



Vyond Introduction / Learning Guide

Introduction

One of the most impactful tools to enter the learning space is Vyond. This intuitive and innovative online content builder allows users to create whiteboard or full color animations.

Vyond is easy to use and brings a wide variety of effects and possibilities to the development process. Technically, the process is as simple as building a Power Point. The difficult part of creation is mind set. There are several considerations that make a video strong and impactful.

Thinking Iconically

One of the most critical aspects of a whiteboard is the use of icons. Cell phones, Facebook, Twitter, and the internet in general have conditioned today's audience to communicate with icons. This "visual shorthand" is ideal in the whiteboard space. A simple icon or picture can communicate a universal message.

Power of Words

Studies show that there is a "sweet spot" for the number of words that a listener can understand and retain. While we can understand language at a high word per minute rate (think disclaimers on commercials), the actual preferred rate is significantly lower. The actual target number is based on ease of understanding and retention. In other words, the listener should be able to passively take in the content. Tests and studies show that the ideal word rate is right around 150 words per minute. This makes it critical that we choose the best word to deliver meaning. There is little time for fluff, or for clarification.

Power of Music

Music in a video fills two primary roles.

Think of your favorite TV show. Can you hum the theme? What happens when you hear the theme from a childhood cartoon favorite? Conditioned responses automatically take us back to that moment and put us in the mood for the show. A recurring theme through a series of videos has the same effect. Whether it's setting us up to learn, or to take in a message, a theme song creates a mindset.

Theme music aside, background music ties all of the elements in a video together. At a high level, the music moves the video from an amateur attempt to a professional production. At a deeper level, the music can reinforce the message. Think of the background music in a horror movie or drama. The music sets the stage for the action. The right background music in a whiteboard has the same effect.



Power of Story Telling

Mankind's first successful teaching and training took place in the form of stories. Telling a tale with a message takes the listener to the event and actually triggers the same emotions as being there in person. These emotions increase understanding and retention. Whiteboards and animated videos easily incorporate a story telling aspect, bringing the viewer into the message almost as if they were there.

Only Images

A well written whiteboard can stand alone without voiceover. The best videos can tell the story three ways: video only, voice only, or a combination. Video and voice must support each other, but each should present a strong message independently.

Keep it Simple

The human brain can filter out up to 90% of what it sees in a mainstream movie. Think about a visually stunning movie you've seen (Avatar, Saving Private Ryan). Regardless of the amount of visual "noise" on the screen, you can still find the primary character and follow his/her actions. This requires mental processing and can actually make it more difficult to remember specific points. An effective animation removes the visual noise and focuses on the key points. A good rule is to limit the screen content to no more than four icons or images. This allows a larger portion of the mind to work on retention.

Conclusion

Vyond easily incorporates these six points. While there are always exceptions to the rule, these steps can help you bring out the best that this delivery method has to offer.



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Thinking Iconically	Using a source such as images.google.com, identify one icon or clipart to represent each of the following without words: <ul style="list-style-type: none">• Trust• Friendship• Loyalty• Purpose• Sales• Performance• Family• Home• Engagement• Leadership
Power of Words	Script a 60 second message based on a project you are currently working on. Do not exceed 60 seconds.
Power of Music	Think of a song that triggers thoughts or memories (Holiday, wedding, family, graduation, favorite movie, etc). Use Vyond to animate 60-90 seconds of the song (think Fantasia). Do not use words or characters. No voice over.
Power of Story Telling	Animate two minutes of your favorite fairy tale. You may include characters in the animation, but they should not speak. Your voice over may tell the story.
Only Images	Animate a nursery rhyme with images and music only. You may not use words or a voice over.
Keep it Simple	Make a whiteboard video about a story you have recently heard or seen in the news. Use no more than four images or icons on the screen at any time. Rescript the story to two minutes maximum. Voice over can be no more than 150 words per minute.

