

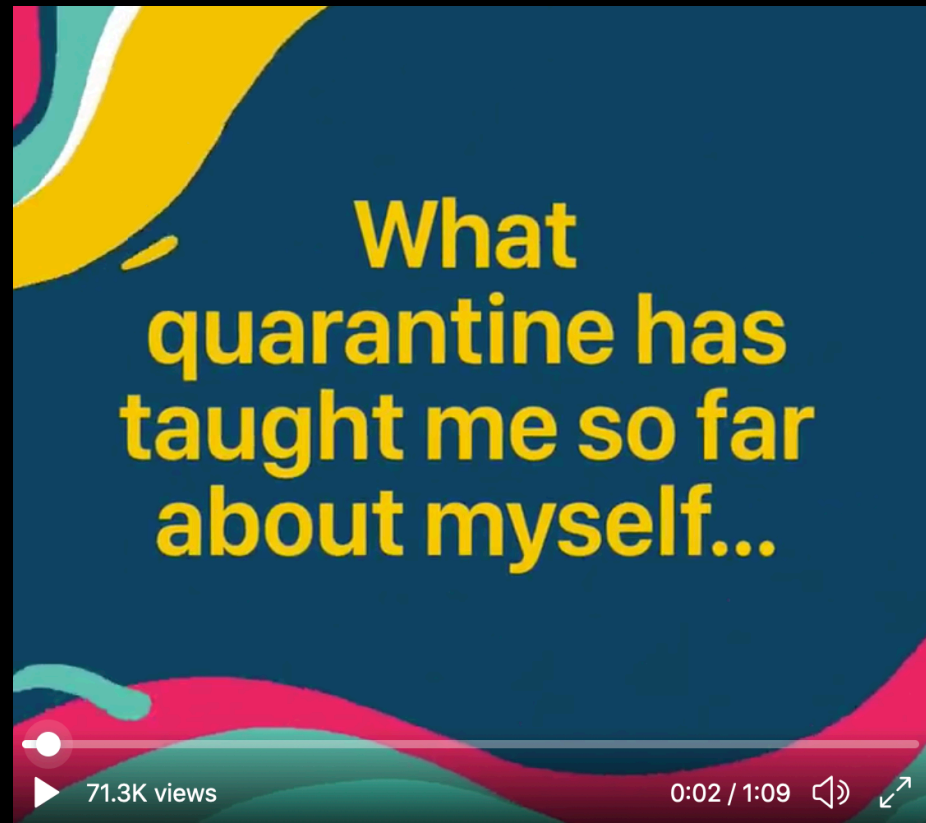
# Creating Engaging Video Content

“There is an important distinction between using technology to do conventional things better and using technology to do better things.”

Fishman and Dede, 2014

"Only **two** factors strongly influence whether or not the brain pays attention to incoming stimuli... if it has **meaning** or if it has an **emotional component** or hook."

*Pat Wolfe*



<https://twitter.com/jdeinhammer/status/1245532699143688192?s=20>



Multimedia

Signaling

Coherence

Pre-Training

Redundancy

Segmenting

# Principles of Design

Voice

Temporal Continuity

Spatial Continuity

Image

Modality

Personalization

## Modality Principle

*"images and voice are more effective than images and text"*



<https://www.youtube.com/watch?v=tgB491zXQxs>

sad





sad



emotional investment



# Coherence Principle

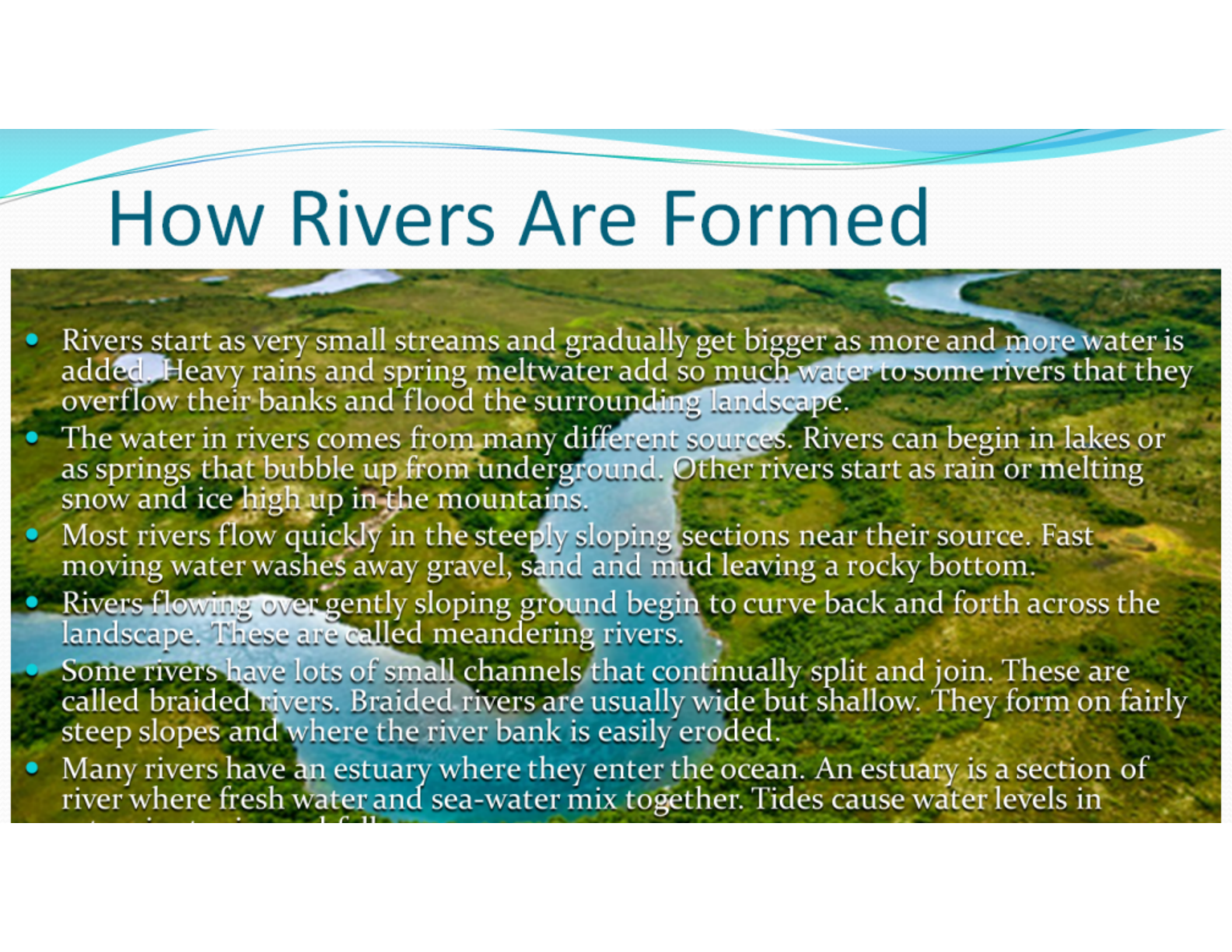
*"distracting visual information is ... **distracting**"*

See website for details and graphics:

<https://waterbearlearning.com/mayers-principles-multimedia-learning/>



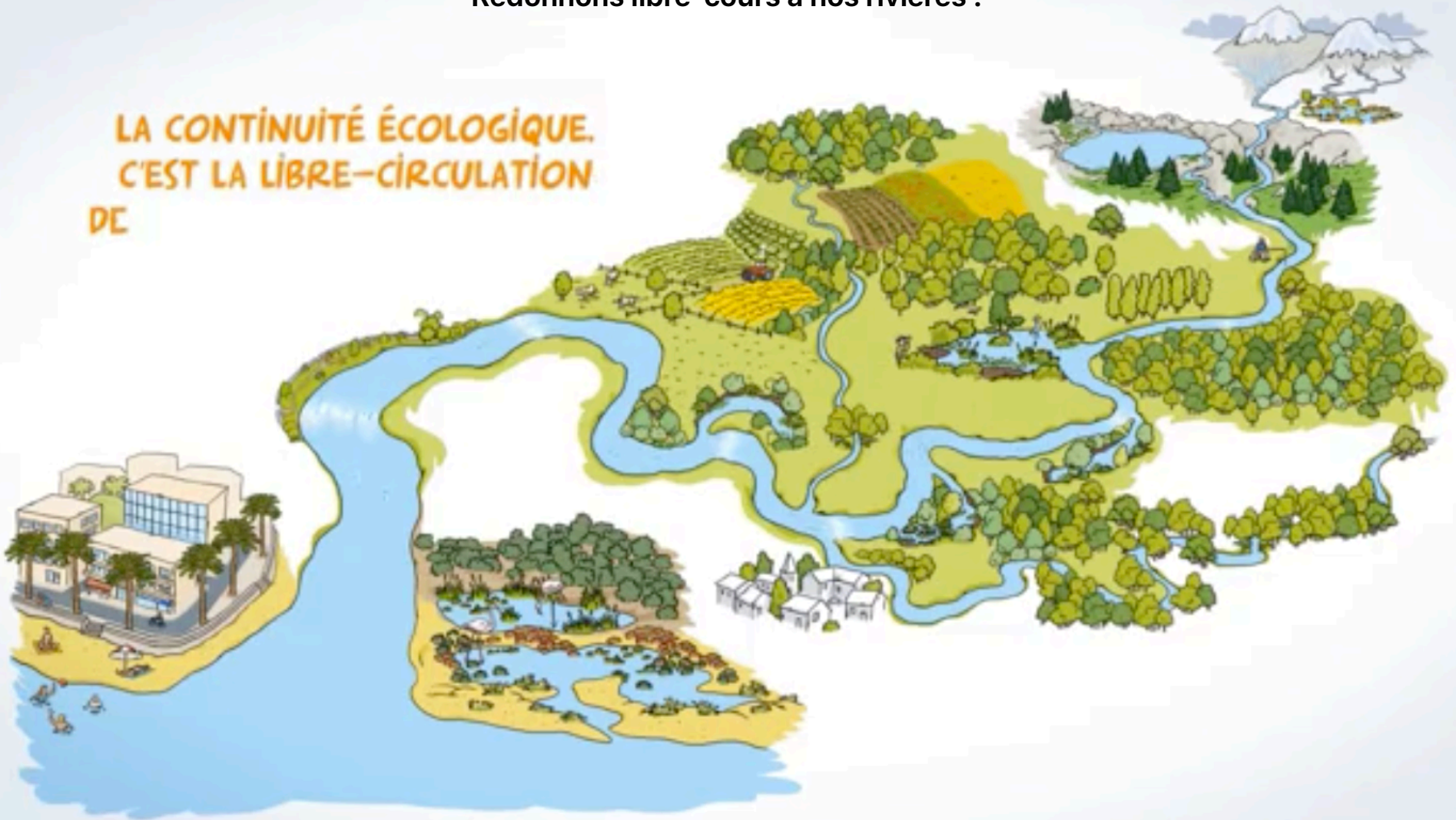
# How Rivers Are Formed

- 
- An aerial photograph of a river meandering through a lush green landscape. The river is a light blue color, contrasting with the vibrant green of the surrounding vegetation. The river's path is not straight, showing several gentle curves and bends. In the background, there are some lighter green areas that might be fields or marshes. The overall scene is a natural, scenic view of a river in its course.
- Rivers start as very small streams and gradually get bigger as more and more water is added. Heavy rains and spring meltwater add so much water to some rivers that they overflow their banks and flood the surrounding landscape.
  - The water in rivers comes from many different sources. Rivers can begin in lakes or as springs that bubble up from underground. Other rivers start as rain or melting snow and ice high up in the mountains.
  - Most rivers flow quickly in the steeply sloping sections near their source. Fast moving water washes away gravel, sand and mud leaving a rocky bottom.
  - Rivers flowing over gently sloping ground begin to curve back and forth across the landscape. These are called meandering rivers.
  - Some rivers have lots of small channels that continually split and join. These are called braided rivers. Braided rivers are usually wide but shallow. They form on fairly steep slopes and where the river bank is easily eroded.
  - Many rivers have an estuary where they enter the ocean. An estuary is a section of river where fresh water and sea-water mix together. Tides cause water levels in



Redonnons libre-cours à nos rivières !

LA CONTINUITÉ ÉCOLOGIQUE,  
C'EST LA LIBRE-CIRCULATION  
DE



[https://www.youtube.com/watch?time\\_continue=1&v=6k9XVAQI8zs&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=1&v=6k9XVAQI8zs&feature=emb_logo)

# Image Principle

*"floating heads do not an effective story make."*



CELEBRATE  
EARTH DAY

with

OLIVER JEFFERS

and

APPLE

in context ...

Provocation

Micro-Video

Narrative

**Purpose ...**

Tutorial

Persuasive

Demo

Explanation

# Provocation

“peak the curiosity of the viewer”

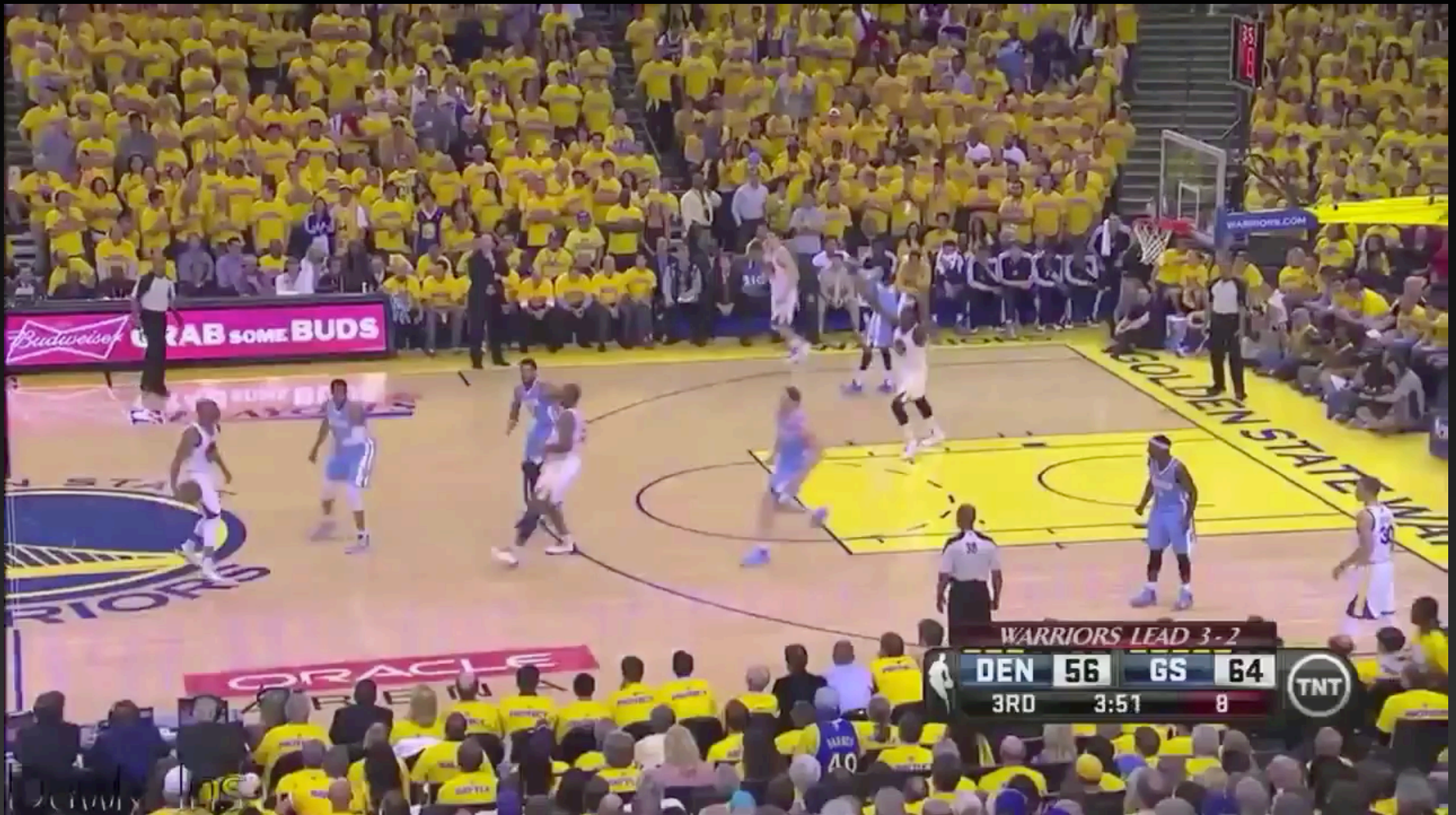


< 90 secs





Dan Meyer's Act One: Does the Ball Go into the Hoop?



[https://www.youtube.com/watch?v=A1R\\_TDTv6fg](https://www.youtube.com/watch?v=A1R_TDTv6fg)

# Explanation

"explain an idea, or concept"



4 to 8 minutes





**SHAPES,  
SHAPES  
EVERYWHERE**

# Demonstration

"show what you can do"



< 5 minutes





# Virtual Support



**[APL\\_Canada@apple.com](mailto:APL_Canada@apple.com)**

1:1 coaching with an educator

French and English

Up to a 30 minutes

Available for parents, students, and educators.



Education Hotline

1800-800-2775

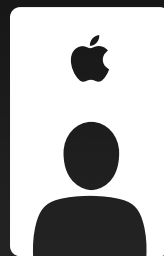
option 3

1:1 coaching

English

Up to a 30 minutes

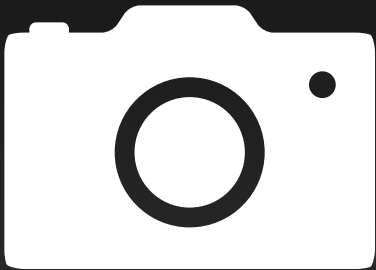
Available for parents, students, and educators.



Sheila Dillon-Leitch

**[sdillonleitch@apple.com](mailto:sdillonleitch@apple.com)**

# Jump In!



take a photo of an object in your home that you has become very important to you during COVID

mark up the photo to share why it is so special to you

create an artefact that has your voice explaining the object



7 minutes