

Scripting Learning Content

(sample assignment)



MAP IT

Medium	for Vyond or other animator tool
Audience	Adult learners of an upcoming complex course that is heavy on new details/info that must be retained and learned for any new training
Purpose	Microlearning Intro video to encourage and teach why visualization/practice helps the brain assimilate new information in a patterned way.
Instructions	Create a video script from a Wikipedia* definition of The Forgetting Curve *last page of this document
Timing	Two-minute or less video script

SCRIPT TEMPLATE

COURSE	Learning Theory from IDOL Academy
MODULE/UNIT	Learning and Memory
SECTION	(see assignment parameters and text on the last pages of this document)
VIDEO TITLE	The Forgetting Curve

CELL ID	VOICEOVER	VISUALS
	<p>Forgetful?</p> <p>Maybe it's not you!</p>	<p>new info - $E=Mc^2$ and spreadsheets and graphics (an article, definitions, dance choreography step icons) coming into the character's mind and leaving from the other side</p> <p>black thought bubble</p> <p>crying character</p>
	Your brain has a feature called the "Forgetting Curve". And the forgetting curve means that new information is halved in just the first days after learning.	graphic of the forgetting curve
	<p>Hardly seems efficient ...(pause)</p> <p>But it's really not a design flaw! - it's the brain's <i>efficient</i> way to hang on to ONLY necessary information.</p> <p>That way, <i>unnecessary</i> information can just fade away and not take up any space.</p>	<p>a checklist is getting checked off under the 'delete' column which is quickly erasing things</p> <p>incredulous then mad character - stomping feet: "Hey I needed that!"</p>
	Good thing your brain has another important feature - YOU -	character looking around then pointing to self - "Who me?"

SCRIPT TEMPLATE

<p>YOU are actually in charge of the 'forgetting curve'...</p> <p>The technical term for this?</p> <p>PRACTICING!</p>	<p>fantasizing/thinking about 'being in charge' roles (office desk with "CEO" name placard; at a lectern delivering a TED talk;sports coach)</p> <p>character with dismay face as visualizations change to piano practice, piles of books and homework / flashcards....</p>
<p>Think of a hiking path in the woods that isn't used often..... (pause) you'll be searching to find your way instead of enjoying the scenery.</p> <p>But if the path is used frequently, it becomes clear. And a really strong path will even be there the next season when you return.</p>	<p>unclear path through the forestcharacter attempting to find a way - turning around, arms flapping, lost...because path is faded and weedy (maybe character in a red robe ala Red Riding Hood and sign thru the brush says Grandma's House)</p> <p>then more hikers ahead, so path is better worn, and character can make progress through the forest</p>
<p>Practicing causes your brain to interpret the new information as worthy of a more defined path.</p> <p>The path of neurons of your brain!</p> <p>Can't get to something you've learned right after learning it? Just <i>thinking</i> through it will cue your brain to tell the 'forgetting curve' to sit this one out.</p> <p>Being forgetful isn't <i>you</i>. (Pause) but it IS your brain's way of taking care of business in the background.</p>	<p>brain cells/neurons that begin to connect</p> <p>full calendar day showing no free time character has a dismayed face then, character is walking outside to next meeting (between buildings) and</p> <p>thinking bubble/visualizing some info/icons from first scene</p> <p>(dance steps, or flash cards or definitions)</p> <p>forgetting curve icon bumped to a park bench</p> <p>character does dance steps as he/she is walking past the bench...</p>

SCRIPTING CHALLENGE

Did you...

Writing Compelling Copy?

- ✓ Use analogies and metaphors
- ✓ Use tangible examples
- ✓ Appeal to emotion, logic, or credibility
- ✓ Simplify complex concepts

Provide Pronunciation?

- ✓ Acronyms
- ✓ Numbers that are more than two digits
- ✓ Names of People
- ✓ Complex terminology
- ✓ Foreign language terminology

Read Aloud for Syntax Issues?

- ✓ Repeat sentence structure
- ✓ Accidental rhyming
- ✓ Passive voice
- ✓ Pause required, but not obvious

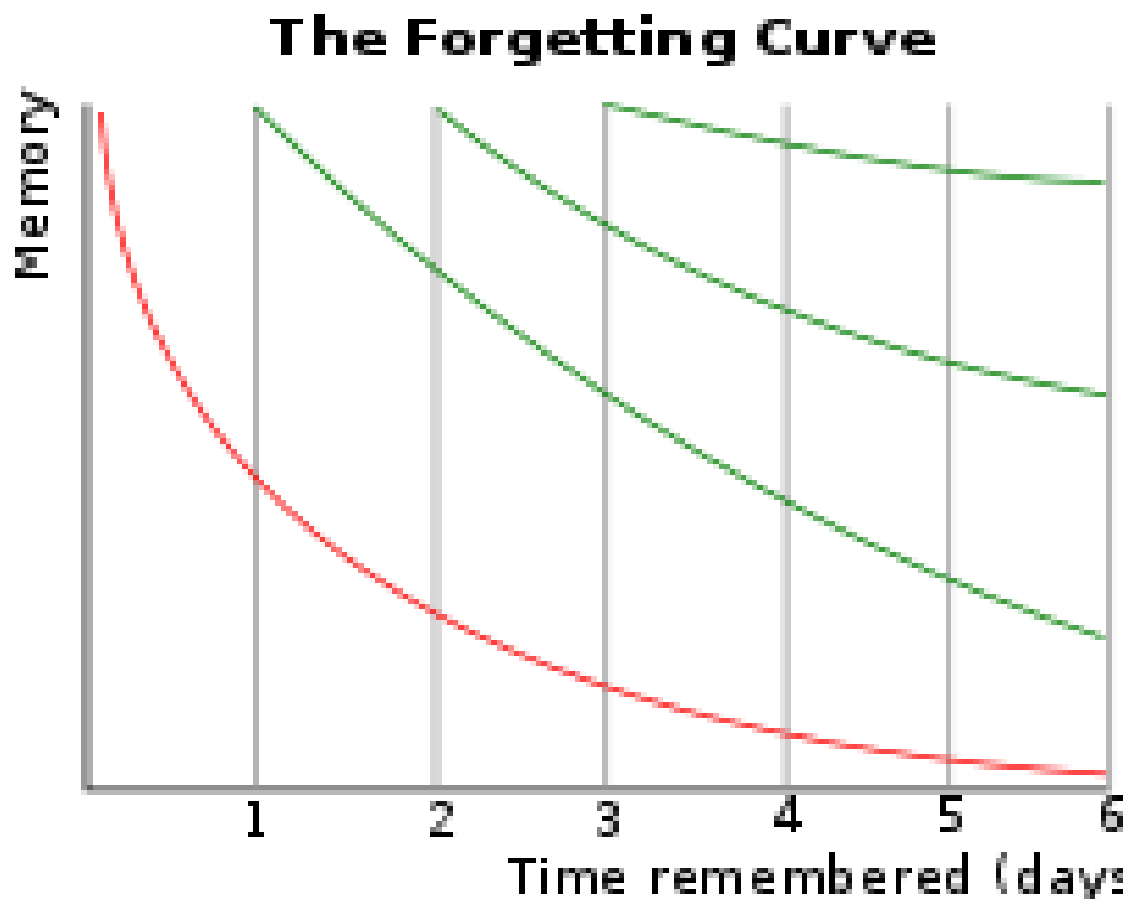
SCRIPTING CHALLENGE

Create a script for a video that is 30 seconds or less.

From Wikipedia: https://en.wikipedia.org/wiki/Forgetting_curve

The **forgetting curve** hypothesizes the decline of memory retention in time. This curve shows how information is lost over time when there is no attempt to retain it.^[1] A related concept is the **strength of memory** that refers to the durability that [memory](#) traces in the [brain](#). The stronger the memory, the longer period of time that a person is able to recall it. A typical [graph](#) of the [forgetting](#) curve purports to show that humans tend to halve their memory of newly learned knowledge in a matter of days or weeks unless they consciously review the learned material.

The forgetting curve supports one of the seven kinds of memory failures: transience, which is the process of forgetting that occurs with the passage of time.^[2]



SCRIPTING CHALLENGE