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
What is 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 Kizmiani 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
“RSA Animate” Style

RIAs who use our services grow almost twice as fast.

- Improve operational efficiencies
- Increase revenue
- Reduce costs
- Improve account management

Reduce manual tasks with our proprietary trading technology.
RSA Animate and the IBO
What is RSA Animate Video?

- Visual thinking
- Synthesizing information
- Story Telling

(Photo taken with permission from rsa.org)
Why?

The use of visualized information has increased...

- 400% in literature (since 1990)
- 9900% on the internet (since 2007)
- 142% in newspapers (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?

We receive **5x** as much information today as we did in 1986. [9]

34 gigabytes or 100,500 words – the amount of information we consume outside of work on an average day. [10]

On average users only read **28%** of words per visit. [11]

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The Truth about Visual Information

They're more engaging

Researchers found that colour visuals increase the willingness to read by 80%.

[12]

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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

More persuasive:
A study conducted at the Wharton School of Business found that:

50% of the audience were persuaded by a purely verbal presentation

67% of the audience were persuaded by the verbal presentation that had accompanying visuals

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Visuals increase memory recall...

People remember:

- 80% of what they SEE and DO
- 10% of what they HEAR
- 20% of what they READ

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Please see www.neomam.com/interactive/13reasons
"Visual perception lays the groundwork of concept formation" Rudolph Arnheim
It’s About Story Telling

1. Dana Atchley

2. Why Some Ideas Survive and Others Die
   Made to Stick
   Chip Heath & Dan Heath
   Read by Charles Kahlenberg
   An Unabridged Production

3. Presentation Zen
   Simple Ideas on Presentation Design and Delivery
   Garr Reynolds
How?
Approaches to Learning Skills
Note Taking Skills

Cornell Notes

<table>
<thead>
<tr>
<th>Course Name Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notes</td>
</tr>
<tr>
<td>Key Points</td>
</tr>
<tr>
<td>Summary</td>
</tr>
</tbody>
</table>
AND THEN THE TEACHER SAID

YOU MAY TAKE NOTES

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

- Paper
- Video cameras
- Whiteboard
- Markers
- Computer
- Built-in microphone
- Audacity
- I-movie

*IGNEOUS ROCKS*

By Paulina, Brynne, and Zoe

How are they formed?

Examples:

- Exfoliation
- Solution
- Weathering
- Oxidation
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
Scaffolding

“Step Method”
Step 2 - Draw and Record
Step 2 - Draw and Record
Step 3 - Import and Speed it Up

Windows Movie Maker

4 x to 8x

400% to 800%

I-Movie
Step 4 - Add Audio

Windows—Use Audacity Program

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

Key Understandings?

____________________________________________________

DIALOGUE

____________________________________________________

Key Understandings?

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DIALOGUE

____________________________________________________

Key Understandings

____________________________________________________

DIALOGUE

____________________________________________________
Further Reading - Dan Roam

- The Back of the Napkin
- Unfolding the Napkin
- Blah Blah Blah: What to Do When Words Don't Work
Further Considerations

**Wrong Answers**
- Make Prezis
- Start Blogs
- Create Wordles
- Publish Animos
- 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.

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

1. Google Ngram Viewer.
2. Google Trends.
15. Wharton School of Business. ‘Effectiveness of Visual Language’.