

OERu Animation - draft voiceover 1.0

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Design notes

We suggest using a first person perspective (over the shoulder or hands/ screen), using icons not characters, and showing OERu website screens wherever relevant. We also recommend adding a clear sign-up button to the prospective partners page to create a pre-filled email.

New Partners

Visual Story	Voiceover
<p>1.0 What is the OERu?</p> <p>Animated OERu logo appears and swings down to a vertical format. Graphic spells up definition of each letter or show definitions of words in speech bubbles.</p> <p>Show laptop screen with single academic cap (mortarboard) becoming multiples.</p> <p><supported by - logo opportunity></p>	<p><i>"The Open Education Resources universitas provides education to everyone – no matter where they live, or their background.</i></p> <p><i>OERu Partners offer free online courses and affordable ways to gain academic credits towards qualifications from recognised institutions.</i></p>
<p>2.0 Why is it awesome?</p> <p>Show tag cloud with logos of current partners - https://oeru.org/oeru-partners</p> <p>Resolve to icons and dynamic text to highlight key points as spoken</p> <p><i>e.g. free, affordable, open, philanthropic sustainable</i></p>	<p><i>Sign up as an OERu Partner, to join an international network of educational organisations, offering:</i></p> <ul style="list-style-type: none">● <i>free learning opportunities</i>● <i>affordable assessment services</i>● <i>open source materials</i>● <i>strategic philanthropy</i>● <i>and sustainable education futures</i>
<p>3.0 Partner Benefits</p> <p>Draw educational establishment icon (e.g. classic Greek columns). Show globe showing worldwide locations with pop out icons to show interconnected network worldwide.</p>	<p><i>OERu Partners across five continents are working together to increase access to affordable education, stay competitive and explore new opportunities in open education.</i></p>
<p>4.0 How to Sign-up</p> <p>1. Show laptop screen displaying OERu</p>	<p><i>Help make higher education sustainable through economic development. OERu</i></p>

<p>website.</p> <ol style="list-style-type: none"> Show click to partners page Click to X 	<p>welcomes expressions of interest from recognised and accredited post-secondary institutions. Join our international family today at oeru.org</p>
5.0 End plate - Logos, URL, CC BY-SA	

Test timing 60 seconds

New Learners

Visual Story	Voiceover
<p>1.0 What?</p> <p>Animated OERu logo appears and swings down to a vertical format. Graphic spells up definition of each letter or show definitions of words in speech bubbles.</p> <p>Show laptop screen with single academic cap becoming multiples.</p>	<p><i>"The Open Education Resources universitas provides education to everyone – no matter where they live, or their background.</i></p> <p><i>OERu Partners provide 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 e.g. laptop on beach / phone on bus / kitchen table accessing the papers online.</p> <p>Show papers appearing floating from laptop/phone.</p>	<p><i>Get the course that suits you, when you want it. Study online, for free, from anywhere in the world.</i></p> <p><i>Pay reduced fees to gain academic credits, and only pay for assessment when you're ready for it.</i></p>
<p>3.0 How does it work?</p> <p>http://oeru.org/how-it-works/</p> <p>Show laptop + internet connection accessing OERu 'hub'</p> <p>Show money evaporating Show textbooks disappearing Show globe with pop out laptop icons interconnecting</p>	<p><i>OERu courses are designed with you in mind, and all our courses are taught online. As long as you have an internet connection, you're good to go!</i></p> <p><i>All content is based on free open source resources, which means you won't need to buy any textbooks.</i></p>

	<i>All subjects are designed for independent study, plus you will get peer-support from the OERu learning community.</i>
4.0 Gain credits Show academic cap and framed certification resolving to OERu logo	<i>If you are working towards a formal qualification then OERu courses can help you get there!</i>
5.0 End plate - Logos, URL, CC BY-SA	<i>Want to find out more? Visit oeru.org today and register for a course.</i>

Test timing - 60 seconds