Welcome! The webinar will begin in a few minutes.

# Why is video critical in classrooms?

## 1 // Students Motivated

Learning starts here. Motivated students are engaged students, ready to learn.

## 2 // Literacy Evolved

Transforming from a content consumer to **producer** changes how students connect with media and digital literacy concepts.

Video creation enables learners to understand how media can be used to communicate information. It gives students a voice and asks them to think about the responsibility that comes with creating media.

## 3 // Schools Empowered

When students are empowered to demonstrate their knowledge through video creation, educators gain a powerful assessment tool.

Video allows students to develop complex skills and deeper knowledge as they develop new understanding through creating.

## 4 // Citizens Engaged

Video connects us. It creates relationships with the rest of the world in a personal way.

Video delivers the ability to understand critical issues of local, national, and global importance.

**Video is the language of choice for today's young learners.**

**85% of teens use YouTube**, making it the #1 social platform.

The average teen watches **68 videos every day.**

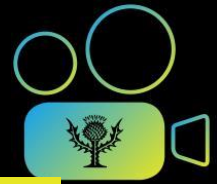**400 hours of video** are uploaded to YouTube **every minute.**

1. Teens, Social Media & Technology 2018 by Pew Research Study.
2. 40 Video Marketing Statistics and What They Mean for the Future of Marketing by Omnikick.
3. YouTube Now Gets Over 400 Hours of Content Uploaded Every Minute by Tubefilter.

**The video revolution has happened.**
How do you leverage it for learning?

# Why is LumieLabs unique?

## 1 //
## Built specifically for classroom learning

As the only video product on the market specifically designed to meet K-12 learning objectives, LumieLabs allows teachers to weave digital storytelling projects into the subject-area content they are already teaching.

Curriculum-linked video projects, searchable by curriculum, grade band, and subject, were developed by curriculum experts to include learning objectives and outcomes.

## 2 //
## Keep the focus on learning outcomes

LumieLabs keeps learning outcomes at the forefront of classroom video creation. Simple editing tools and an unparalleled library of stock video footage allow students to focus on digital story creation and associated outcomes of that learning.

Digital story creation outcomes include: learning story structure, demonstrating content-area understanding, engaging with media literacy skills, and becoming more savvy communicators.

## 3 //
## Secure hosting and sharing enable collaboration

LumieLabs' learning management system allows students to create stories, share them, and engage with their peers' videos in a secure, controlled environment.

Multi-layered sharing permissions enable students, classrooms, and entire schools to host their videos within customized and secure walls, leave feedback, and promote upcoming content or events.
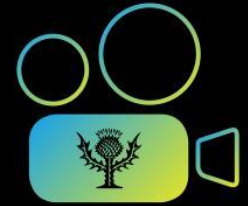
# What are digital stories?

**Digital stories are videos that combine footage, images, music, text, and a narrative voice.**

Digital stories are an expressive classroom medium that integrates subject expertise with knowledge and skills from across science, social studies and humanities, English language arts, and more curricula.

# LumieLabs is built for the dynamic needs of today's educators.

## Transform classroom experiences.

Digital storytelling transforms classroom experiences for learners and educators. LumieLabs's engaging, safe, and curriculum-aligned video instruction tools support personalized, project-based instruction, student expression, and curiosity-driven learning.

## Empower students to be media-literate creators.

Prepare students for the jobs of tomorrow and the media-centric world of today. By 2021, 82% of all internet traffic is predicted to be video. Today's students not only need to be fluent in how to communicate, structure stories, and create in this medium, but they also need the collaboration and media literacy skills that LumieLabs nurtures.

## Use digital storytelling to expand subject area mastery.

LumieLabs is built for the dynamic needs of today's educators. Pre-built digital storytelling lesson plans, a massive library of fair-use content, and an easy to use classroom management solution enable teachers to support cross-curricula visual learning by assigning lessons to students. Its simple interface and rights-cleared content empower students to apply content knowledge by creating videos, all within a single class period.

# How we benefit the audiences we serve



### Parent Benefits

LumieLabs changes how kids learn and communicate, while also giving them practical skills that will enable their futures. In a safe environment, students flourish with access to tools that enable self expression.



### Teacher Benefits

LumieLabs makes it easy to bring digital storytelling into the classroom through pre-built video lessons, tied to specific learning objectives, and transforms students from passive learners to engaged communicators.



### School Leadership Benefits

LumieLabs engages students with the language of their generation, while ensuring educators have the best tools to meet their goals. Students become skilled communicators, media-savvy producers, and problem solvers.

# LumieLabs competition (Dec 2019)

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