

OERu Learners Animation
Draft voiceover 3.0 - Final for sign-off

Writer: Helen Baxter

Illustrator: Dan Mills

New Learners

Visual Story	Voiceover
<p>1.0 What?</p> <p>OERu logo appears.</p> <p>Show laptop screen with single academic cap becoming multiples.</p>	<p><i>“OERu provides world-class education to everyone – no matter where they live, or their background.</i></p>
<p>1.1</p>	<p><i>OERu provides free online courses and affordable ways to gain academic credits towards qualifications from recognised institutions.</i></p>
<p>2.0 Why?</p> <p>Show range of course titles in tag cloud http://oeru.org/courses</p> <p>Show 3 different learning scenarios phone on bus / kitchen table / couch</p>	<p><i>Are you new to higher education, or just interested in learning more about a topic?</i></p> <p><i>Study online for free from anywhere in the world. Choose from a range of high-quality, complete courses, and only pay for assessment if, and when you're ready for it.</i></p>
<p>3.0 How does it work? http://oeru.org/how-it-works/</p> <p>Show laptop + internet connection accessing OERu 'hub'</p>	<p><i>OERu courses are designed with you in mind, with flexible ways to study. All our courses are taught online for web and mobile delivery.</i></p>
<p>3.1 Open resources</p> <p>Show money evaporating Show textbooks disappearing Show globe with pop out laptop icons interconnecting</p>	<p><i>Content is based on free open source resources, which means you won't need to buy textbooks.</i></p>
<p>3.2 Steps</p> <p>Show steps 1. Study. 2. Gain credits through assessment 3. Qualification</p>	<p><i>Subjects are designed for independent study, and you get peer-support from the OERu learning community.</i></p>

	<ol style="list-style-type: none"> 1. <i>Find an OERu course that interests you</i> 2. <i>Get open access to course resources, and participate with no obligation</i> 3. <i>Study independently or learn with your peers</i> 4. <i>Indicate if, and when you're ready for assessment</i> 5. <i>Gain credits from the OERu Partner organisation</i>
<p>4.0 Gain credits</p> <p>Show academic cap and framed certification resolving to OERu logo. Can we show 20% of cost of traditional pathway to full degree?</p>	<p><i>If you are working towards a formal qualification, then OERu courses can help you get there!</i></p>
<p>5.0 End plate - Logos, URL, CC BY-SA</p> <p>Funding statement?</p>	<p><i>Visit oeru.org today!</i></p>

Test timing - 68 seconds