits of Visual Information



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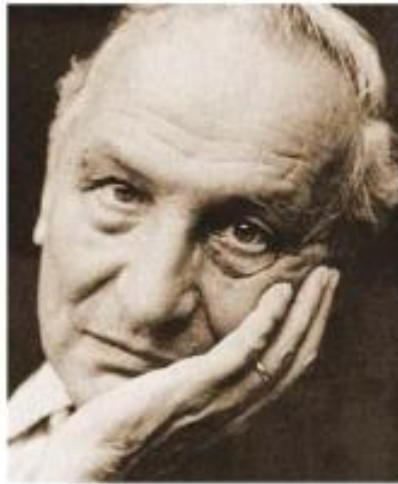
Visuals increase memory recall...



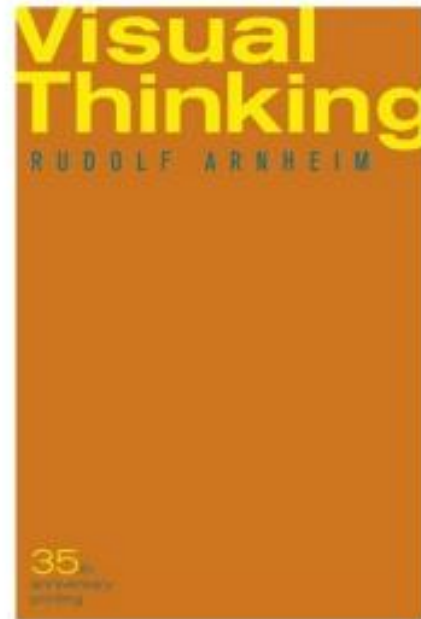
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"Visual perception lays the groundwork of concept formation" Rudolph Arnheim



Rudolf Arnheim



It's About Story Telling

1

Dana Atchley

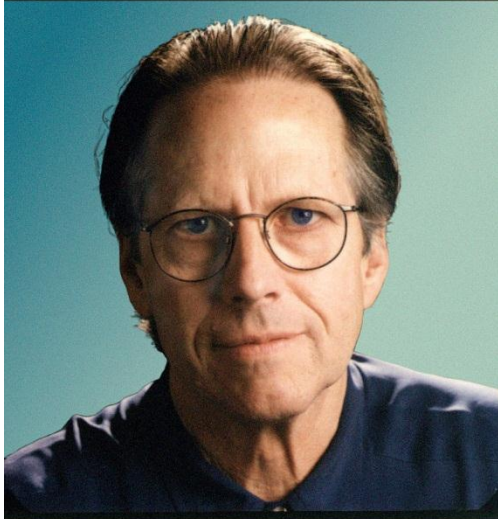
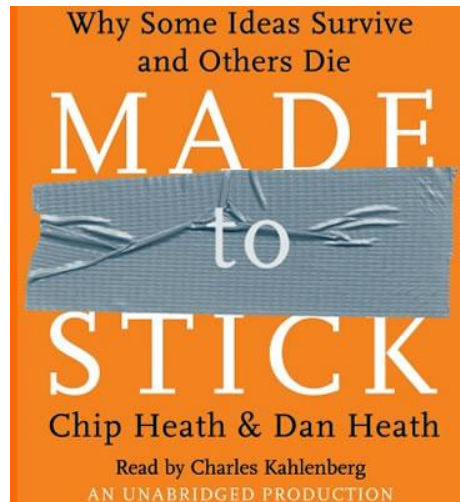


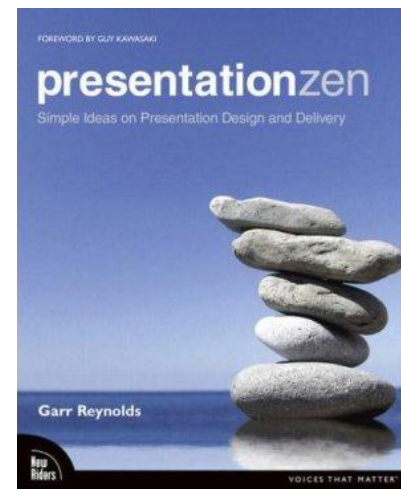
Photo Credit: Marcus Wardell

www.nextexit.com

2



3



How?

The screenshot shows a web browser window with the address bar displaying <http://blogush.edublogs.org/2012/12/26/how-to-make-rsa-animate-style-videos-witl>. The browser's address bar also shows two tabs: "Blogush | How to make RSA A..." and "Blogush | How to make RSA...". The browser's toolbar includes icons for "Saving a website for offlin...", "Suggested Sites", "Web Slice Gallery", "Page", "Safety", "Tools", and a search icon. The browser's status bar at the bottom shows the system clock as 4:26 PM on 02/05/2013.

The blog post is titled "HOW TO MAKE RSA ANIMATE STYLE VIDEOS WITH YOUR CLASS..." and is authored by Paul Bogush on December 26, 2012. The post is categorized as "Uncategorized" and tagged with "Animate, how to, middle school, RSQA, videos". The post includes a "Permalink" link and a "Follow @paulbogush" button. The post content begins with "If you like this post..." and includes a "Permalink to How to make RSA Animate style videos with your class..." link. The post also includes a "What is an RSA Animate style video?" section with a link to "The Birth of RSA Style Videos Here".

The browser's status bar at the bottom shows the system clock as 4:26 PM on 02/05/2013. The taskbar at the bottom of the screen shows various application icons, including Internet Explorer, Google Chrome, and Microsoft Office applications.

Approaches to Learning Skills

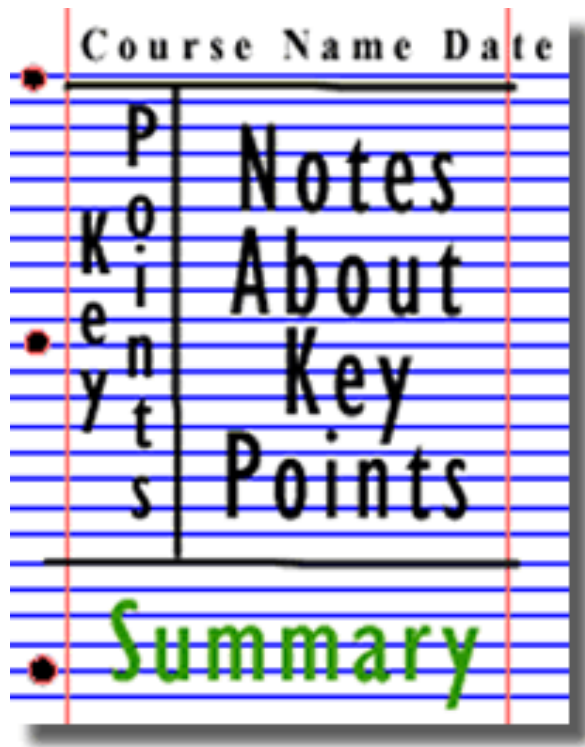


A word cloud of learning skills arranged in a circular pattern. The words are: Reflection, Organization, Information, Transfer, Collaboration, Literacy, Communication, and Thinking. The words are in various shades of red and orange, with different orientations (vertical, horizontal, and diagonal) to form a circular shape.

Reflection
Organization
Information
Transfer
Collaboration
Literacy
Communication
Thinking

Note Taking Skills

Cornell Notes





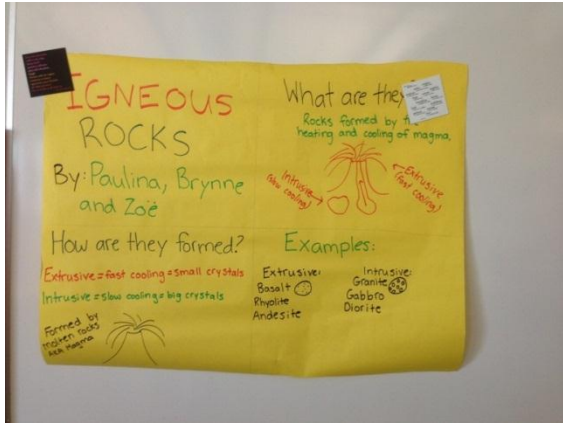
AND THEN THE TEACHER SAID

YOU MAY TAKE NOTES

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

Materials Needed

Paper



or

whiteboard



Video cameras



markers



computer



I-movie



+



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

A structured form for organizing information, featuring sections for Major Topic, Subtopic(s), Important Terms / People, Notes, and Summary.

MAJOR TOPIC:	
SUBTOPIC(S):	
IMPORTANT TERMS / PEOPLE: 1. 2.	NOTES: 1. 2.
SUMMARY (main ideas):	

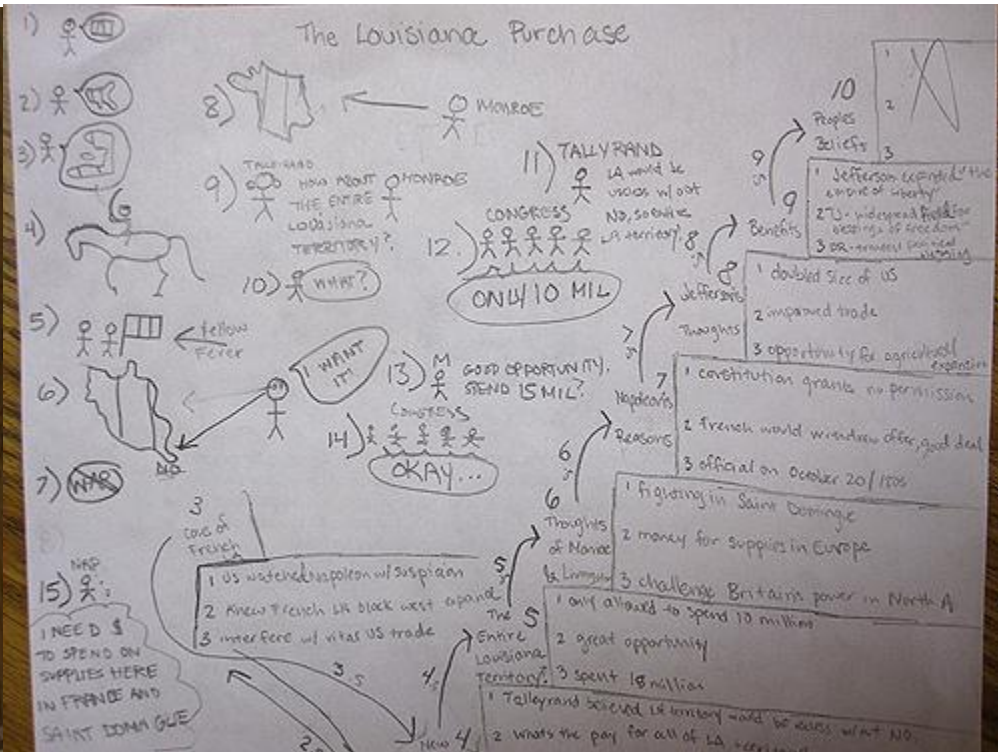
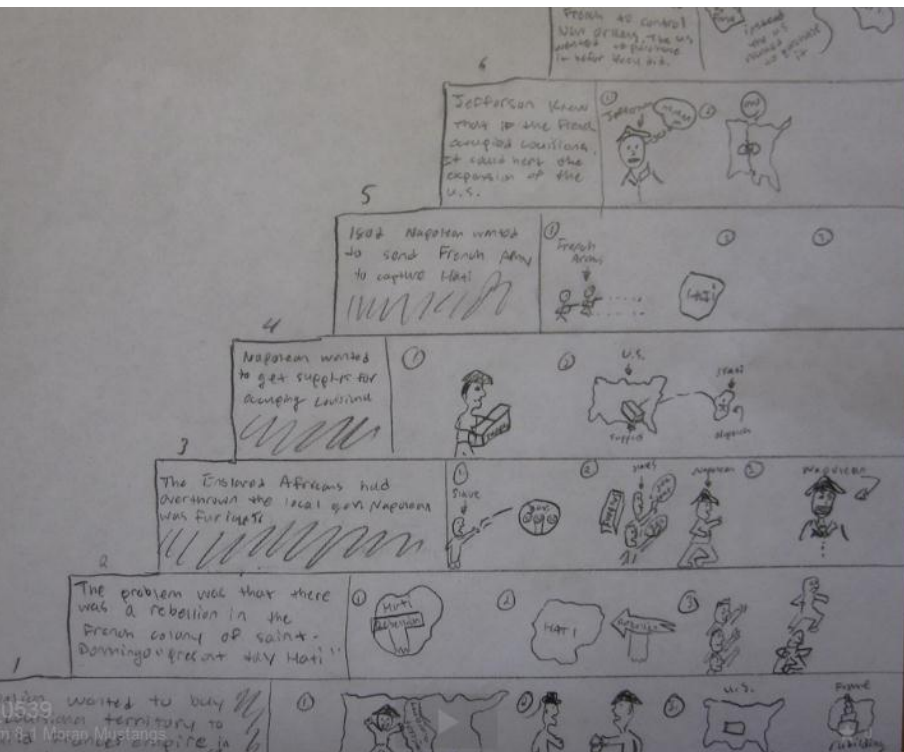
A vertical template for organizing information, featuring sections for Title, Questions, Answers, and Detailed Summary.

Title	
Questions	Answers
Detailed Summary	

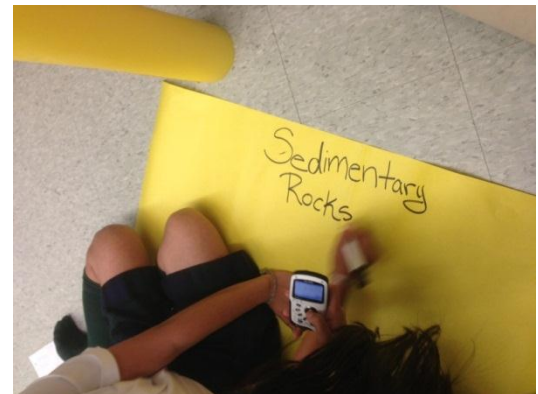
Add images

Scaffolding

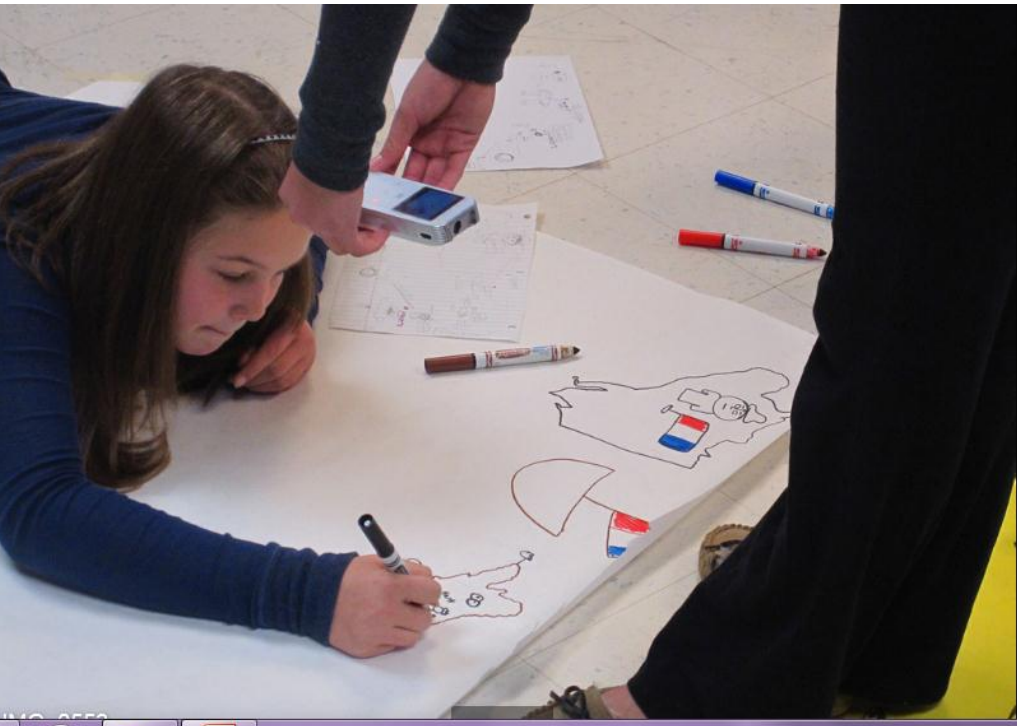
"Step Method"



Step 2-Draw and Record

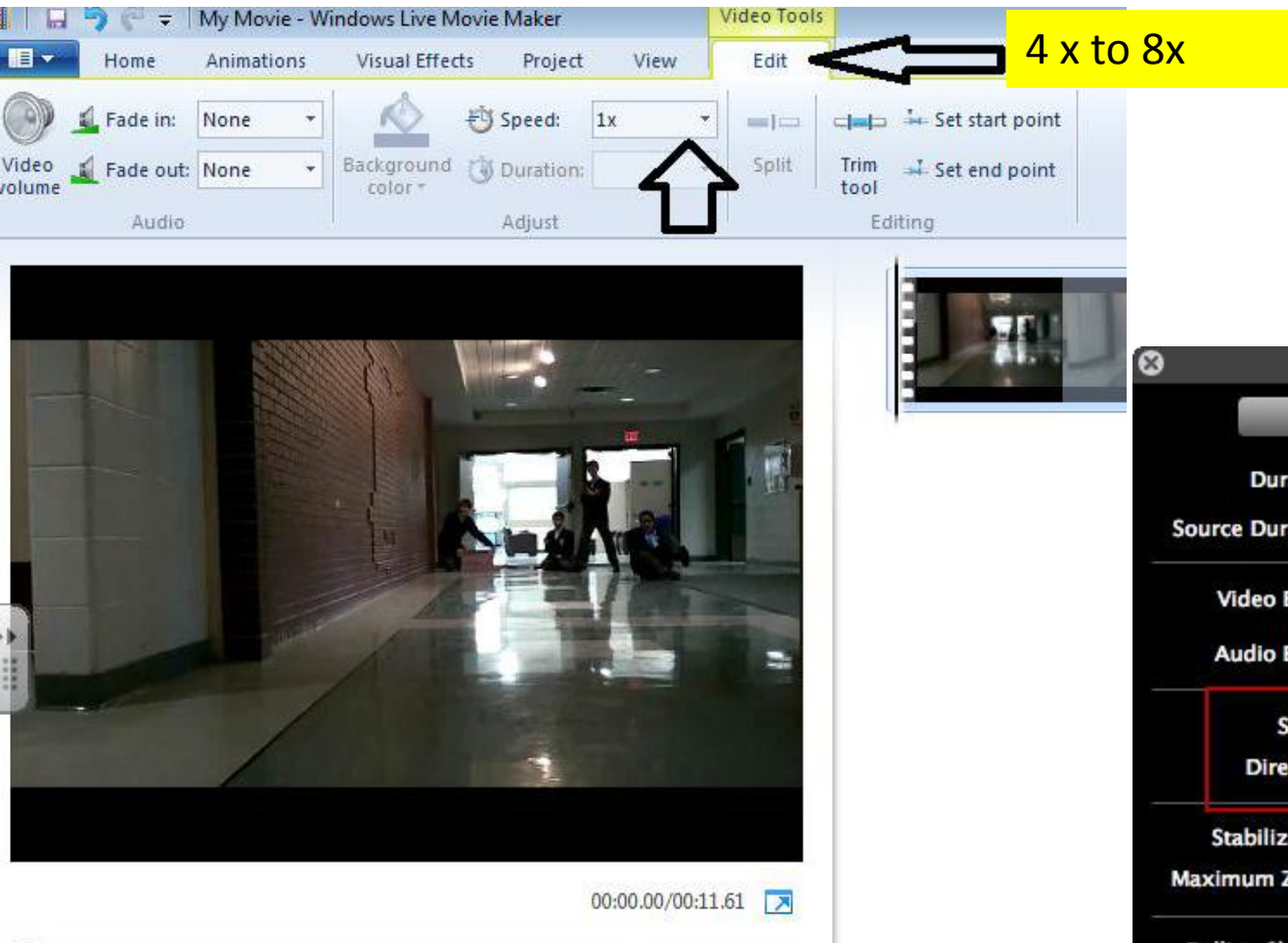


Step 2-Draw and Record



Step 3-Import and Speed it Up

Windows Movie Maker

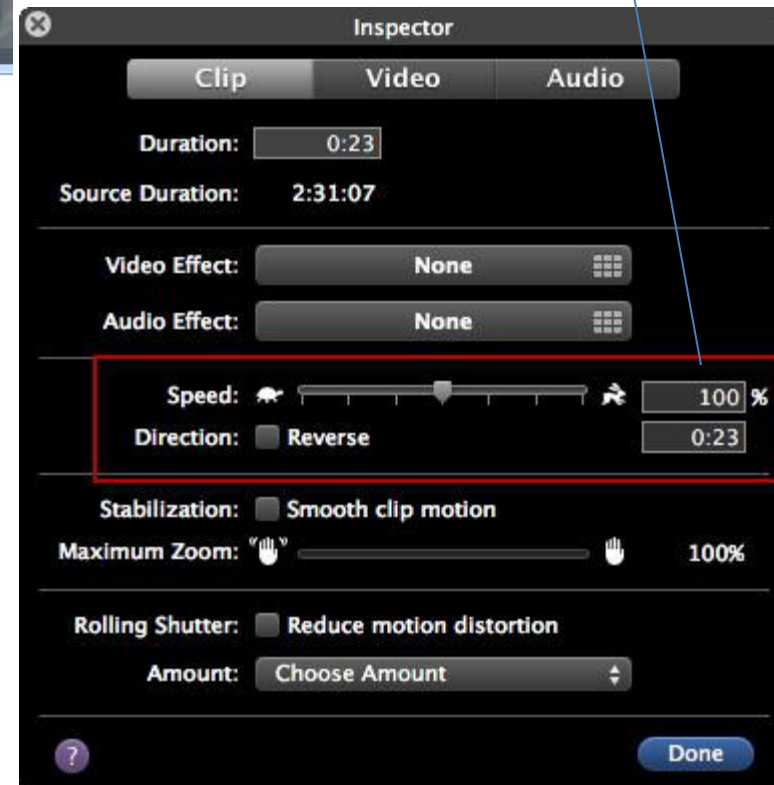


The screenshot shows the Windows Movie Maker interface. The 'Edit' tab is selected in the 'Video Tools' ribbon. A yellow box highlights the 'Speed' dropdown menu, which is currently set to '1x'. A black arrow points to the 'Speed' dropdown, and another black arrow points to the 'Trim tool' button. A yellow box with the text '4 x to 8x' is positioned next to the 'Speed' dropdown. The main video preview area shows a scene of people in a hallway. The timeline at the bottom shows the current time as 00:00.00/00:11.61.

4 x to 8x

400% to 800%

I-Movie



The screenshot shows the I-Movie Inspector window. The 'Video' tab is selected. The 'Speed' slider is highlighted with a red box, and a blue arrow points from the '400% to 800%' text to the slider. The 'Speed' slider is currently set to 100%. The 'Direction' dropdown is set to 'Reverse'. The 'Stabilization' checkbox is checked, and the 'Maximum Zoom' is set to 100%. The 'Rolling Shutter' checkbox is checked, and the 'Amount' is set to 'Choose Amount'. The 'Done' button is at the bottom right.

Speed: 100 %

Direction: Reverse

Stabilization: ☒ Smooth clip motion

Maximum Zoom: 100%

Rolling Shutter: ☒ Reduce motion distortion

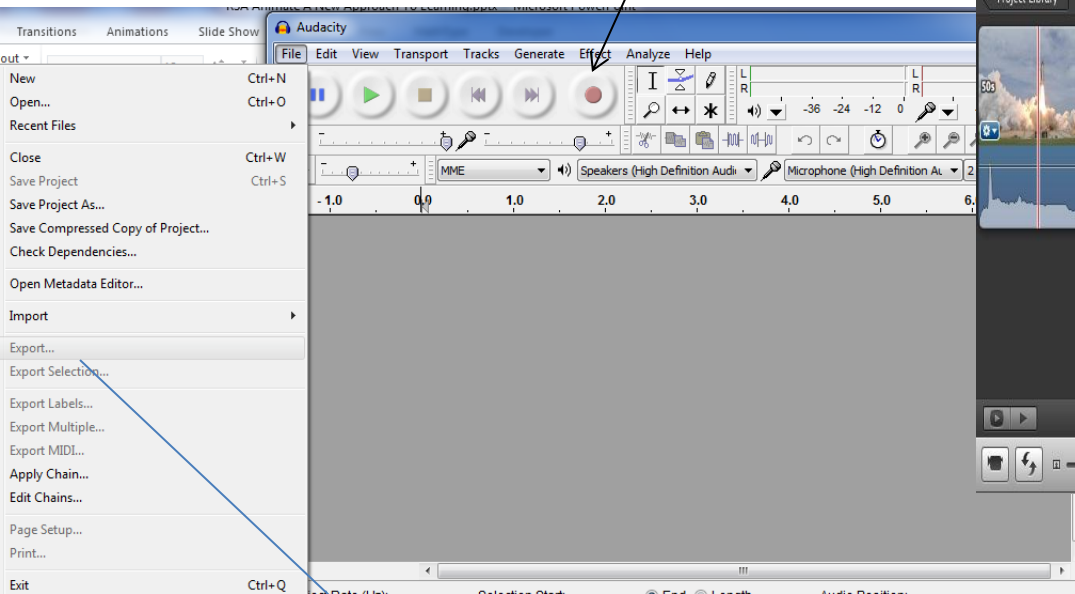
Amount: Choose Amount

Done

Step 4-Add Audio

Windows—Use Audacity Program

Record button



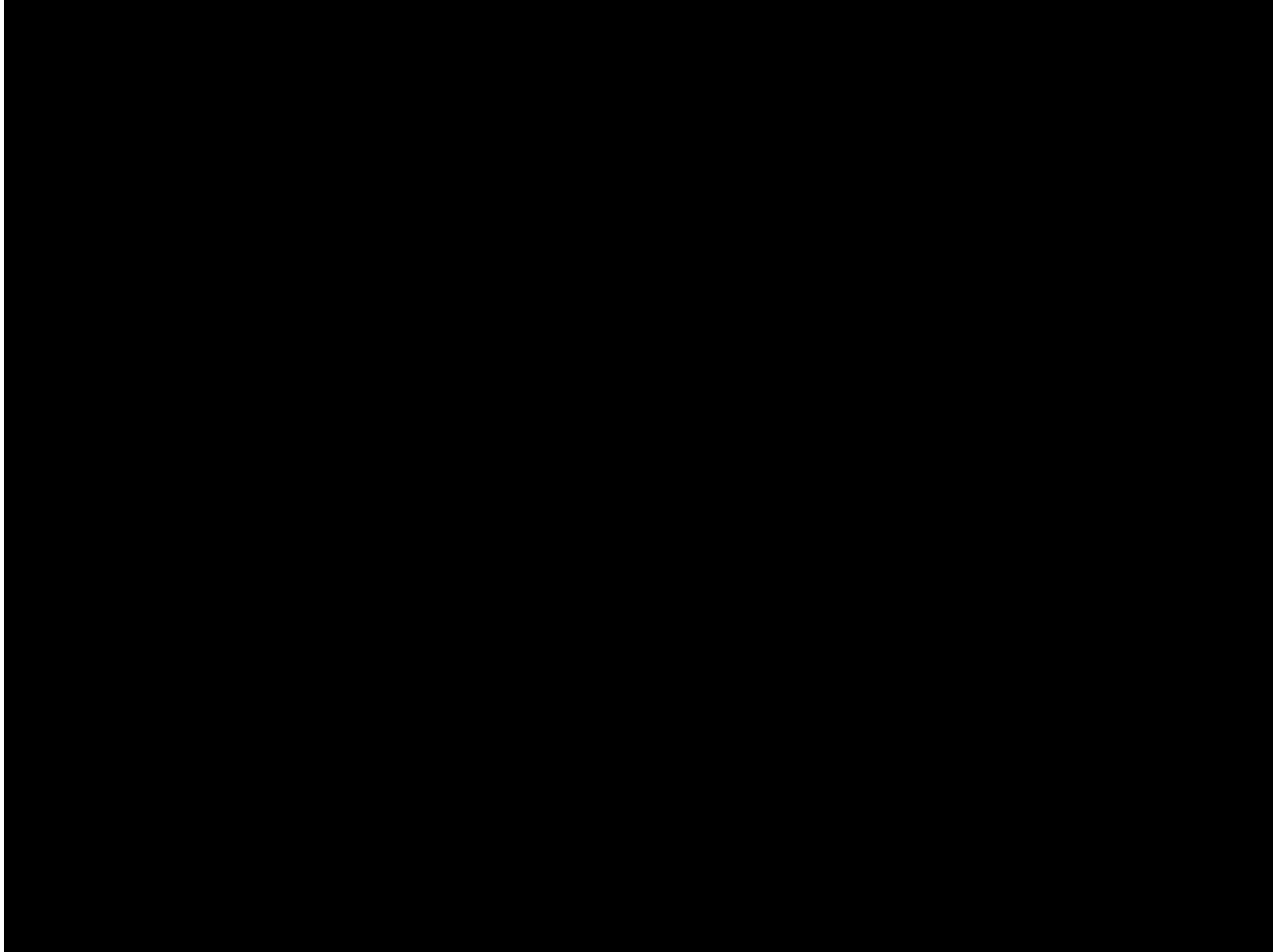
Export

Mac



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.

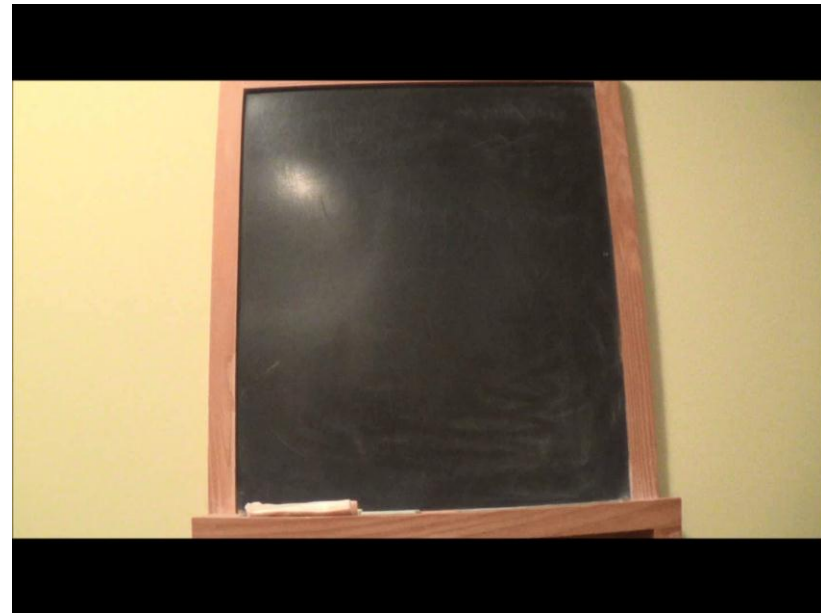
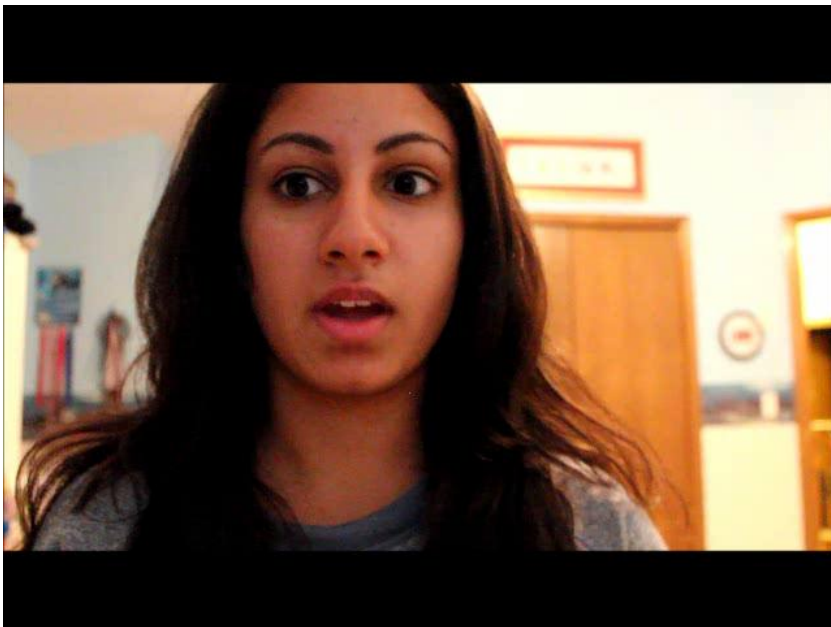
Materials Needed:

- 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 #

Key Understandings?

DIALOGUE

SHOT #

Key Understandings?

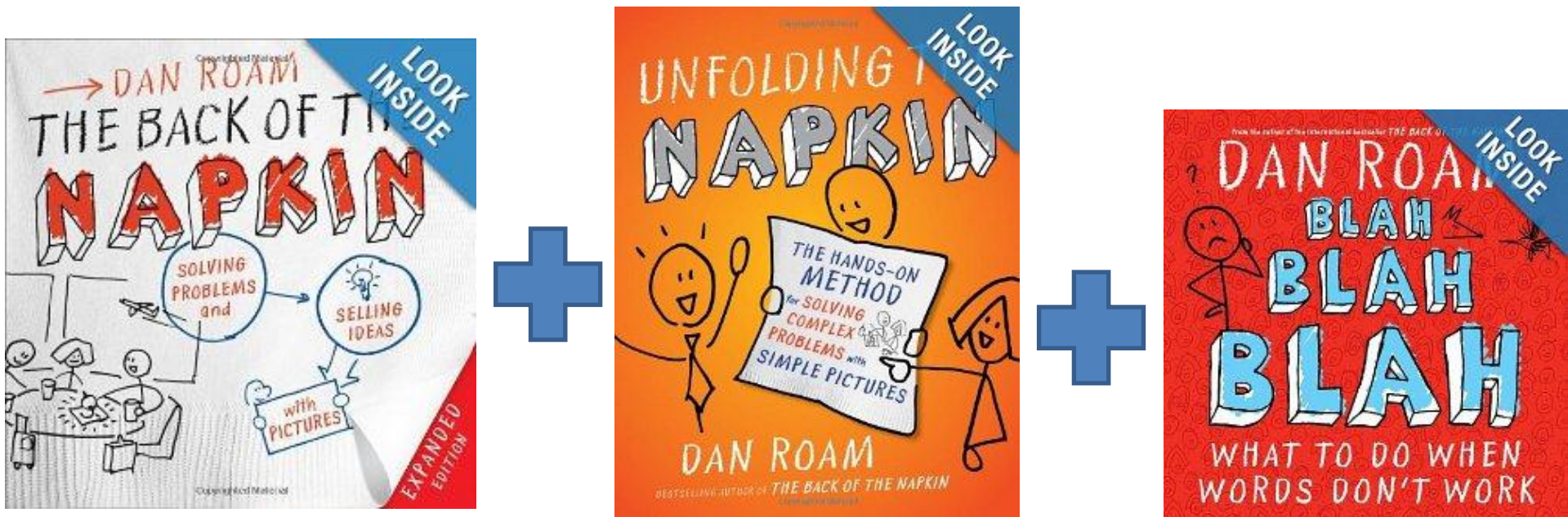
DIALOGUE

SHOT #

Key Understandings

DIALOGUE

Further Reading-Dan Roam



WHAT DO YOU WANT KIDS TO DO WITH TECHNOLOGY?

WRONG ANSWERS

- MAKE PREZIS
- START BLOGS
- CREATE WORDLES
- PUBLISH ANIMOTOS
- DESIGN FLIPCHARTS
- PRODUCE VIDEOS
- POST TO EDMODO
- USE WHITEBOARD
- DEVELOP APPS

RIGHT ANSWERS

- RAISE AWARENESS
- START CONVERSATIONS
- FIND ANSWERS
(TO THEIR QUESTIONS)
- JOIN PARTNERS
- CHANGE MINDS
- MAKE A DIFFERENCE
- TAKE ACTION
- DRIVE CHANGE

TECHNOLOGY IS A TOOL, NOT A
LEARNING OUTCOME.

Further Considerations

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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