

Tab 1

Audience:

- First-time book users who are inspired
- Existing users to recognize roles, align vision, be inspired to share

Themes:

- Open education
- Interactive material
- Easy to make
- Easy to share/take

Overview of scenes:

1. Cute intro that quickly emphasizes that the “product” is students using books
2. Illustrate the book and its interactivity
3. How is it made?
4. What we offer
5. Closing scene

Scene 1: Opening

2 student snakes in a classroom / at a computer:

- S1: hey, have you seen the online book for our course? It's so cool!
- S2: yeah, i was reading it last night, the interactive elements are a great way to learn!

Teacher snake slithers in:

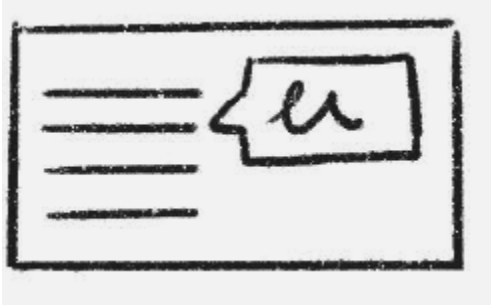
- T: ok students, it's time to start our activity for today are you ready?
- S1, S2: yeah, let's go! (with books on laptops cheering)

Scene 2: book

Next scene captures the essence of the book:

- A website with text, equations, figures

- Simplified animation style of the book (maybe preference for this one)



or something like this:



we don't know

- A few interactive elements, specifically quiz questions, interactive figures (plots changing)
- Need an animation of the interactive code, with a dedicated text/explanation that indicates that the code is in browser/no install

Scene 3: How its made

- Take some “raw components” (icons (.md, python, admonitions, videos, math, git icon, VS code icon, JB icon) that are floating around) and there is a snake at a computer and the components flow through the computer and mix together in the center to make a book, then (if space) the snake students read it?
- Maybe the rocket ship used in our interactive page button “blasts off” from the computer, spins around and “lands/crashes” into the website where the book is



- Once this is done once to illustrate the building process, we should explain that there are many ways to do this; should show 2-3 different groups of teams
- Can illustrate the teams with a few of the caspar user types (teams don't need to be explicitly defined/explained). Should just be clear that some teams are big/small, some teams have nerds
 - Groups with user type 3 (maybe some 4)
 - Groups with most user type 3, some user type 5

- Group with only one person user type 5, which ends being part of other big groups
- Books fire off from teams, some books end up at other teams or are merged into thicker books
- We can also add some single snake that is by themselves and is lonely but it has some static books. Then it slithers over to a group and books start flying to/from him too
- **Key moment:** “no matter where you are with your technical skills, you can contribute to a book too!” then we highlight each of the 5 user types (wiggly snake icons).
 - Maybe these highlighted snake user types converge towards the middle and become something like the teachbooks logo
 - Then the tools and what we offer start blasting off like rockets away from the logo (see scene 4)

Scene 4: What we offer

Transition from the previous scene could be that some of the snakes that are involved in the groups get highlighted, or moved to the foreground and then we say “teachbooks is a group/organization/initiative/movement (need to decide what we are) of interactive online book authors that try to learn from each other/develop tools <something inspirational> that enables others to do this cool stuff more easily. For example....”

Not going into depth, but still illustrates:

- Template book
- Manual
- Tooling (student and author)
- Network for sharing content???

Closing scene:

- A message to visit our site to learn more, while...
- Somehow the student snakes come back and its clear that hey and the teachers are doing more and more cool stuff