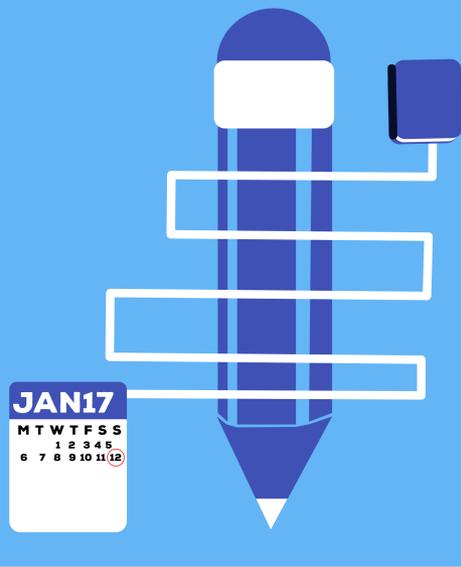


INSTRUCTIONAL DESIGN

Before all the fun begins, we must design an educational path and goals for each episode.



CONTENT

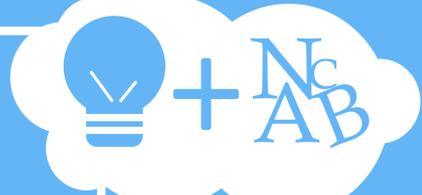
Local university students create educational content for each episode.

Students learn how to teach! Isn't that awesome?



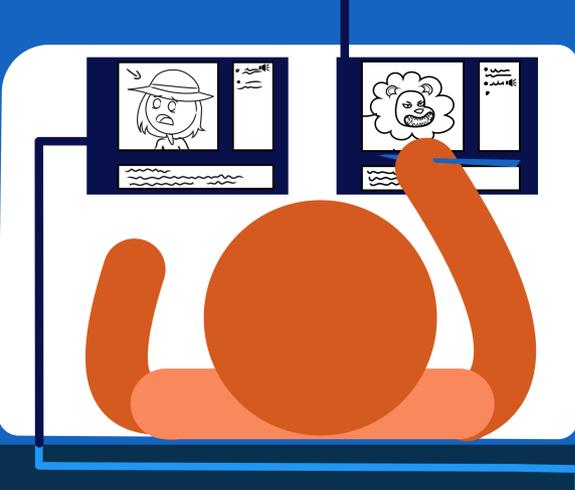
SCRIPT WRITING

The storyteller must transform learning material into a video that teenagers will love.



STORYBOARDING

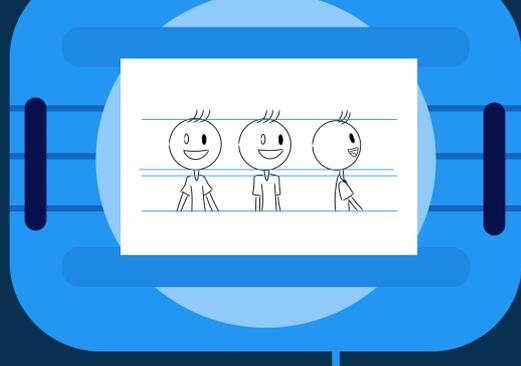
The script starts coming to life. The storyboarder creates visuals that will help the team determine camera movements, animations and sound effects.



ILLUSTRATION

It's time to draw!

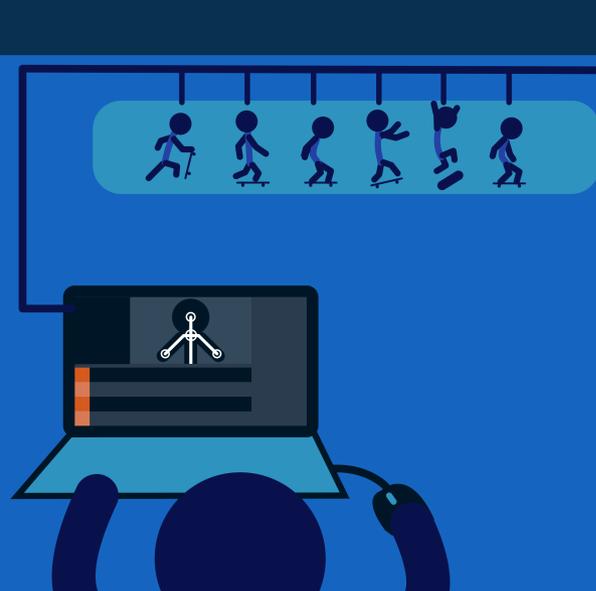
Can you imagine how many drawings go into a minute of cartoon time? Characters, props, backgrounds and color schemes must all be imagined and created.



ANIMATION & PHYSICS

Now that we've got gorgeous illustrations for our educational story, drawings are layered, rigged and animated.

Finally... it's aliiiiive!

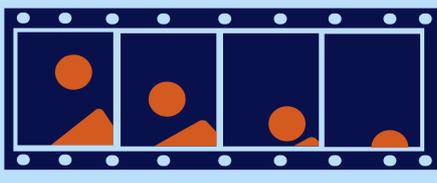


EDITING

We're almost there.

Voice over artists create... voices. The editor adds sound effects, transitions and cuts. Transitions and cuts; transitions; and cuts.

Voilà! Hold on. One more cut.



VOICE OVER



ADJUSTMENTS



SCREENING



FINAL PRODUCT

It's all come together. The team screens the product and checks that everything is all nice and neat before it's enjoyed by the world!

PUBLICATION

It's showtime!

We upload the product to YouTube and let everyone know that they can share it. Students laugh and learn. Backers feel proud. We feel accomplished.



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