



Animoto(Video/Photo Highlight Reel)

Learn about managing your online content and produce highlight reels using a free cloud-based service.

Project Type: Digital media

Age Group: 15+

Group/Individual: Individual

Ideal # of Participants: Works best one-on-one with an individual participant

Lesson Plan Audience: Maker Mentor

Time: 30 minutes

Hard Skills: Understanding how content is created using personal photos and videos

Soft Skills: Media literacy/Content creation

Ideas for taking it further:

Since this is an introductory lesson for a patron to understand how to gather their content and use for a highlight reel, patrons will be encouraged to actually learn editing software to eventually edit their own highlight reel/slide show

Difficulties/Tips:

This lesson plan is extremely easy and gets a patron to navigate thru all of their photo and video content portals(instagram/facebook/I-Cloud/phone/etc)

Materials:

Computer and “Animoto” website

Preparation:

1. Navigate online and create a free account on animoto.com
2. Choose a style and browse by categories to see what theme is best for the video
3. Go to the Toolbar and start importing your videos and photos.
4. Finalize your photos and videos by picking a music sample/soundtrack for your video
5. Customize with logos and titles and then “CREATE”

Steps:

1. The “Animoto” service is a great introductory website to get patrons to navigate thru all of their own content(photos/videos/etc and learn how to customize and learn simple uploading and importing tools. Ask program participants if they ever created a video using their own content.
2. This “Animoto” program is a great tool for teenagers who would like to create slide shows for their friends and family. It also serves as a great springboard for adults in the community that always wanted to create a highlight reel for or even something to represent their hobbies, skills, or future small business.
3. This program is also very useful for adults who have a hard time with technology. With the steps and process so easy, it builds their confidence with learning how to import, upload, and navigate thru all of their photos and videos.
4. Walk the participant through the entire “animoto” process and then teach them how to “upload” and distribute their content for promotional use(social media/etc).