## EXPLAINER WIDEOS



#### WHATISIT?



Explainer videos explain' what you do quickly and easily so anyone can understand it



Short entertaining clips introducing your business and what it can do



A popular way to advertise many products



They contain simple graphics and straightforward language

## AN EXPLAINER VIDEO IN TEACHING

"Explainer is a short animated video that focuses on explaining the idea in a simple, engaging and compelling way, by using a clear and concise language; appealing and attractive visuals that quickly grab the student's attention. It is a perfect time to exchange ideas"

(Akib, E. & Syatriana, E., 2019)



- A great tool to use if you are trying to get a point across fast and have people remember it
- Explainer videos have the power of having your students understand what you are doing in a faster manner
- You can use them in many subjects: languages, science, geography...
- There are many apps to create explainer videos

### SOMEIDEAS

- Convert a lesson into an entertaining story
- Develop the love for learning
- Grab the kids attention with funny characters
- Set the tone and emotions of every class
- Stimulate the juniors' imagination and creativity



#### STORYBOARD

#### **EVERY EXPLAINER VIDEO HAS FIRST A STORYBOARD!**

A storyboard is a set of pictures which show what will happen in something such as a film or advertisement that is being planned. (Collins Dictionary)



ib, E. & Syatriana, E., 2019)

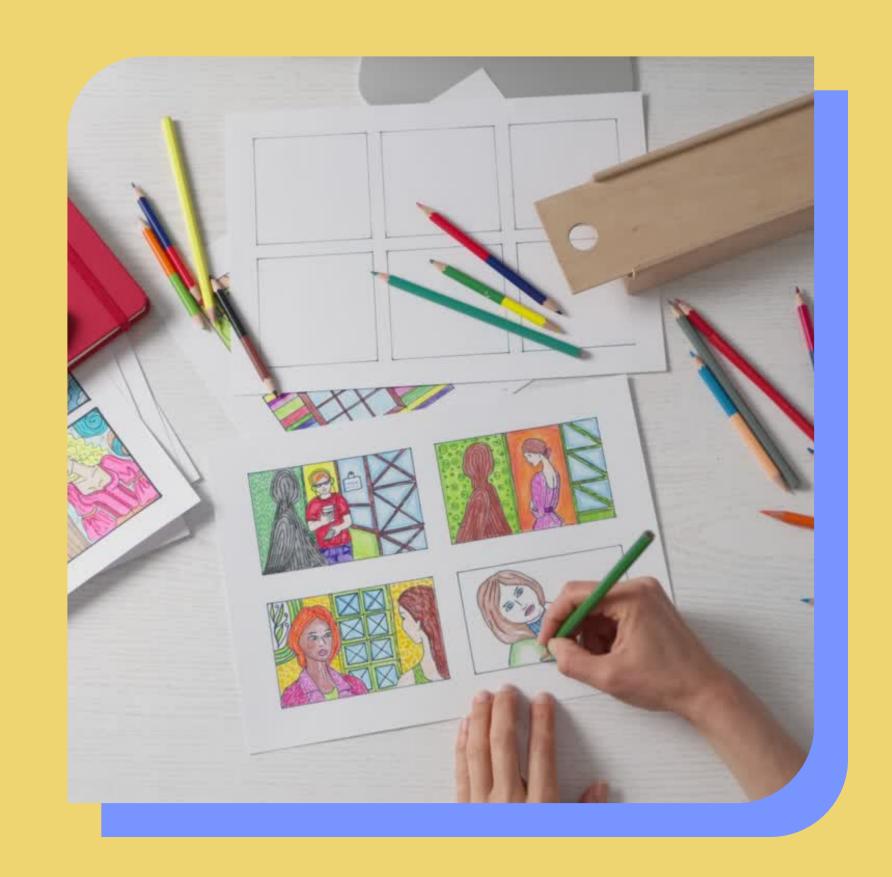
# TIMEFOR ACTION

THE IMPLEMENTATION

In the classroom, who will create the explainer video?

The teacher

The students



#### "WITH THE POWER OF SIMPLICITY, STORYTELLING, AND IMAGES THAT STAY IN MIND, YOUR MESSAGE WILL GET HEARD!"

(simpleshow, 2022)

#### REFERENCES

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