



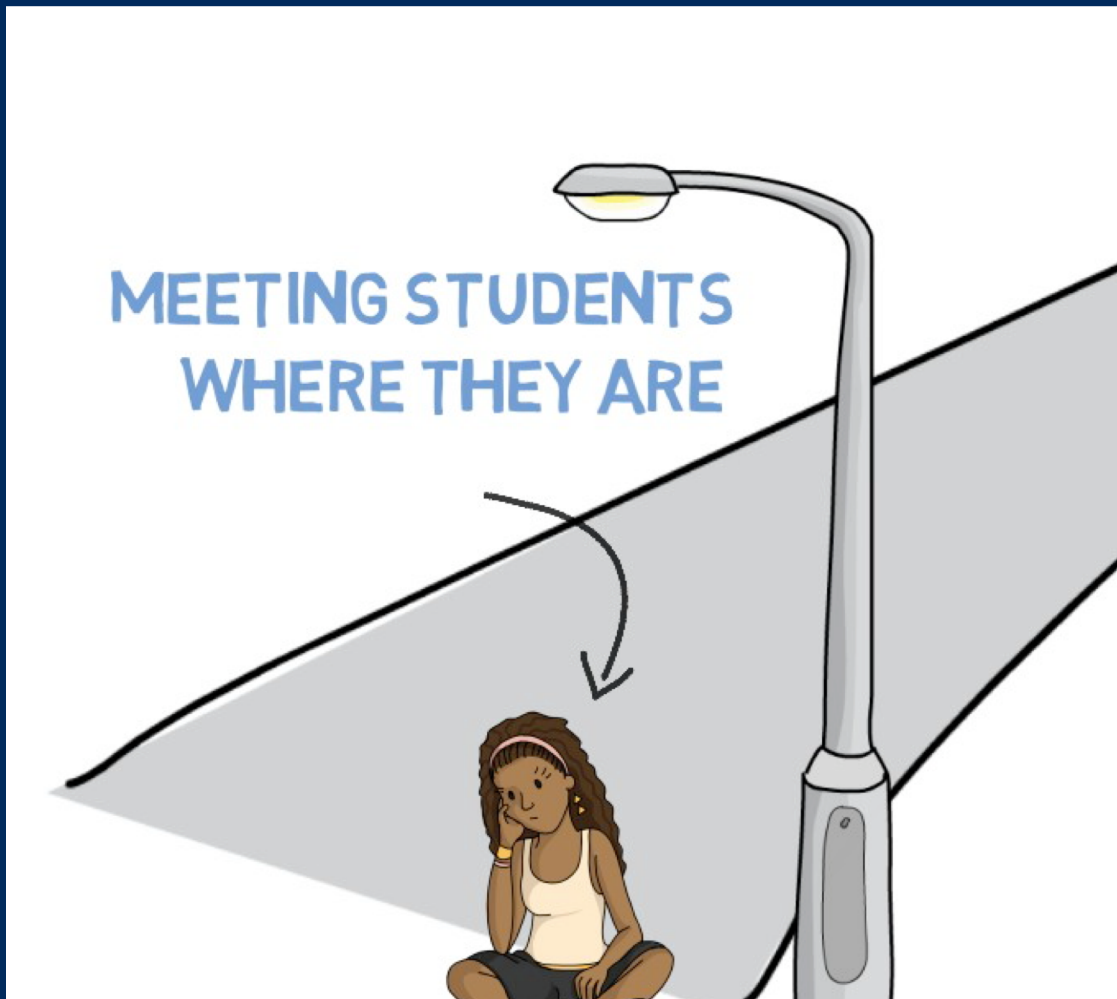
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Student Communications

Video Scribe:

**Budget-friendly
creativity**

@UofTArtSci





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The Challenge

Communicating complex issues

- 6 strategic directives, 63 recommendations
- Diverse leaders and stakeholders
- Ongoing communication needs



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The Approach



Vision for change, Student voice

- Present the challenges *but* in a positive way
- Visual story telling over walls of words
- Engage students in producing videos



Outcome

Effective communications

- Engaging presentation won buy in
- Stakeholders could envision the future
- Useful for documenting the project and informing implementation





Learnings

Whiteboard animation software

- Instructional video tools can have impact
- You can be creative without spending a lot of money or time
- Student voice made the product more authentic



NOTE: Our videos won a CASE Award in the category Creativity on a Shoestring.





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Thank you!