

EXPLAINER VIDEOS



IN TEACHING

WHAT IS IT?



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)

IN TEACHING



- 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

SOME IDEAS

- 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)



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

TIME FOR 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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