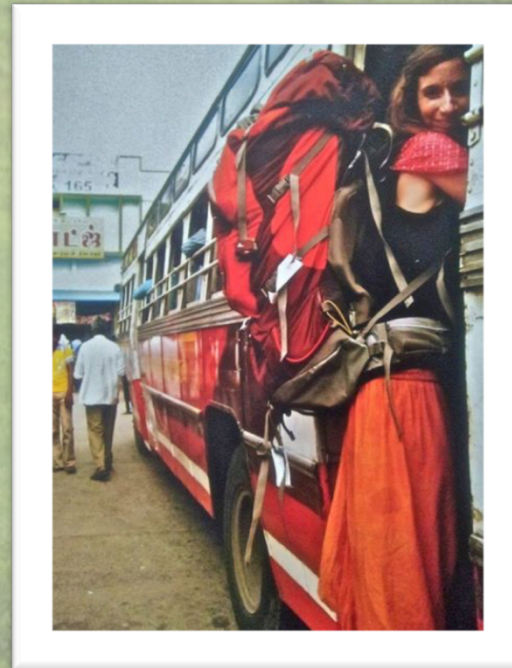WHITEBOARD ANIMATION

Welcome! Please make sure you have a handout.

Emphasizing Evaluation through Innovative Presentations

Meredith Bogush
Graduate Certificate in Evaluation
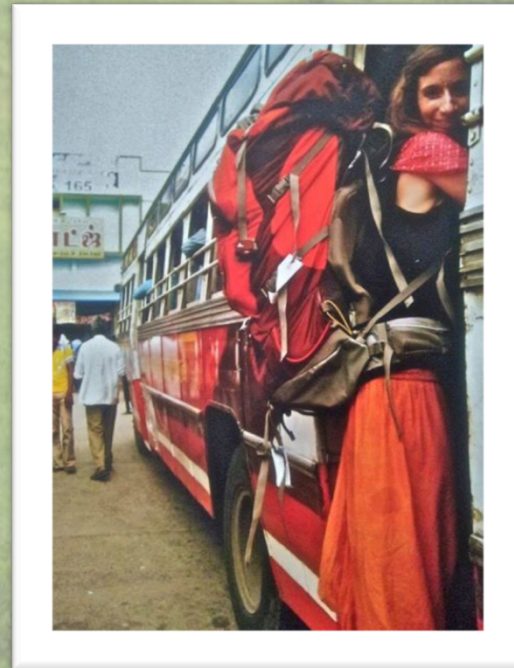**Workshop Series**

About Me:

- PhD candidate in Career and Workforce Education
- The Perspectives of Core Academic Middle School Teachers regarding Career Exploration under Different School Settings
- Program Evaluation Certified in summer 2016

Videography

- Puppet Shows for my students
- Travel documentaries
- White board videos

What is White Board Animation?

- Whiteboard drawing by an artist
- Present an idea or message… live
  - Easier to understand
  - Attractiveness
- <u>Hypnotic Effect</u>
  - Creative, clear and concise way to share information through graphics
  - Birth of an idea to its growth and evolution
  - Constant movement and change keeps the audience's mind engaged and involved

Fun Facts: Trivia

1. Microsoft invented the PowerPoint software in _____

2. 1 gallon of gas cost around _____

3. _____ made their first appearance on television

4. The US president was _____

5. *I Wanna Dance With Somebody (Who Loves Me)* by _____ was one of Billboard's Hot 100 Singles of the Year

Fun Facts: Question #1
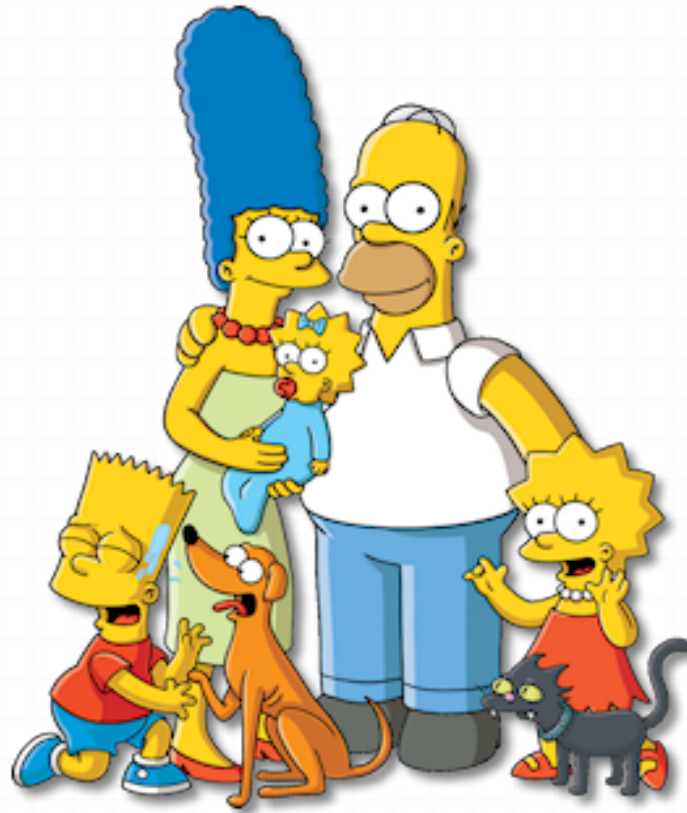
Microsoft invented the PowerPoint software in...

Fun Facts: Question #2

1 gallon of gas cost around…

Fun Fact: Question #3

The ...... made their first appearance on television

Fun Fact: Question #4

The US president was…

Fun Fact: Question #5

I Wanna Dance With Somebody (Who Loves Me) by …. was one of Billboard's Hot 100 Singles.

"So PowerPoints are Old and Should Not be Used?"

- No… but… PowerPoints should be:
  - Current
  - For the **audience**
  - Engaging
  - Memorable
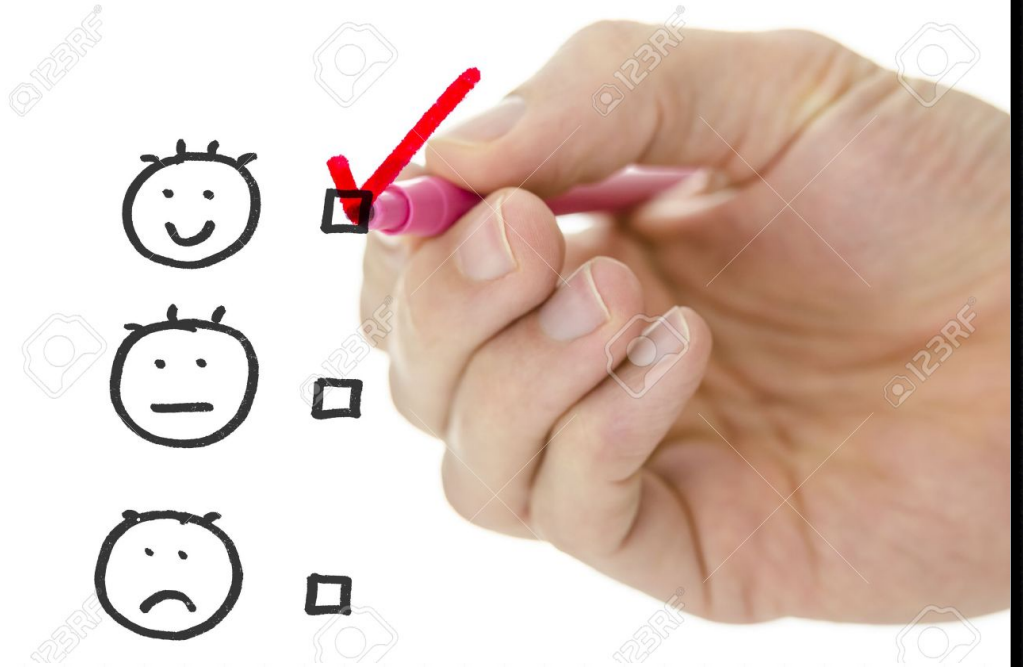- Stop using, if… this is you
- Don't rely on PowerPoint
  - Have a balance
  - Captivate your audience
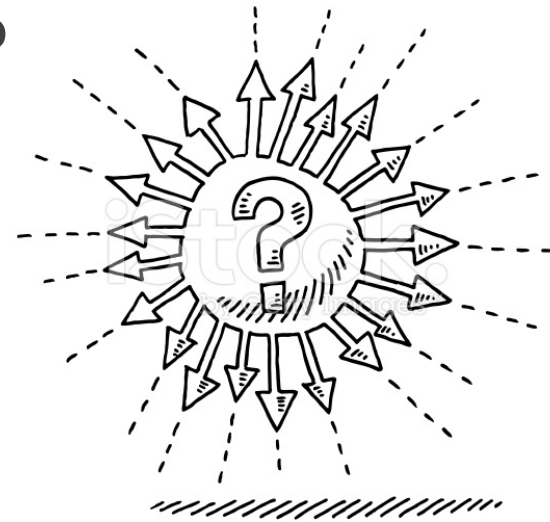
Incorporating Evaluation

- Mission
- Evaluation Approach
- Evaluation Plan
- Data Collection Method
- Timeline
- Biographical Sketch

What are my options?

- Easy Sketch Pro
- GoAnimate
- Powtoon
- Videoscribe
- Moovly
- iMovie
- Here are some other options...

Brainstorming

- Narration
- Music
- Number of points to cover
- Energy of the video
- Target Audience: age, gender, interests, investments?
- To publish or not to publish

Be Visual

- Use drawings and diagrams to illustrate your points
- Don't use words to transcribe your ideas
- Give people a reason to pay attention
- Connect the image
- Use emotion to appeal to the audience

Explain

- Speak clearly
- Speak confidently
- Explain your visual aids
- Diagrams alone are not enough
- Connect the image to your words

Have Time on Your Side

- The first 30 seconds to 60 seconds are critical
- Make your video long enough to make your point, but short enough to keep interest
- Keep the visuals at a purposeful pace

White Space?

- Structure your visual space for maximum impact
- Information overload can easily occur
- Highlight the most important aspects

The Art of a Good Title

- A title should answer three questions
  - What is the synopsis of your topic?
  - What information is most valuable?
  - Why does it important?
  - Example:
    A. The US Identifies Long Term Impacts of Program Evaluation– Where Do Other Countries Stand?
    B. The Long Term Benefits of Evaluation

What Happens Next?

- Provide a way of contacting
- Avoid being bothersome
  - "Share my video, please."
  - "Like this video!"
- Encourage audience to interact with you in an alternative route
  - Email
  - Phone
  - Face-to-face meeting
  - Social media
  - Conference

Thank you for your time!

Meredith Bogush

PhD Candidate

Career and Workforce Education