

## Chapter 3

# Technology Target, Tool, Task, and Tweet

With your district team, read the following and complete the activities. The information in this section highlights a technology tool that can be used in your BYOD.



**Target:** Outside of school, students regularly interact with digital media, and the technology they use to do so goes well beyond what is available in the printed world. Digital video has the capability of merging text, images, sounds, and video with the fixed, printed word. As such, digital video creation provides a prime opportunity for students to develop and improve literacy skills. Digital video creation also provides an opportunity for students to create a wide variety of productions such as public service announcements, documentaries, movie trailers for books, newscasts, tutorials, and interviews. There are several tools that can be used to create videos. Animoto and iMovie are each a great resource for digital video creation.



**Tool:** Animoto ([www.animoto.com](http://www.animoto.com)) is a free online video creation tool that produces video from photos, video clips, and music. Visit <http://bit.ly/BeginningAnimoto> to learn how to make a video. Several independently posted YouTube videos are helpful for learning to use Animoto and for generating ideas, such as:

- “Animoto in the Classroom” (<http://bit.ly/BYODAnimoto>) shows you how to make a video and then offers suggestions for using Animoto videos in class. It includes information about account prices and site features.
- “How to Use Animoto in a High School Classroom” (<http://bit.ly/Animotoinclass>) offers ideas for using Animoto in the classroom—including how to introduce a class syllabus or to offer a teaser for an upcoming lesson.



**Task:** Create a video advertisement for your school or district’s first BYOD professional development session. Share the video with staff.



**Tweet:** Share your thoughts and follow the ideas others contribute on BYOD professional development using the Twitter hashtag #BYODchat.