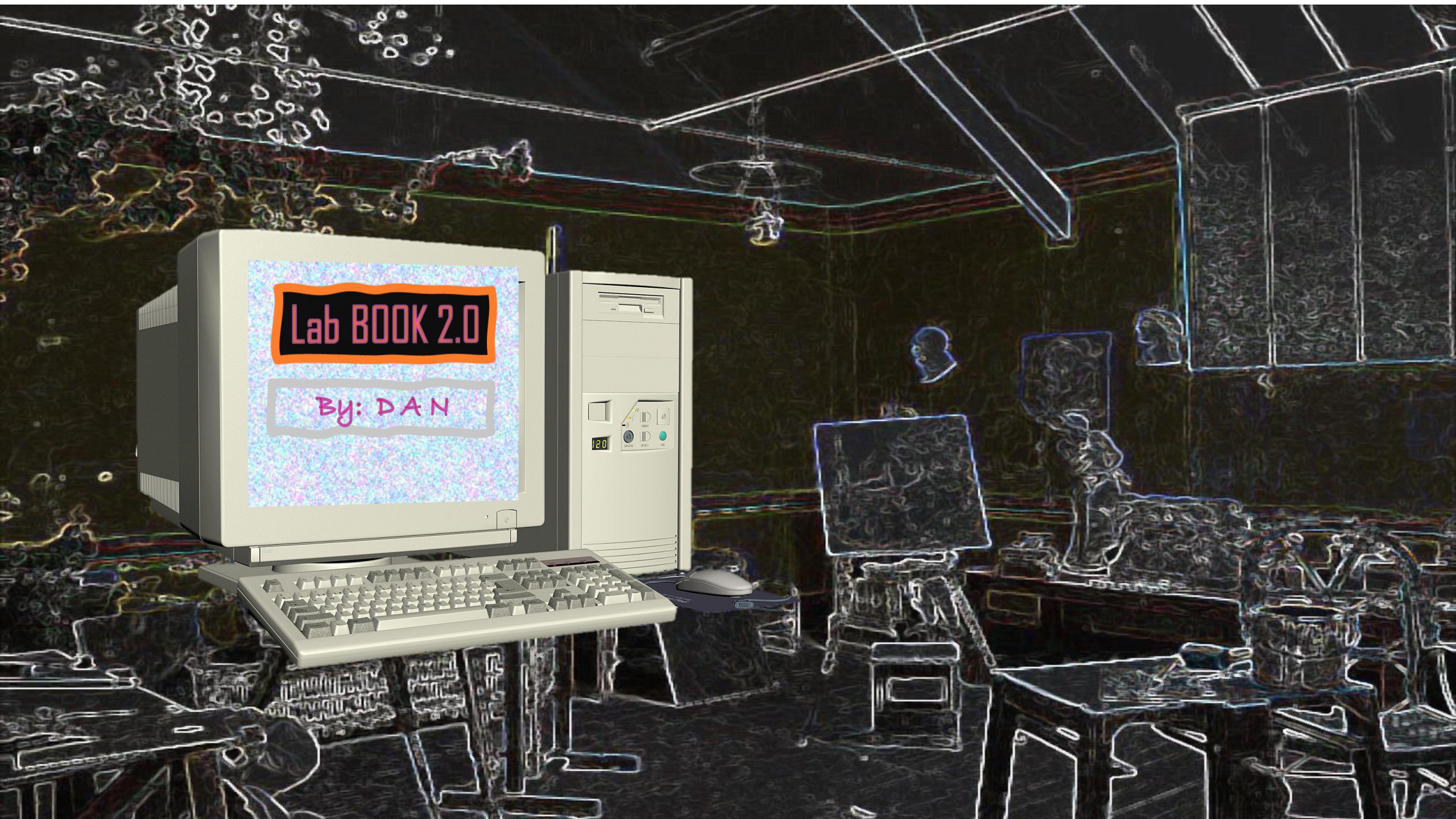


Lab BOOK 2.0

By: DAN



Problem ☹️

BIY needs to recruit talented high school students to join our Advanced Builder Program



Mission 😊

11A ▶ 12

Develop a 2 minute ad that convinces 1 in 100 listeners to join the BIY Intern Program.

11A ▶ 12

Problem

BIY needs to recruit talented high school students to join our Advanced Builder Program

Mission

Design a 2 minute add that will recruit 1 in a hundred interns per year

Advanced Builder Program

Problem ☹️

The world faces catastrophes including wars, climate change and economic disasters



Advanced Builder Program

Problem

The world face a diverse catastrophe which leads to chaos and affects us all.

OUR MISSION IS...

Mission 😊

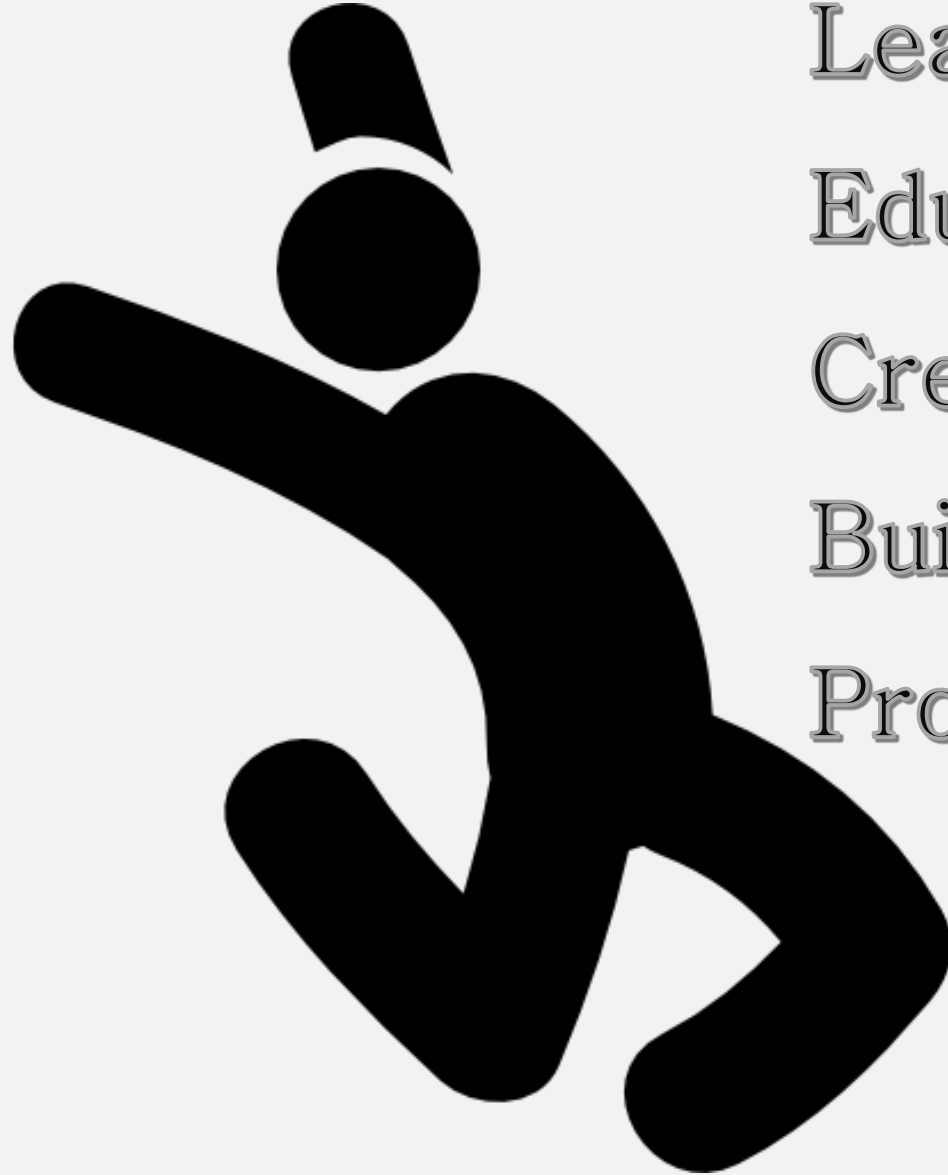
Educate the future
problem solvers of
the world to:

1) *Create art that inspires people to be socially conscious and discuss the problems.*

2) *Build inspiring websites.*

3) *Program computers and build robots to solve tough problems.*





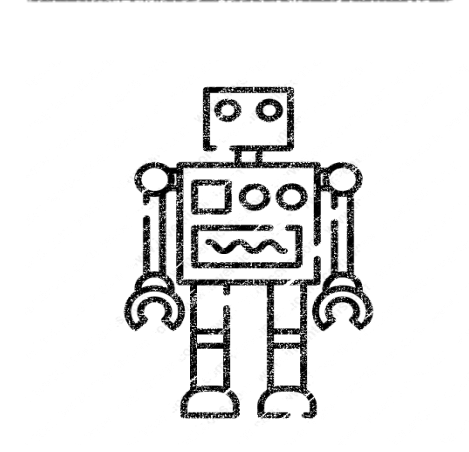
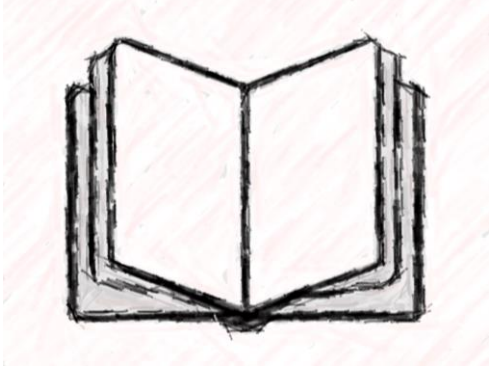
Lead

Educate

Create

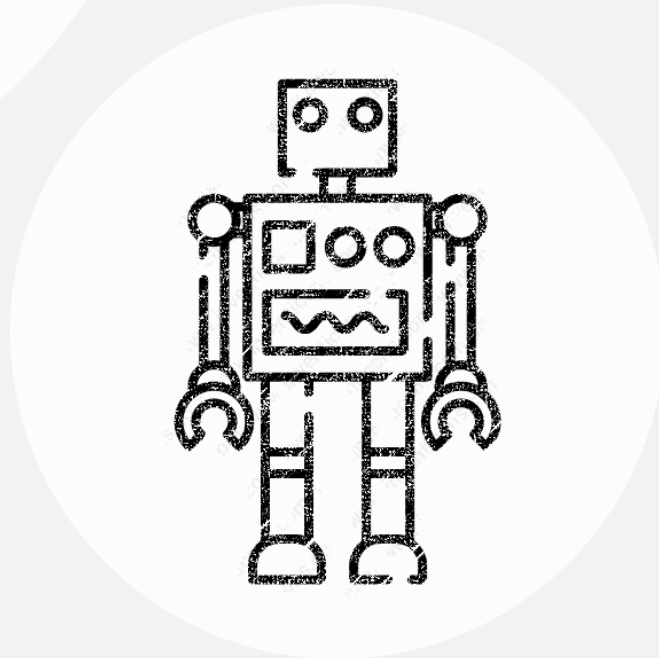
Build

Program



Target Audience:

1. Kids Ages 12 – 18
 - a. On a college track
 - b. Interest in art and engineering
 - c. Ambitious
 - d. Self motivated to learn
2. Parents who want their kids to get into the schools of their choice.
3. Business partners who may help us recruit interns

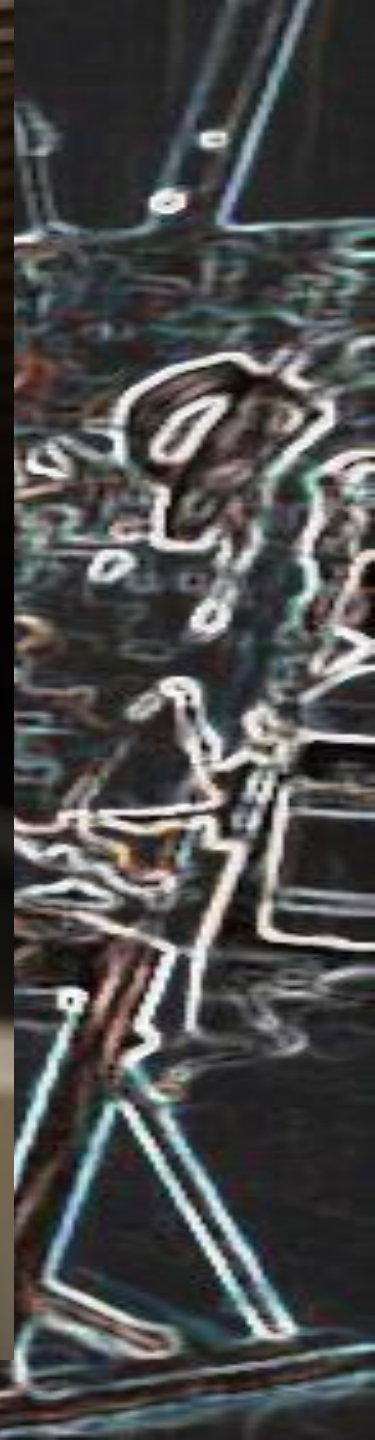


Target Audience

1. Kids Ages 12 – 18
 - A. On a college track
 - B. Interest in art and engineering
 - C. Ambitious
 - D. Self motivated to learn
2. Parents who want their kids to get into the schools of their choice.
3. Business partners who may help us recruit interns

Benefits of the Intern Program

- 1) Learn the tools necessary to develop websites.*
- 2) Collaborate and share ideas with builders from around the world.*
- 3) Experience using Zoom, a professional online collaboration tool.*
- 4) Develop a portfolio that could be used in a college application*
- 5) Learn sell your ideas.*
- 6) Get input on choosing a major.*
- 7) Improve Skills*
- 8) ALWAYS MOVING FORWARD!*



Benefits Of the Intern Program

- 1) Learn *tools* necessary to develop
- 2) *Collaborate* and share ideas
- 3) Create a *portfolio*
- 4) Learn to *sell* your ideas
- 5) Get input on choosing a *major*
- 6) Improve *Skills*
- 7) ALWAYS MOVE *FORWARD*

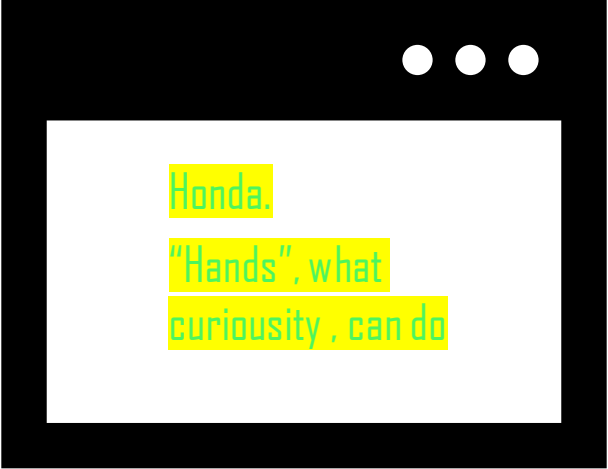
Inspiration



Honda Accord Ad



Volkswagen, Eyes
on the road



Honda.
"Hands", what
curiosity, can do

Brainstorming for the storyboard

First box

-((Here's where you got the one and only opportunity to make your target audience interested in what you're selling.))

-Many ways to start:

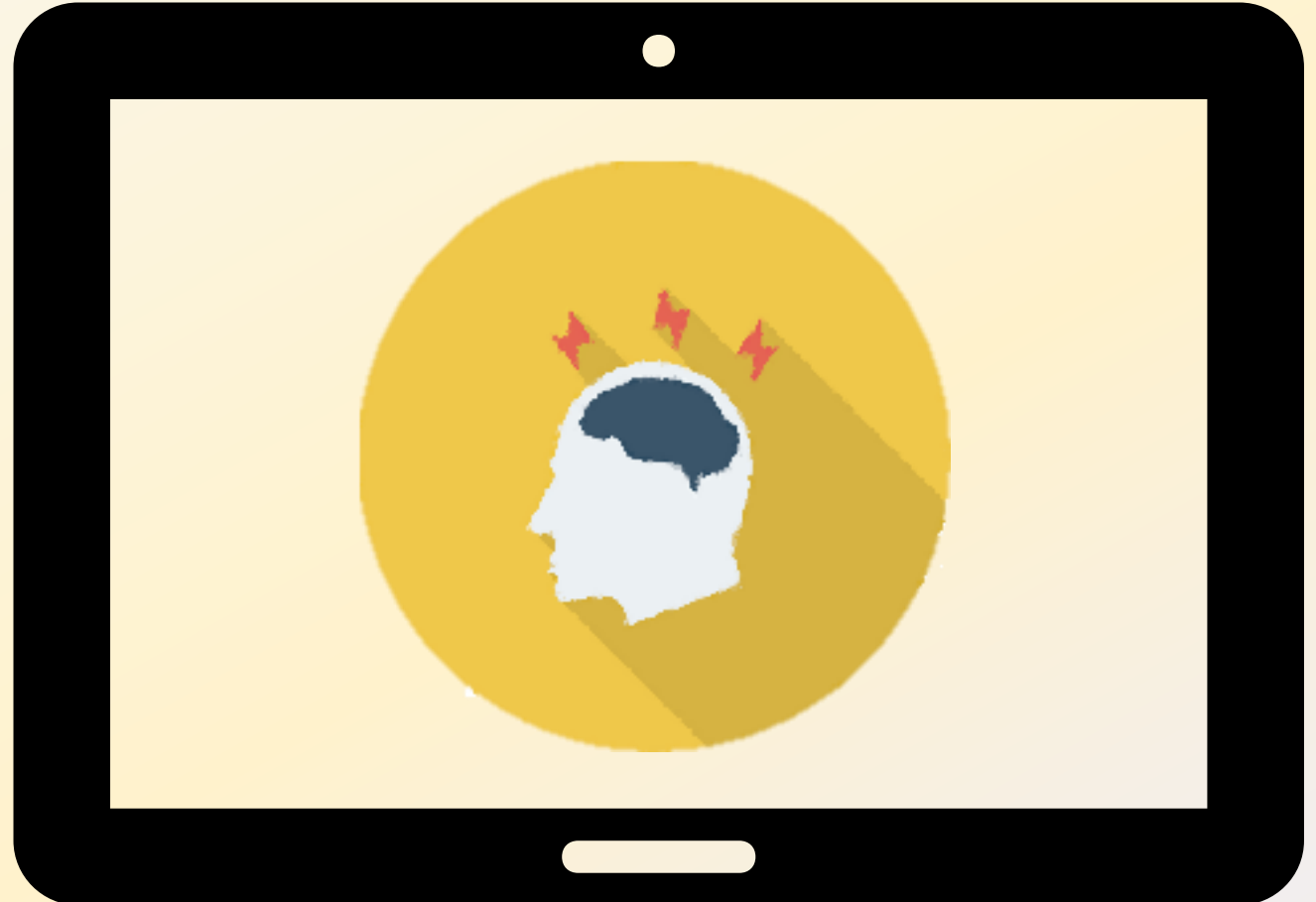
- A. *With an ingenious kind of joke.* Try to add humor that's related to what you plan to sell, just to show that friendly face that promises you good things if you stay to watch the add.
- B. *Putting the problem immediately on the table.* **But** the "Con" to this is that I personally think that society has seen enough rough things and conflicts that maybe that could only make them "block" their minds immediately.
- C. The *"You want this? We have it"* kind of start.
- D. *The start that may motivate the audience,* that first message that could make the target think of BIY as a way of self improvement, a way to achieve goals, the education of the future.



Brainstorming for the storyboard

Possible “Pain points”

1. Not finding passion in those areas where you are interested in.
2. Not knowing where to get skills in order to improve and have a fructiferous future.
3. The catastrophic situation in which we are living nowadays.
4. Afraid of showing what we are good at.
5. I’ve realized that people has been comparing way more to each other lately, thing that only makes the self-esteem decrease.
6. Personal pain points)))



Brainstorming for the storyboard

Best solution?

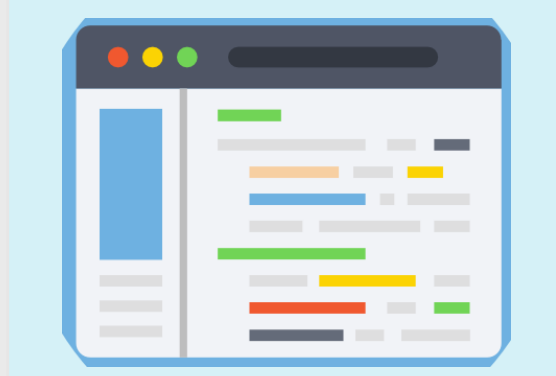
-Introduce BIY as a platform where is possible to find self-improvement as well as develop and strengthen your learning skills and abilities.



“Inspiring ads are like a breath of fresh air. They appeal to your sense of empathy, wonder and hope, and get behind positive issues that matter most in our world.” (StudioBinder, 2019)

Have you ever thought about your...capacity?

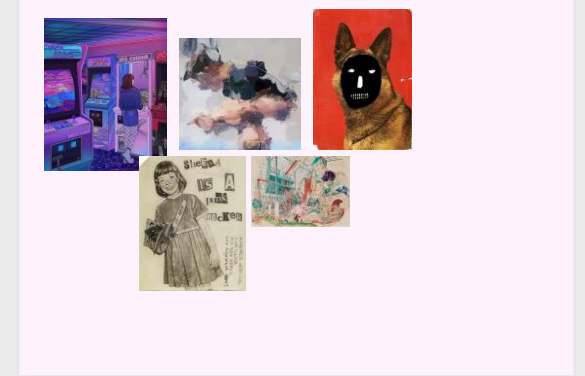
3 seconds



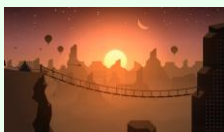
Clip were we show a “tour” through all of our websites

That you can go further than you think?

3 seconds



Here we could start making a collage with our drawings until we fill the space.



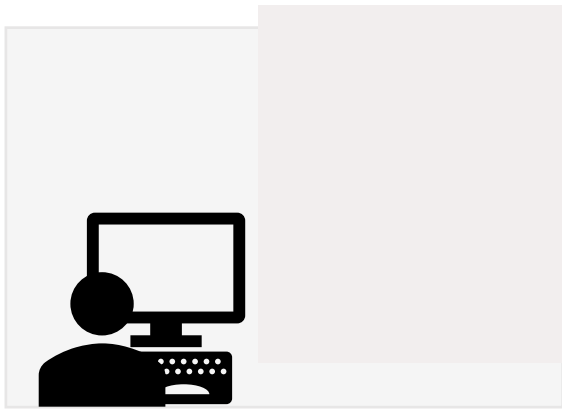
*This.
Is the education of the future.*

3 seconds

*BIY
Intern Program*

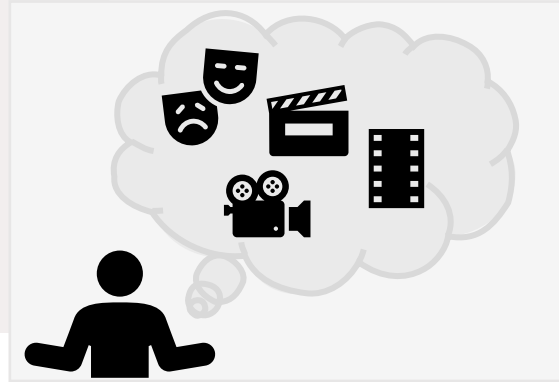
3 seconds

*Both of this parts of the ad can be filled with excitement, clips of other things we've done.
Catching transitions*



At work

- a) 5 seconds to do zoom into character's face, he is thinking and clearly doesn't look happy.



Dive into his imagination

- a) 5 seconds.

Let the audience see what this person would have liked to work at since he was a teenager. Maybe take a look at the BIY website, making him think "What if I would have joined..."

- a) Why a teen? It will be easier to reach some kind of empathy pain point with our target.



Misty Voice or friendly voice

- 5 seconds

"Have you ever thought of your capacity?"

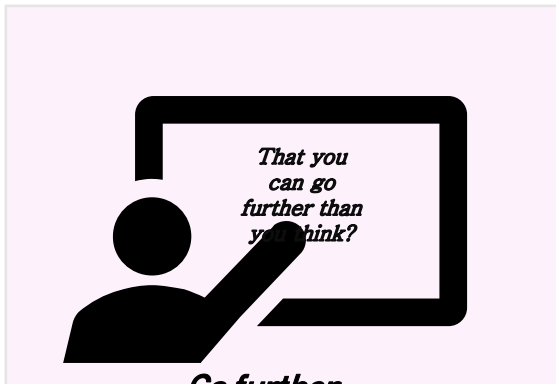
- a) We get a response of confusion from the character, he may think is his subconscious telling him things.



Flashback

- 5 seconds

Make him have a flashback were he is doing and working on what he is passionate about



Go further

- a) 5 seconds.

- b) Message makes appearance again but this time is talking to the guy through the pc screen he's working on.



Post it button

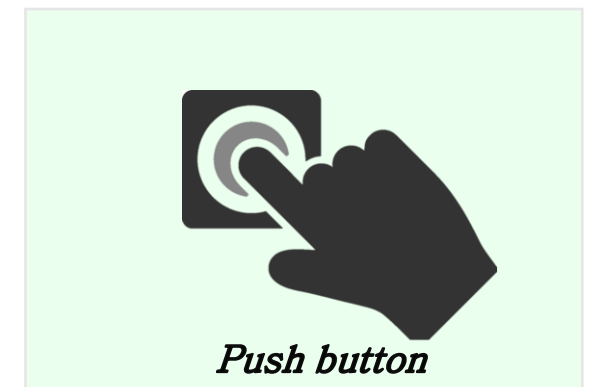
- 5 seconds

A note appears on top of the mouse.

"Give it a try.

Join the future problem solvers."

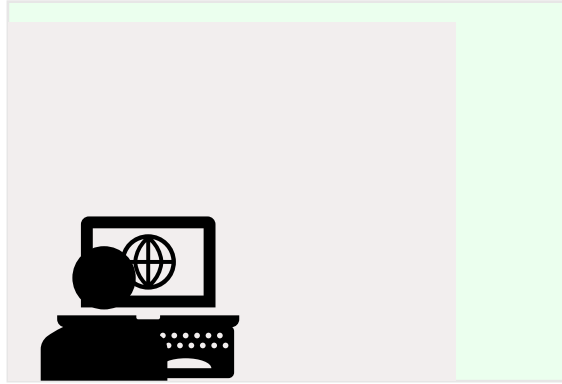
Here is were we make a kind of rewind so now he can follow his dreams



Push button

- 5 seconds

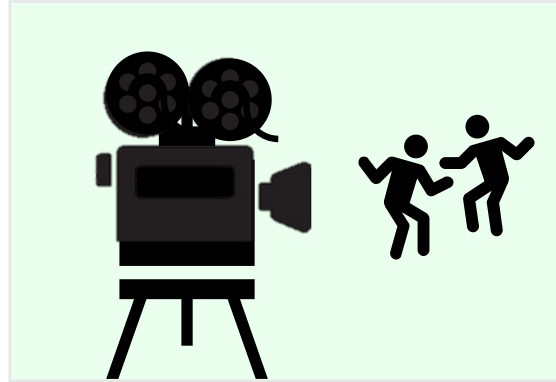
After he thinks about it, decides to push the button and get immediately to were it all could have started some years ago.



Guidance
6 seconds

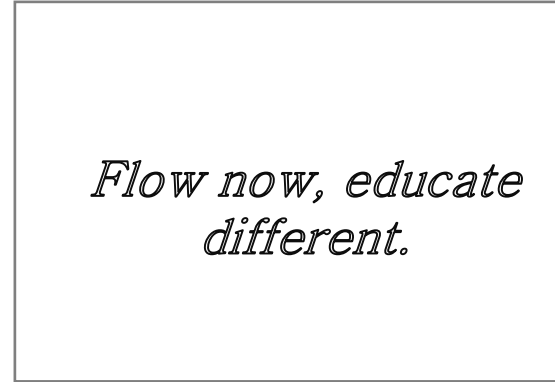
Three basics

- a) **Ordinary people choosing to be extraordinary**
- b) **If is important enough for you, you should try**
- c) **In this scene he is finishing a zoom meeting, below we write "The other path to follow after school", years after joining the program.**



Interested in BIY
6 seconds

- a) **When he closes his laptop, we now can see he's inside a kind of tent.**
- b) **Gets out and now we show where he is at, a movie set.**



3 seconds

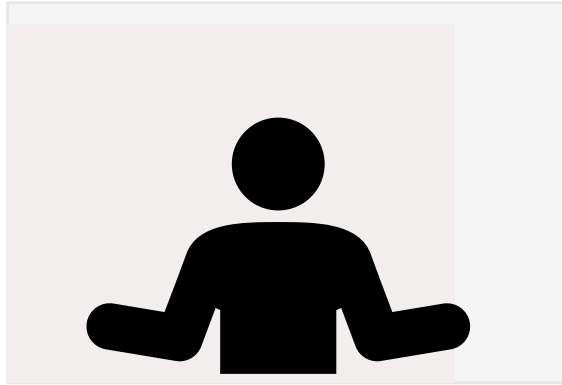


3 seconds

53 seconds

"Inspiring ads are like a breath of fresh air. They appeal to your sense of empathy, wonder and hope, and get behind positive issues that matter most in our world." (StudioBinder, 2019)

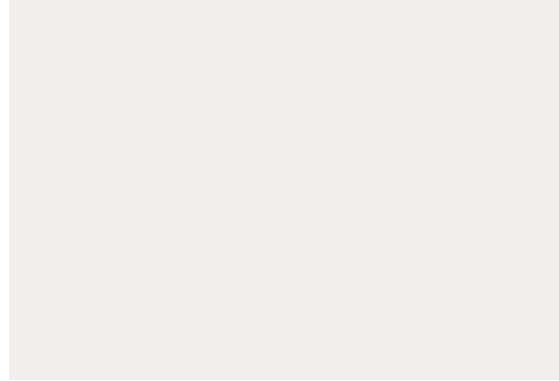
NOTES



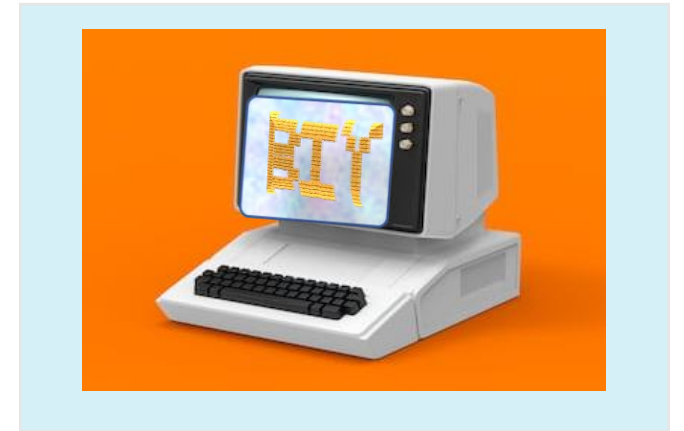
1. Watch successful TED talk presenter
 - a) This part is planned as if it was just a pencil sketch on a blank page.
 - b) Then, the presenter stops to push the button of the remote control he's holding.
 - c) Finally, the presenter is still a sketch but the background turns out to be real life.

TO ADD:

- I. What is he saying, exactly? What's the TED talk about? "How BIY can change your life or might be a tool"?
- II. Will there be a kind of "Voice" who will talk to the main character throughout the ad?
- III. Will there be any kind of music at the back?



2. Our character is in that talk and starts day dreaming.



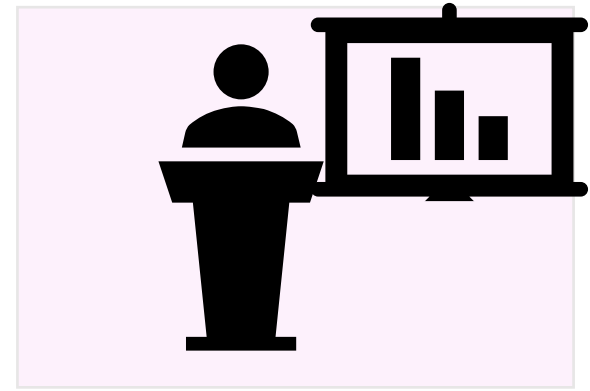
- See an ad for BiY
For this part I'm thinking...
- a) Here the only sketch might be the character
 - b) The pc content he's looking at:
 - Images of the BIY website
 - Our websites
 - Our work



Enroll in the BIY program



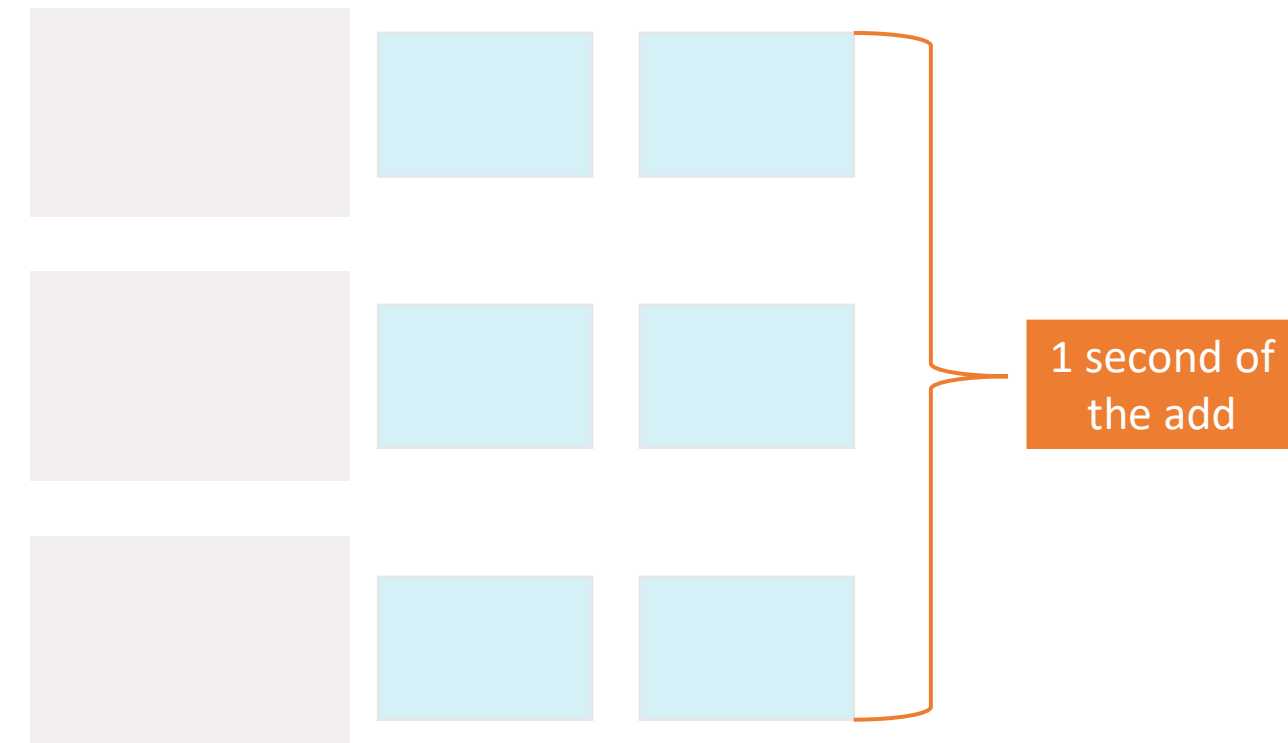
Learn practical tricks



Be the star of a TED talk.

NOTES:

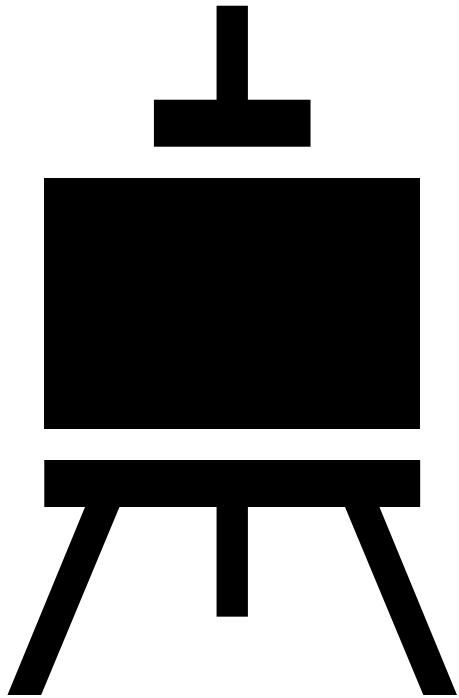
One second has three frames, each one of them with two exact copies in order for the actions of the character to be a little more fluid and to let the audience be capable of noticing the change of the expressions.



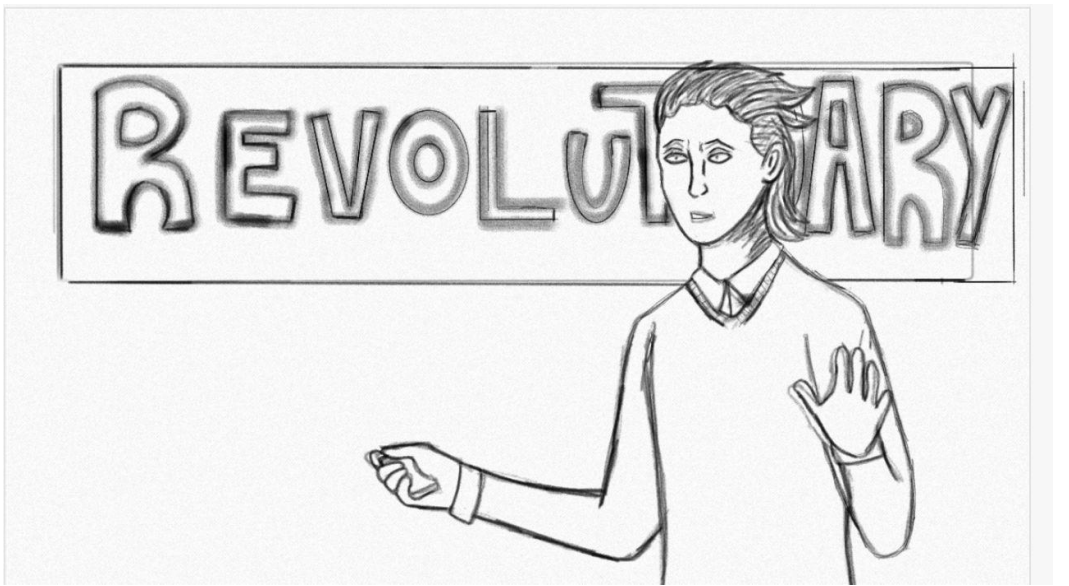
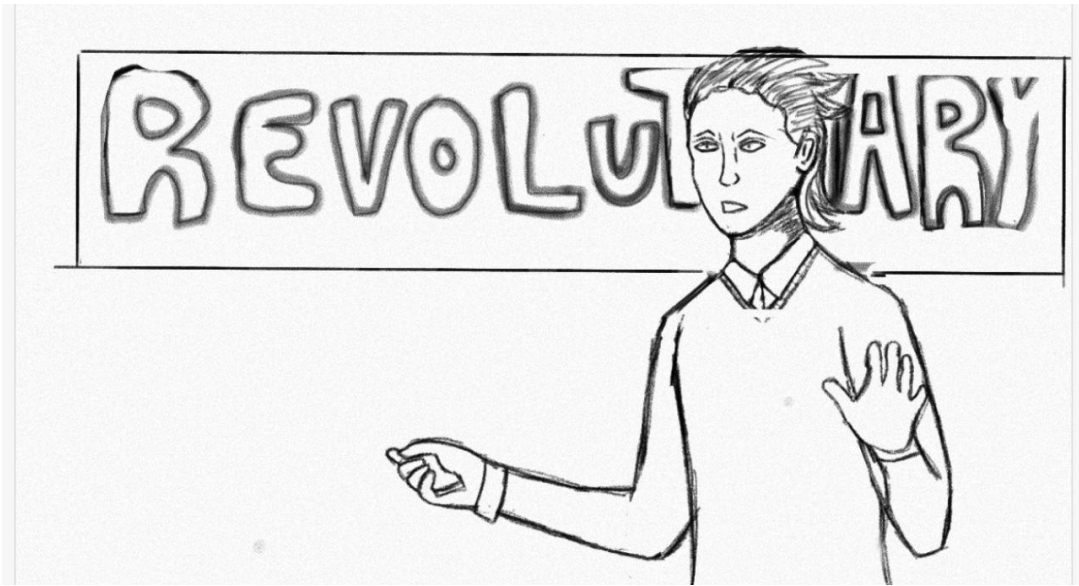
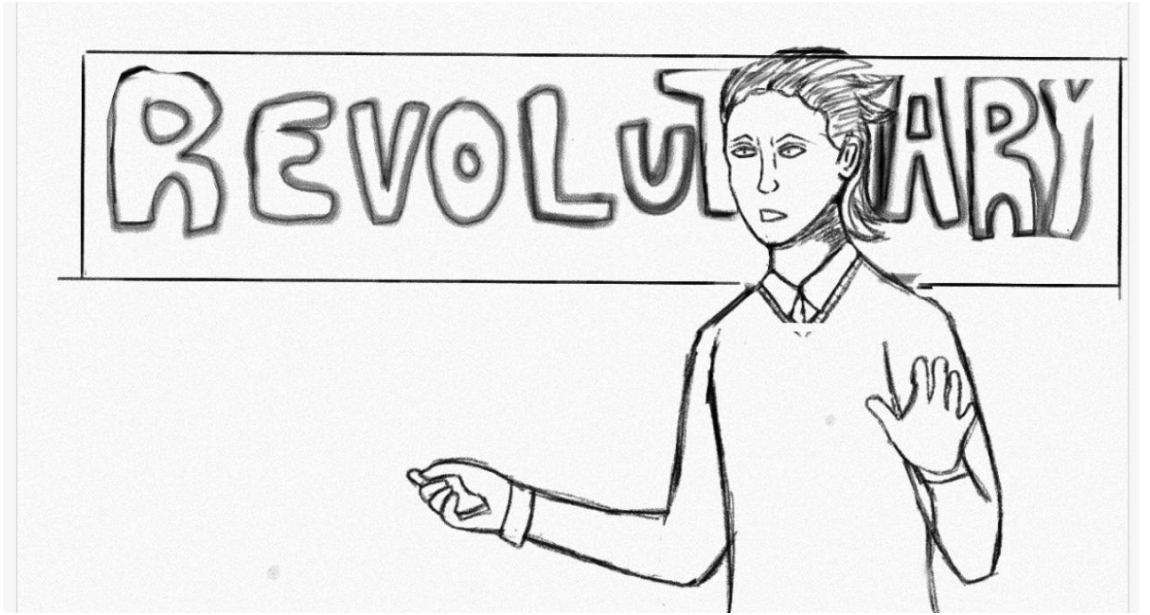
-Every frame can be saved in a png format so it can be added to the Scratch project.

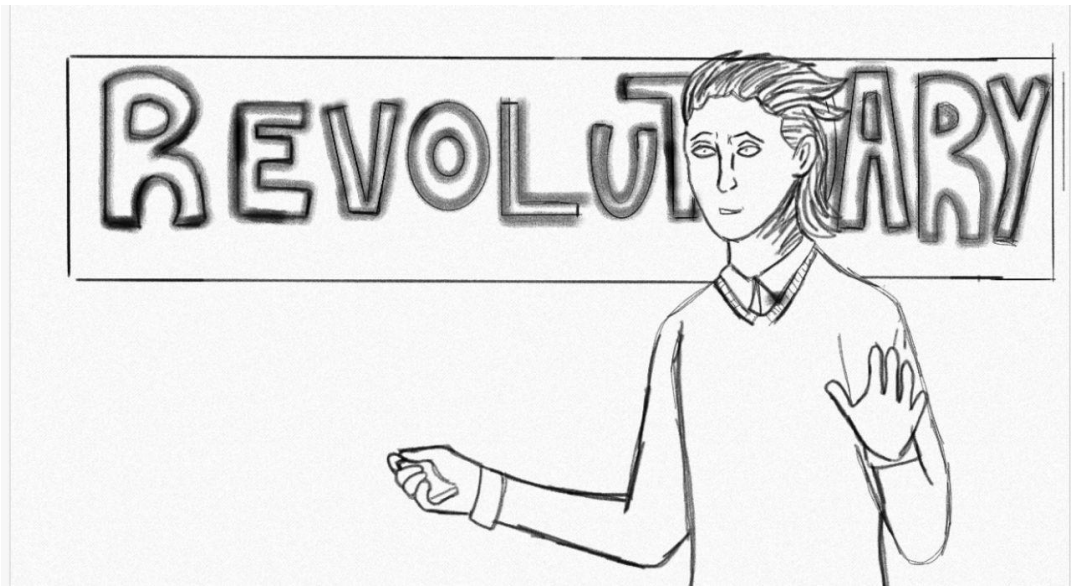
-The mouth will not move that much so it can match any word

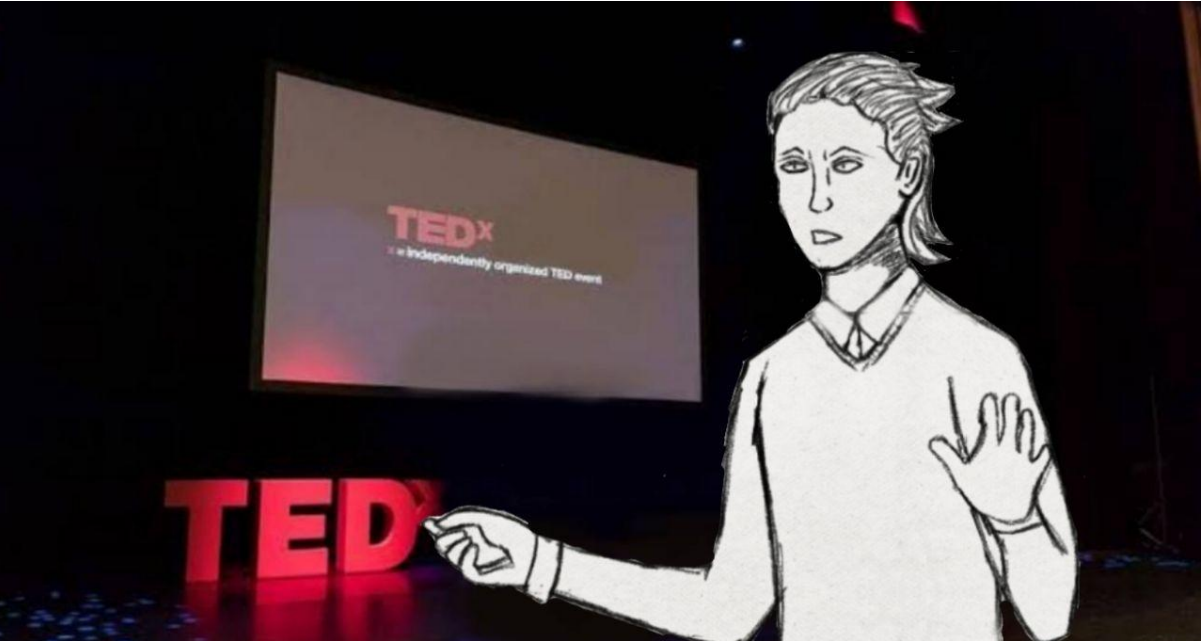
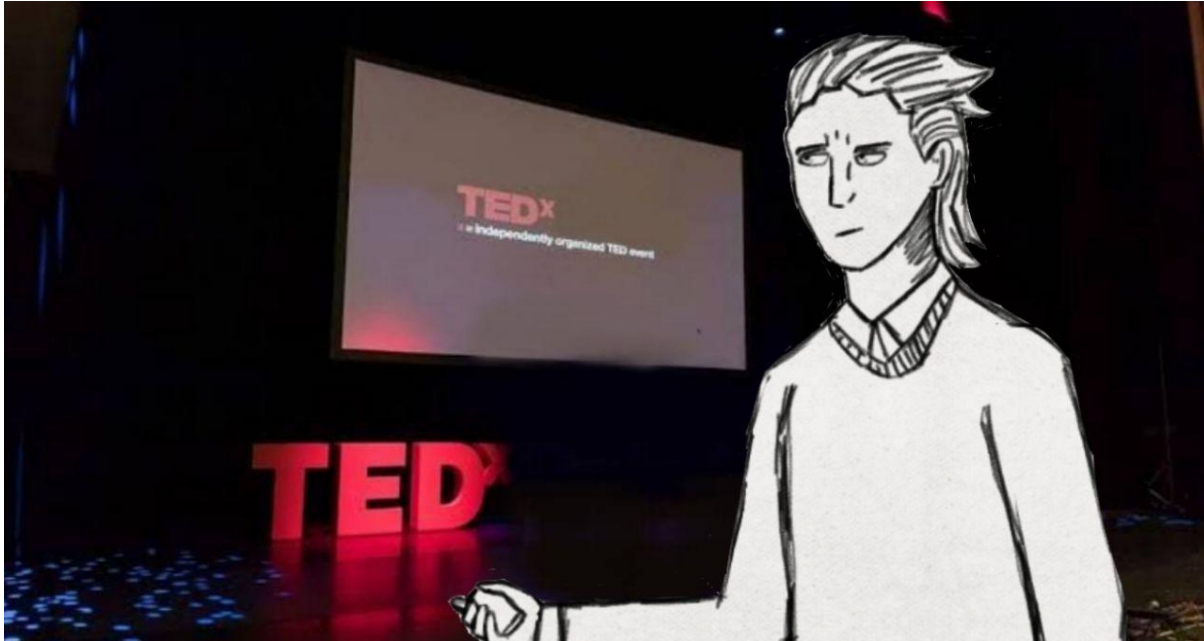
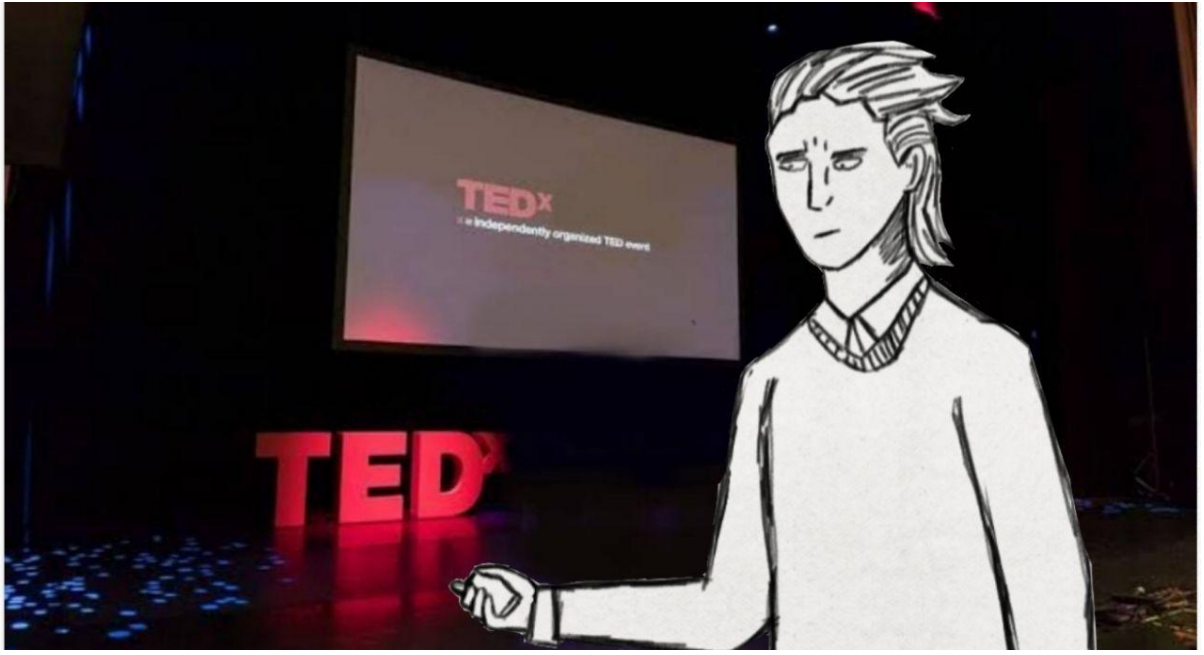
Tasks and assignments

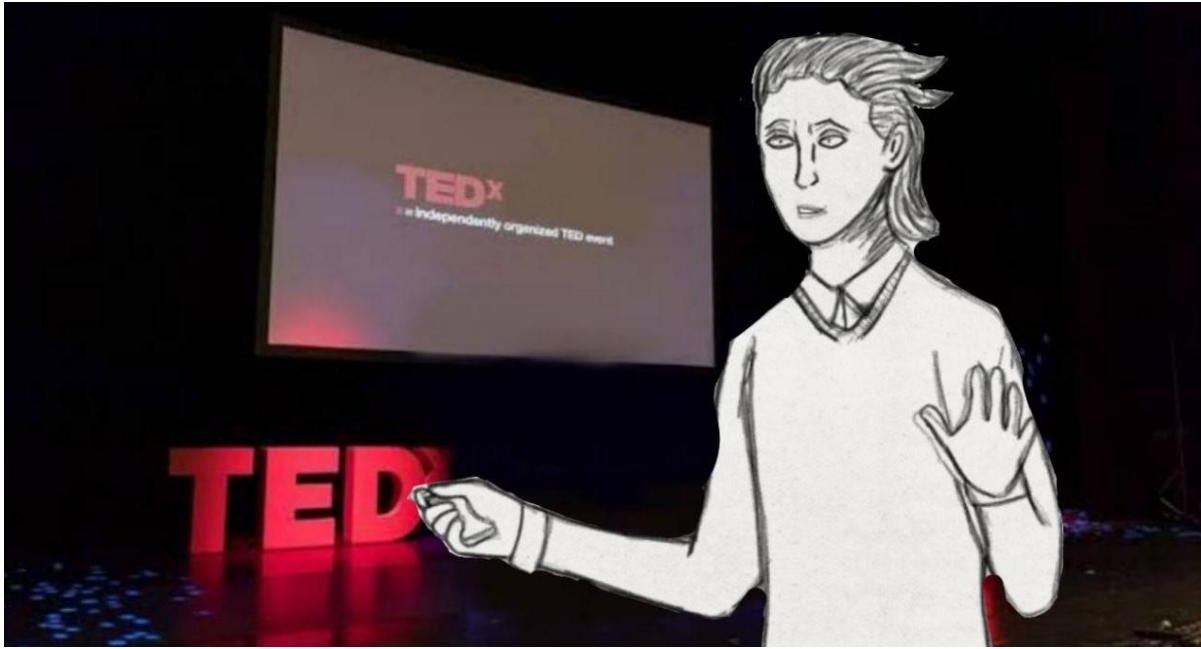


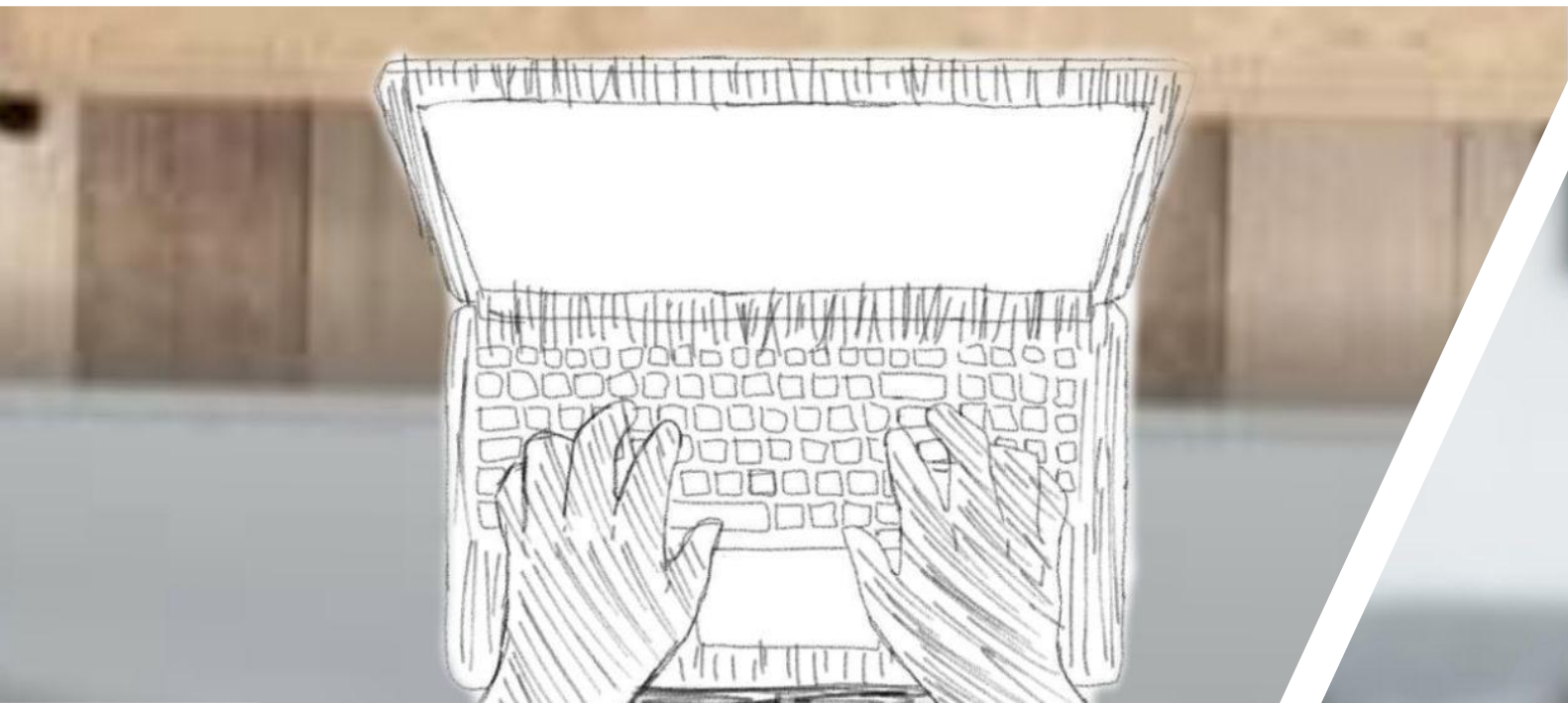
- Write and fine tune dialog Steven
- Collect graphics and pictures Dan
- Create audio track Clayton
- Program Johnny

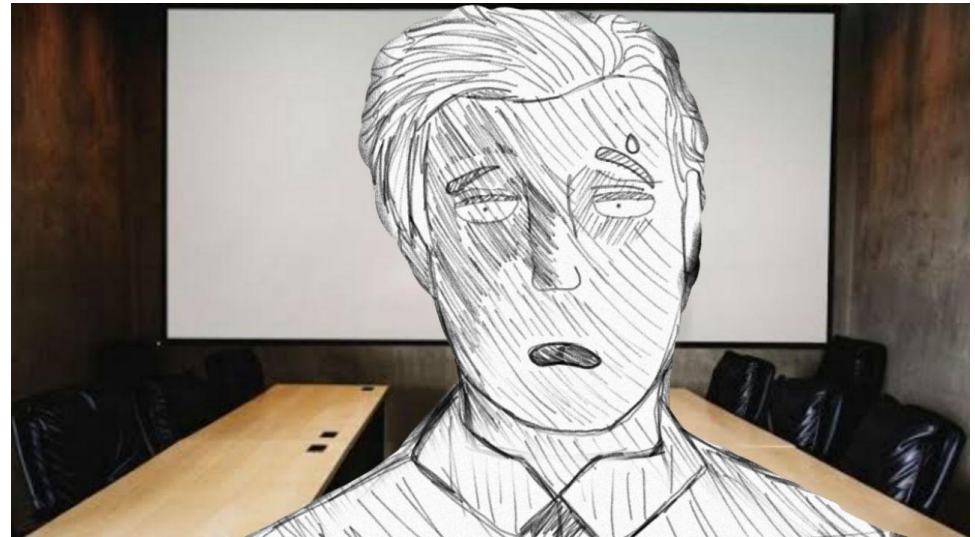
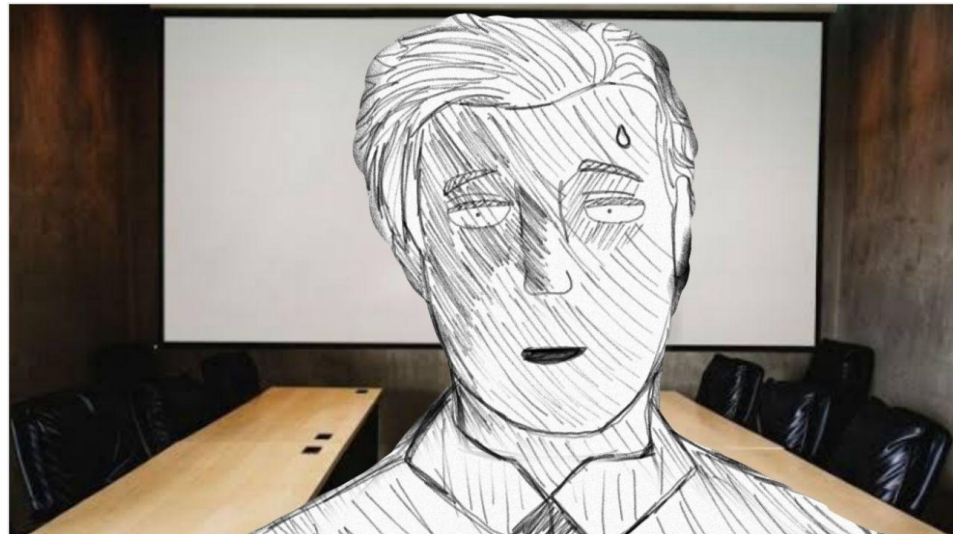
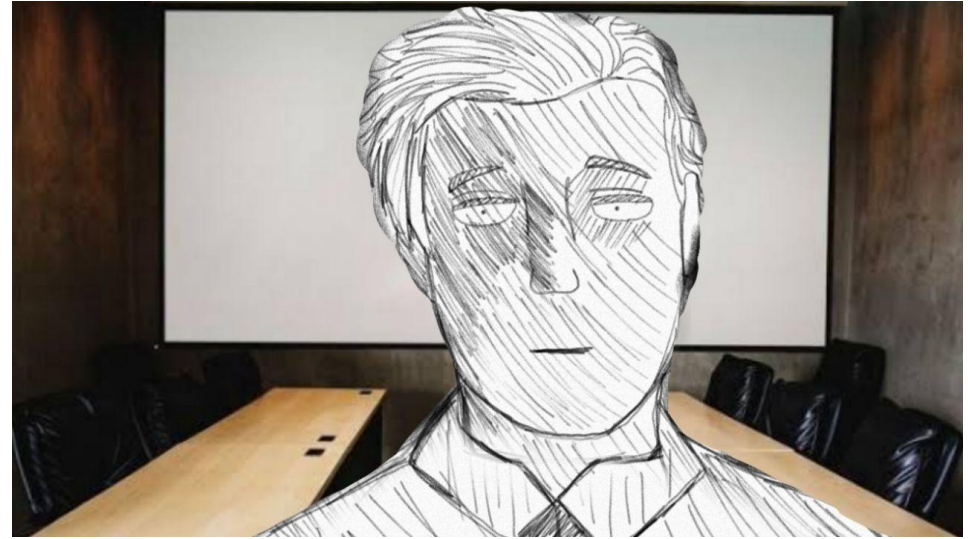


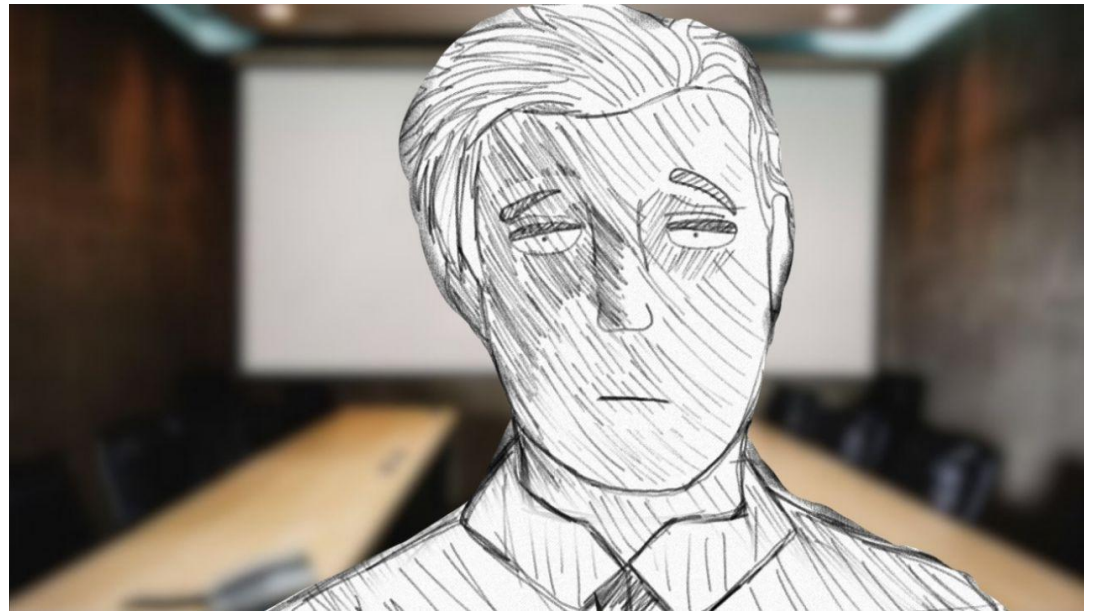
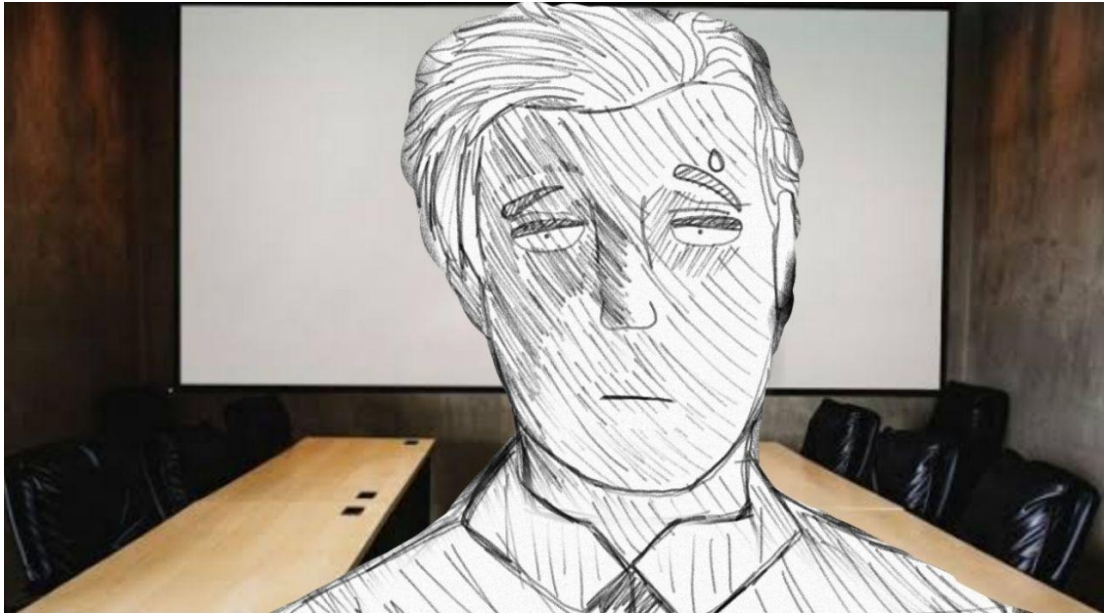


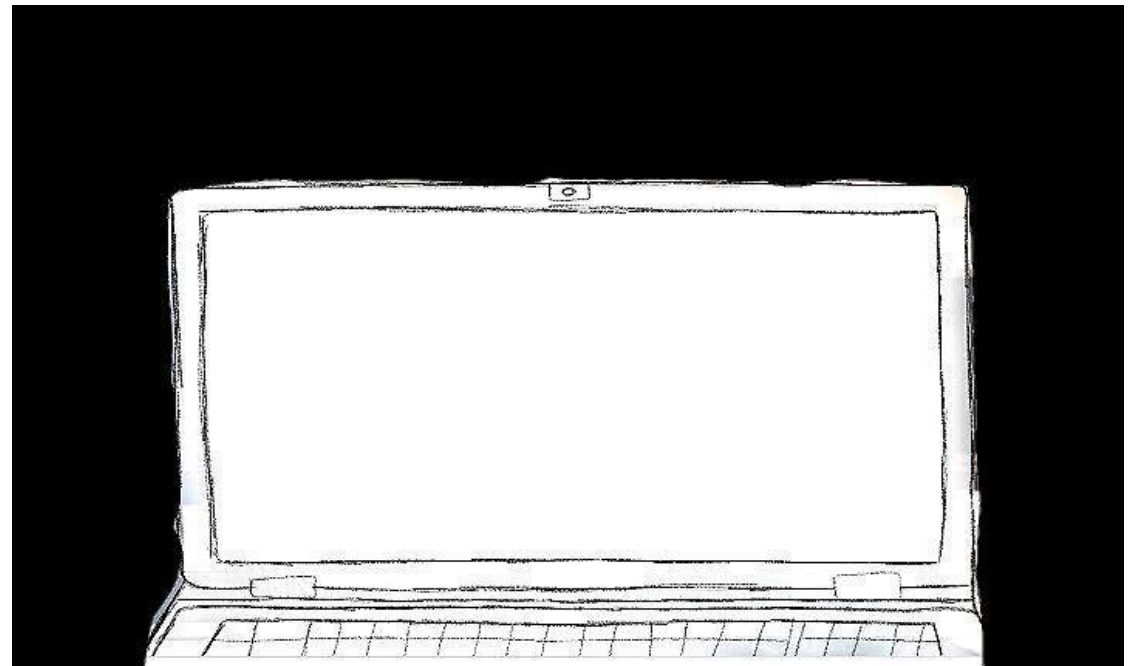
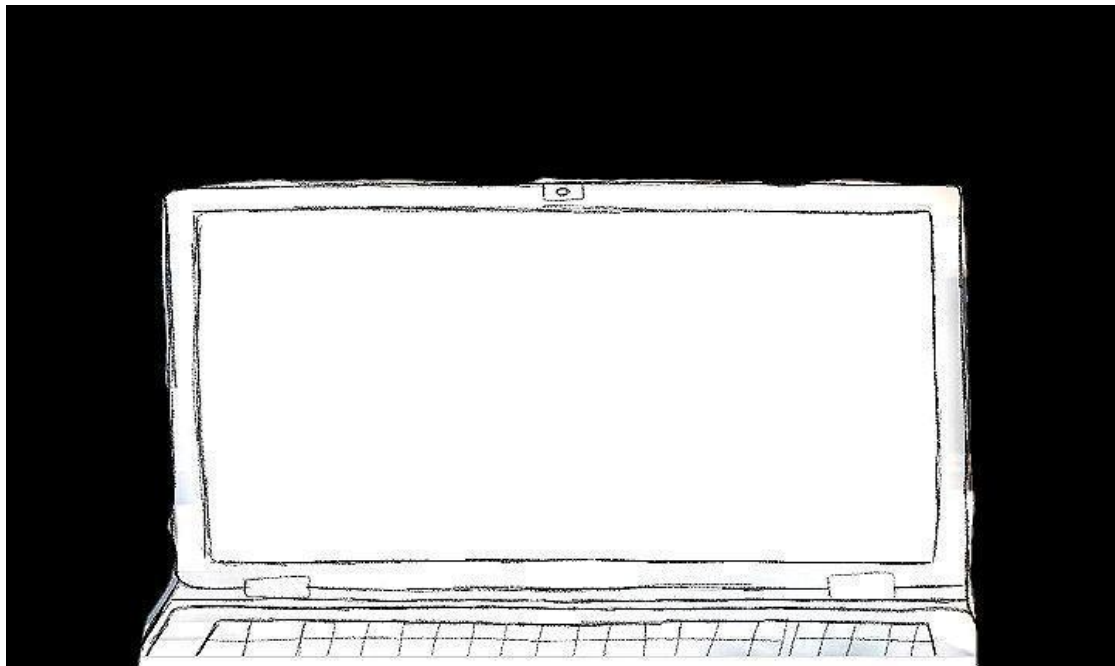
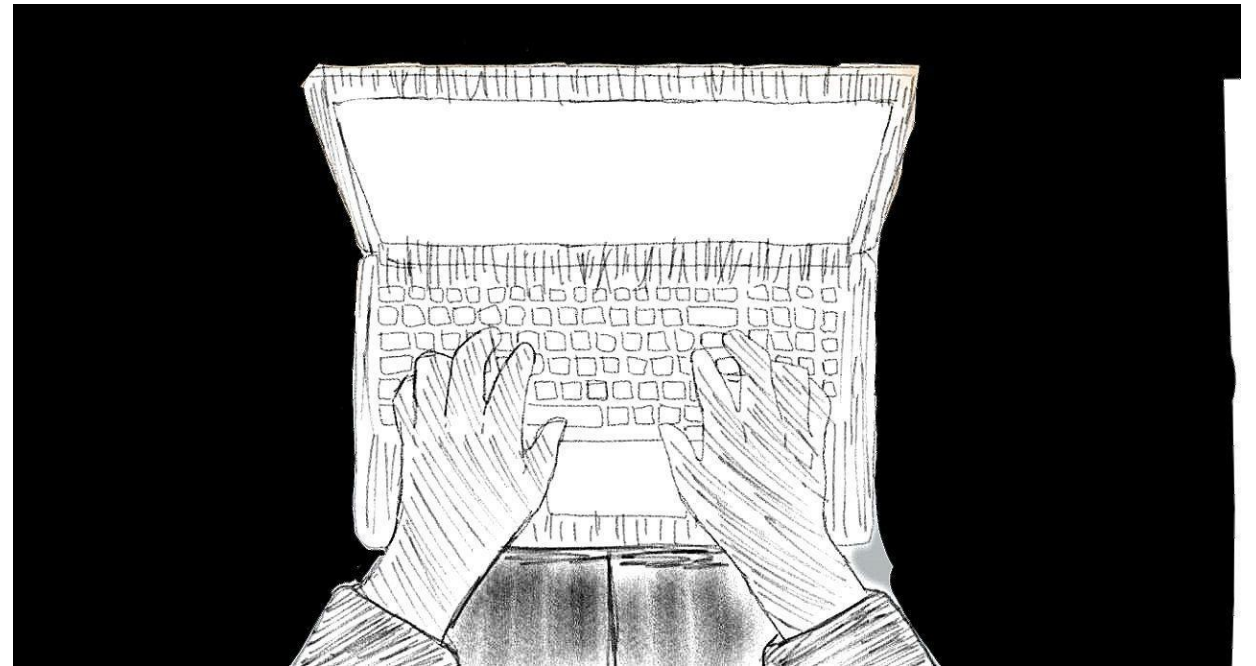
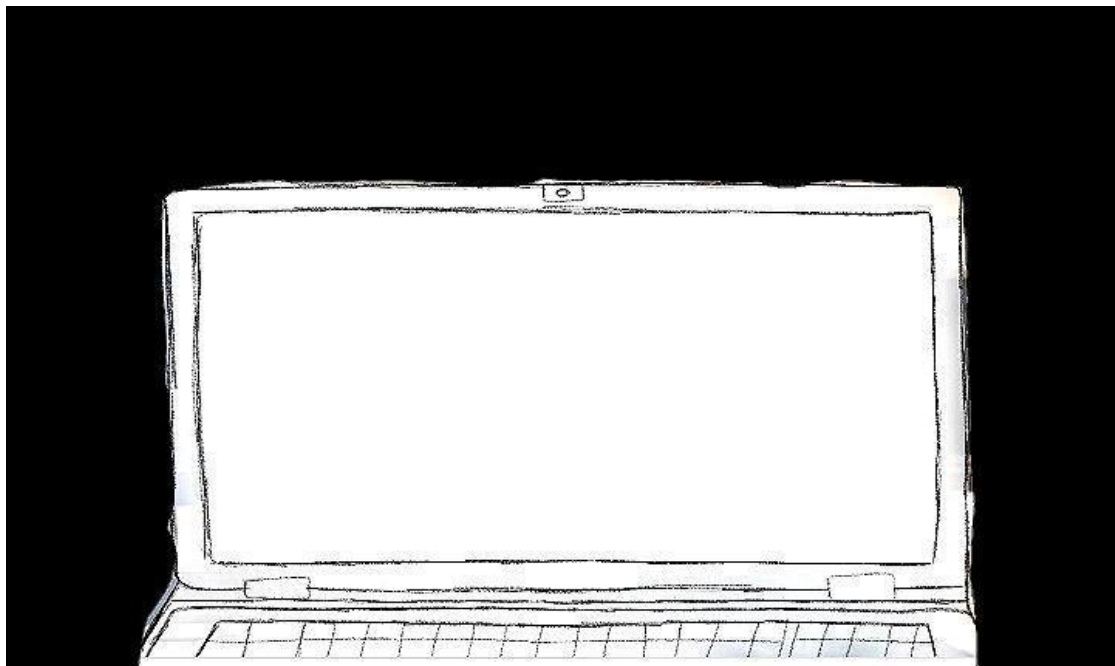










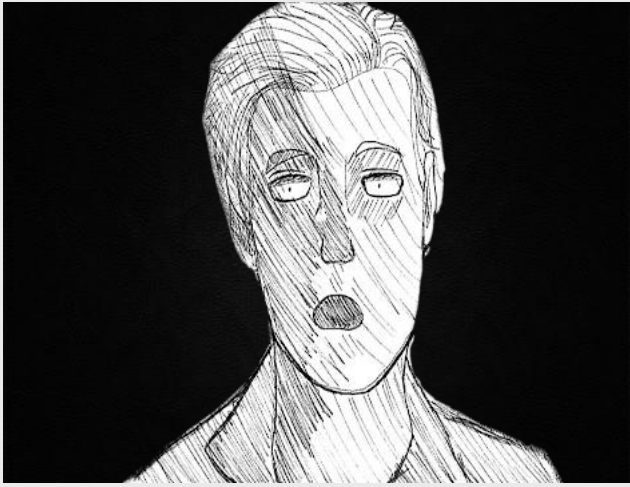


Transitioning to the real world



“And that’s how I got here...”

“You can achieve your goals if you have the skill and determination”



“Wow, I wish I was as successful as him one day.”



“What should I do?”



Working on proposal for potential business partners



“



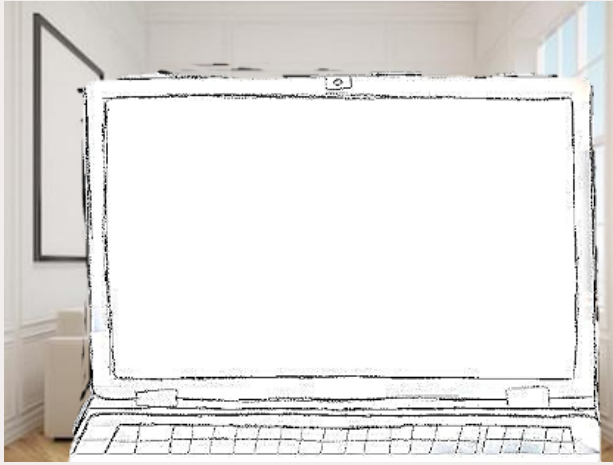
Project is rough around the edges



Disappointed because of the rejection.



You know what? I got this.

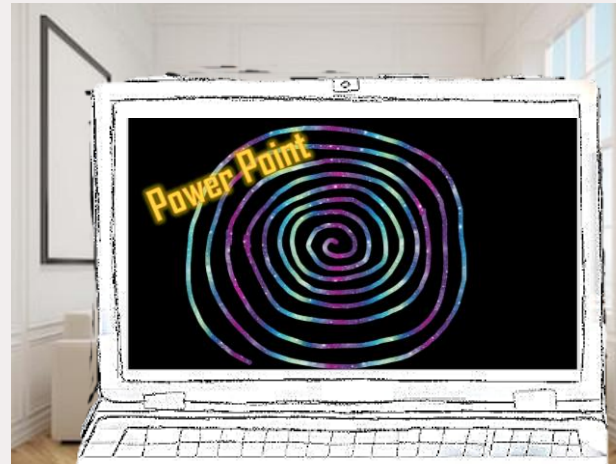
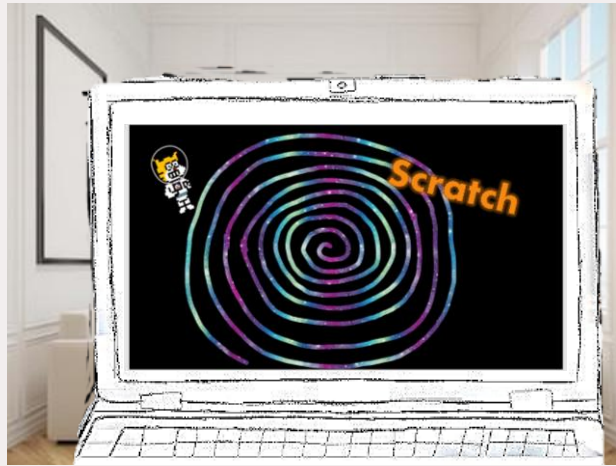
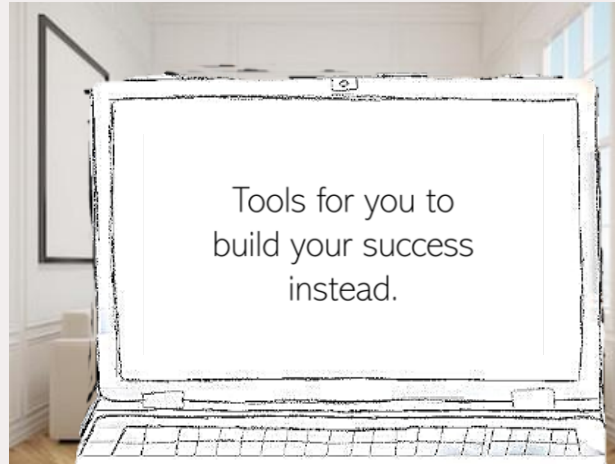


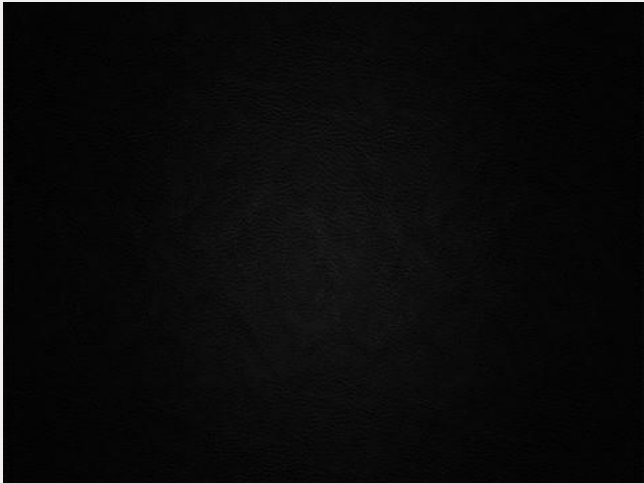
Surfing the internet



Finding BIY page







OUR measures of success:

- a) Comparison with other ads
- b) Own evaluation. What we did pretty well, in what can we get better.

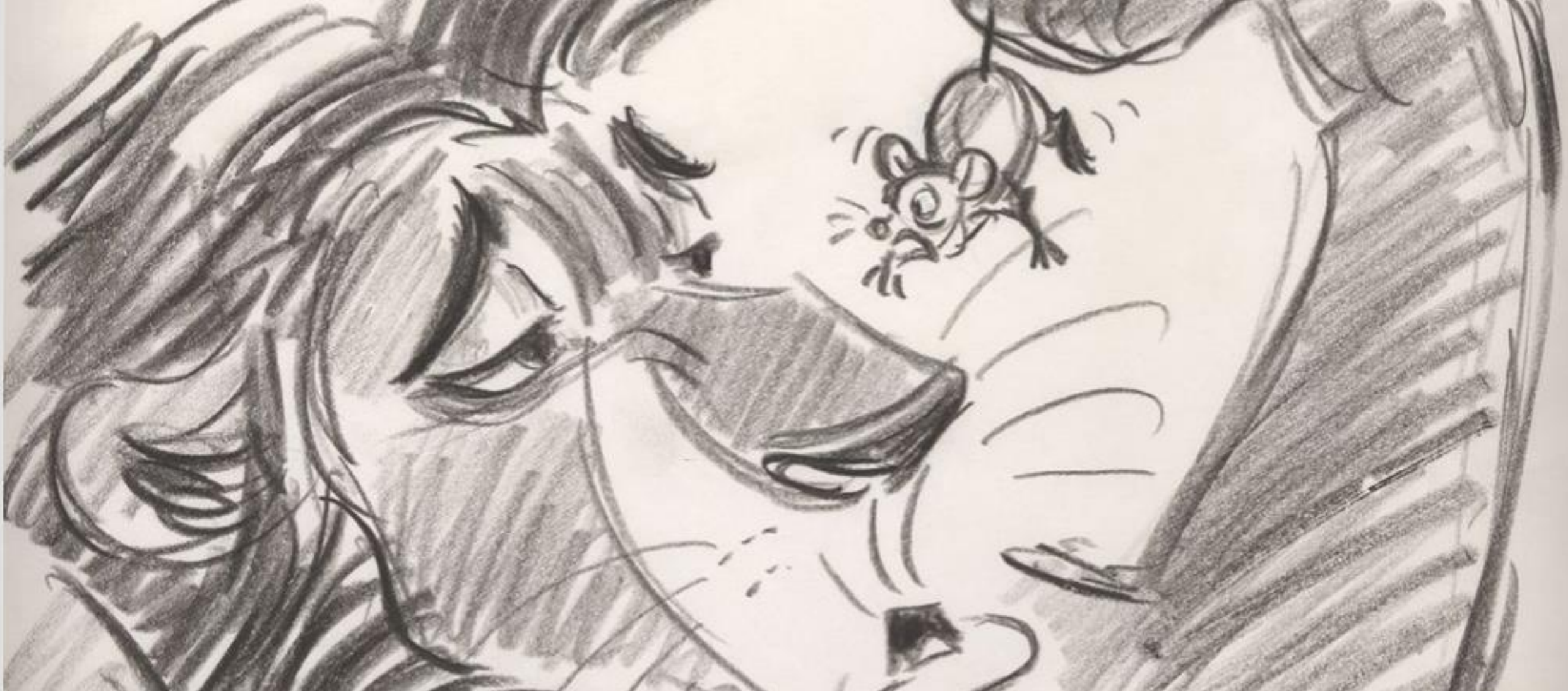
Other important companies measures of success:

- a) People's deep confidence in their judgments and abilities is often at odds with reality.
- b) The availability heuristic is a strategy we use to assess the cause or probability of an event on the basis of how readily similar examples come to mind—that is, how “available” they are to us.
- c) Considering cause and effect

Click-through rate for search ads:

1.91%





The logic behind storyboards...

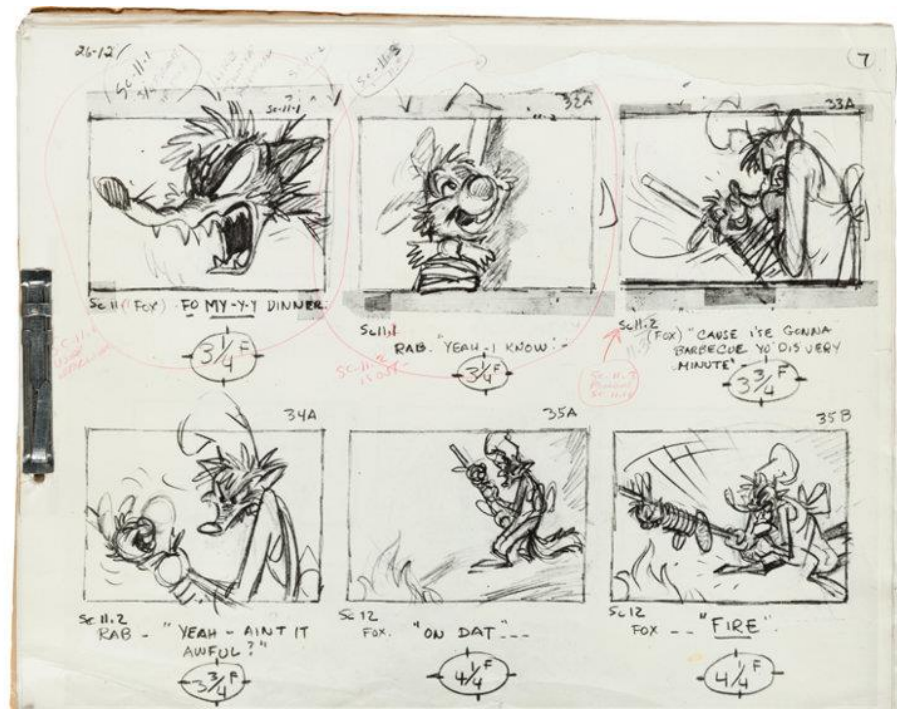


5.1



What are they, exactly?

- Series of sketches that will map out your story and allow those in charge of the graphics to visualize the sequence of the plot.
- They exclusively depict the key storytelling moments.



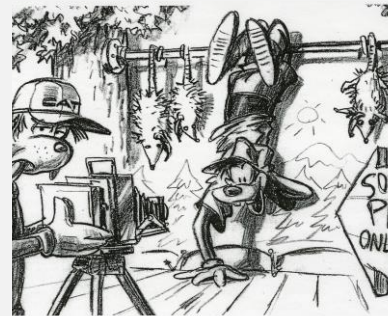
Why making one?



Basic for story development. It will help you visualize how the project you're working on might turn out.



Get a logic plot sequence.



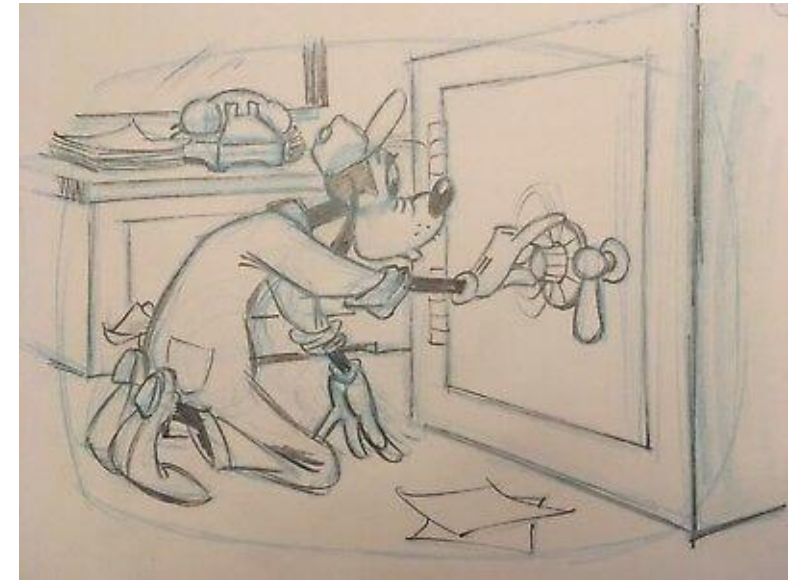
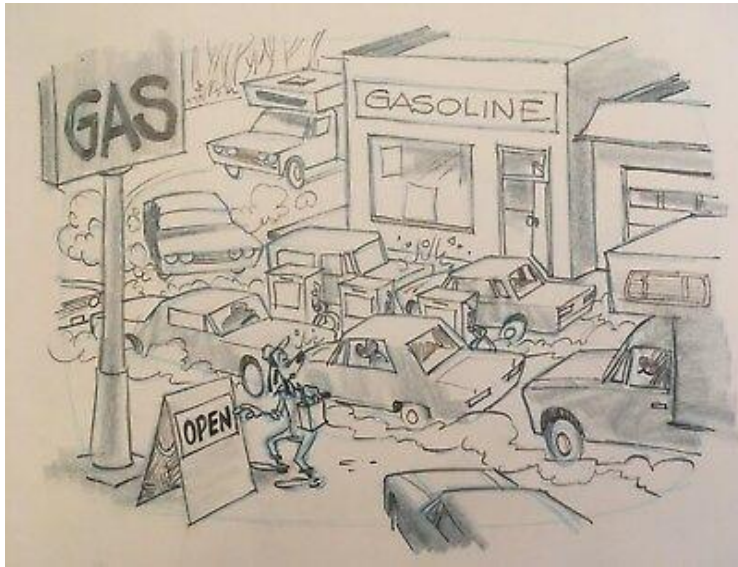
Determine if there are any inconsistencies or significant "Plotholes" with the story that's going to be told.

How to create one?

1. Decide the main concept, idea or story to be told. It doesn't have to be particularly long or detailed.

2. Choose the most important moments, concepts or elements of the story.

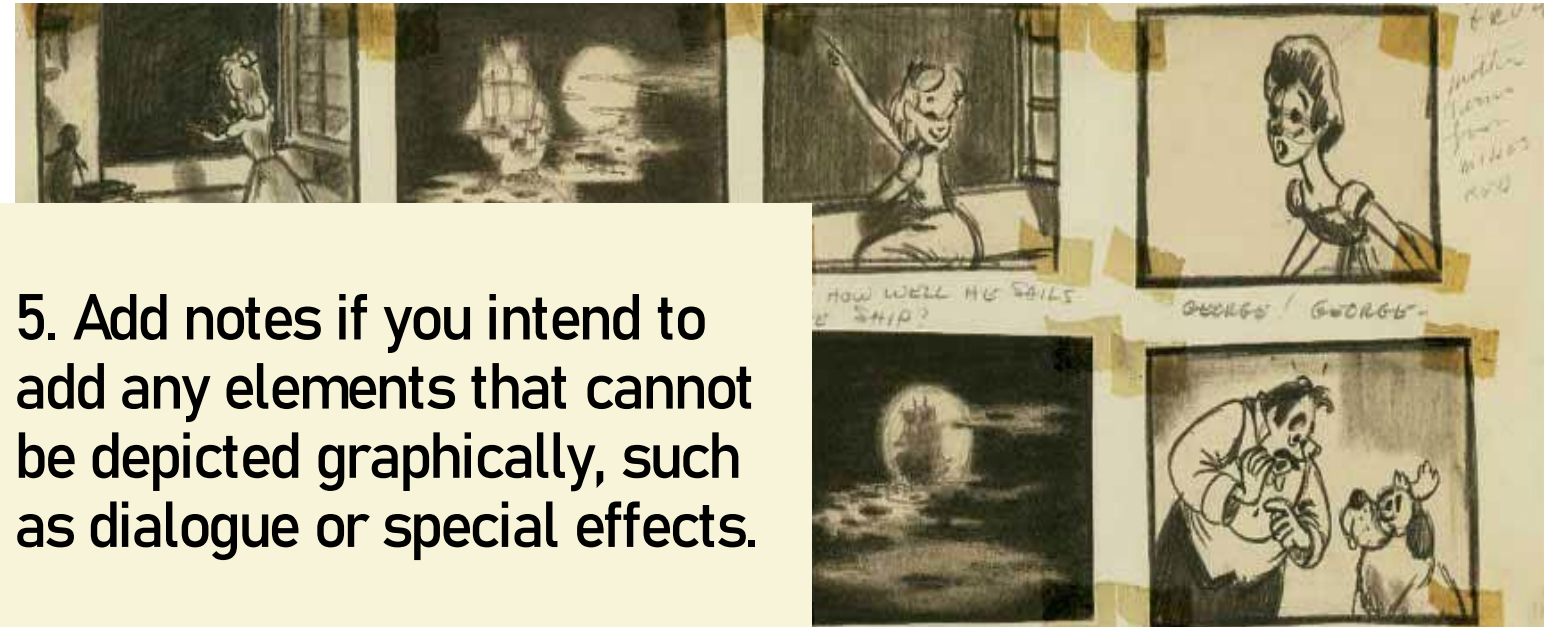
3. Remember that the storyboard will act as guide and organizational tool, there's no need for the sketches to be perfect or describe every single detail.



Doubt: Could comics be considered as way more detailed storyboards?

4. Sketches may be done separately so it is possible for you to rearrange details if necessary.
Remember using tape instead of glue.

5. Add notes if you intend to add any elements that cannot be depicted graphically, such as dialogue or special effects.





Why don't we
sell...



Tools

Hah,
not
these
ones



Tools for you to
build your success
instead.

Web design

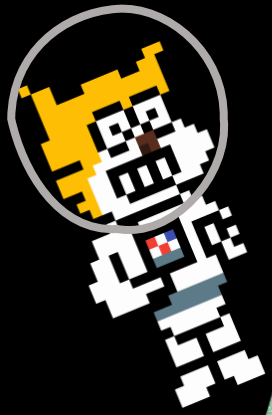


A vibrant, multi-colored spiral graphic with a glowing green text box. The spiral is composed of many concentric, slightly irregular rings, each filled with a different color from a rainbow spectrum (red, orange, yellow, green, cyan, blue, purple, magenta). The colors transition smoothly from one to the next. The spiral starts from a small center and expands outwards. A black rectangular box is overlaid on the left side of the spiral, containing the text "Web design" in a bright green, glowing, sans-serif font. The background is solid black.

Web design



Web design



Scratch



Scratch



Scratch

Power Point



Power Point

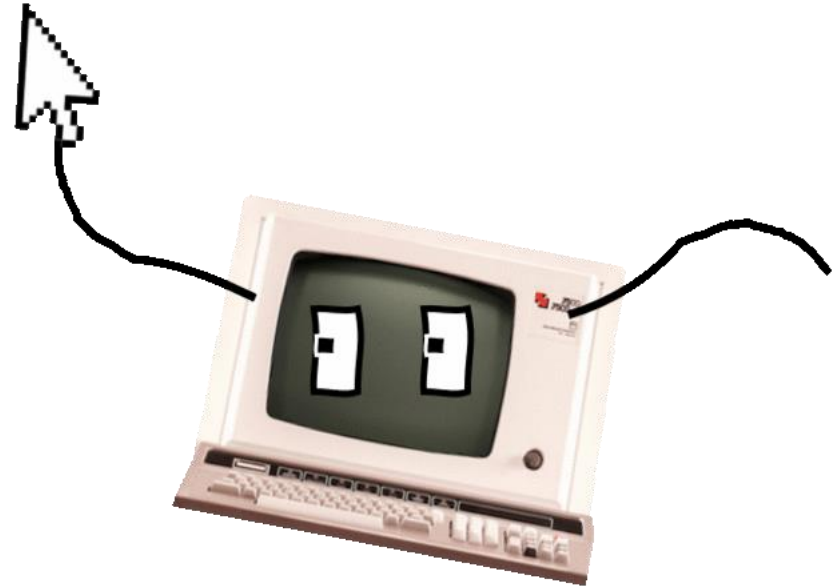




Power Point

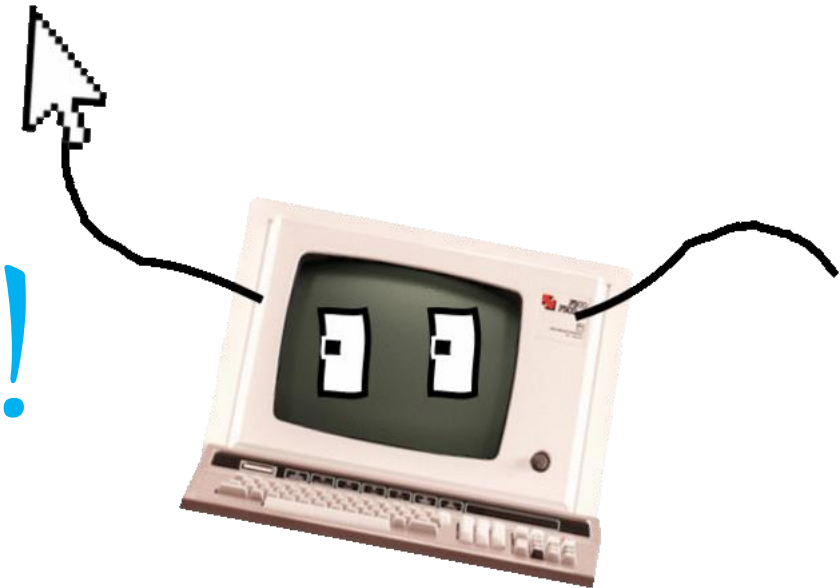
A new way of
learning?

We got it!



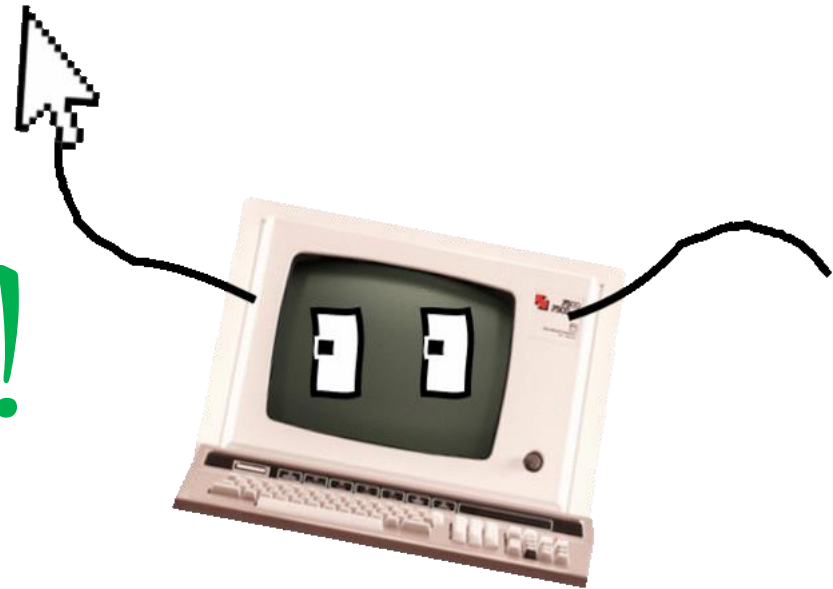
Teamwork and
improving your
skills?

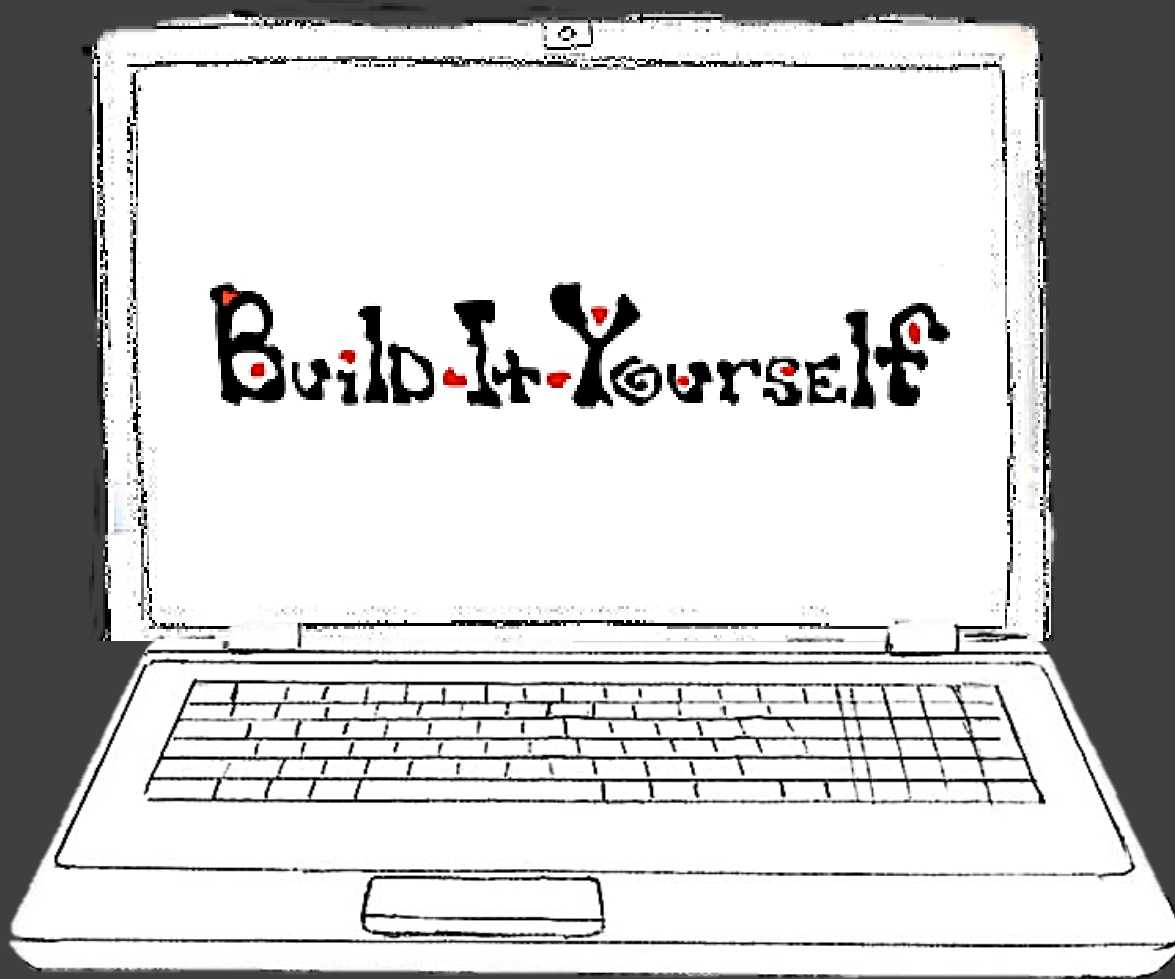
We got it!



Interested in
always moving
forward?

We got it!





Script-Steven

Graphics-Dan

Audio track-Clayton

Scratch Programming-Johnny

<Insert future projects here.>



Blocks

Costumes

Sounds

Motion

move 10 steps

turn 15 degrees

turn 15 degrees

point in direction 90

point towards mouse pointer

go to x: 0 y: 0

go to mouse pointer

glide 1 sec to x: 0 y: 0

change x by 10

set x to 10

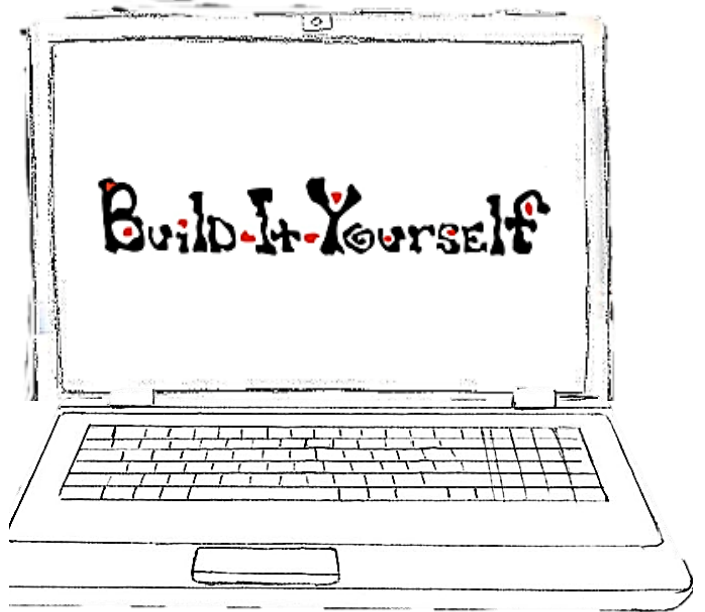
change y by 10

set y to 10

if on edge, bounce

```

when green flag clicked
  Script -> Steven
  Graphics -> Dan
  Audio Track by Clayton
  Programming -> Johnny
  
```



Sprite **sprite1** x: 0 y: 0

Show Size 100 Direction

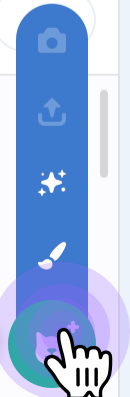


Stage

Backdrops

1

Sprite Library



Script-Steven



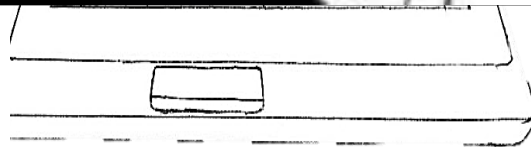
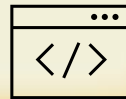
Graphics-Dan



Audio track-Clayton



Scratch Programing-Johnny



Script-Steven



Graphics-Dan



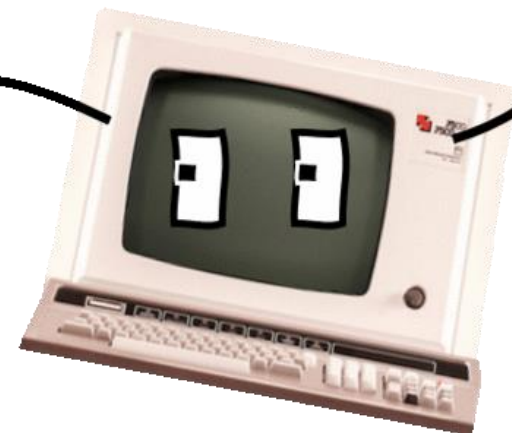
Audio track-Clayton



Scratch Programming-Johnny



Build-It-Yourself



Script-Steven

Graphics-Dan

Audio track-Clayton

Scratch Programing-Johnny

