**Animoto App**

**1. Name:** Lillian Bilello

**2. District**: William Floyd School District

**3. Grade:** 9-12

**4. Subject**: English

**5. CCLS Standard Addressed**: 9-10.W.3a, 9-10.W.11a, 9-10.W.11d, 9-10.SL.4, 9-10.SL.5, 9-10.L.5

6. **Website/ Location of app**:  
[**https://itunes.apple.com/us/app/animoto-video-maker/id459248037?mt=8**](https://itunes.apple.com/us/app/animoto-video-maker/id459248037?mt=8)

7**. Description of application**: Animoto is “movie” maker app that lets students create a 30-second video (in the free version; there is also a paid app that will create a 10 minute video) by selecting photos, choosing a background from 50 different theme styles, and adding music from a built-in music library (or you can use your own). Animoto will then create a video with the specified parameters. Users are also able to caption each photo, and also add a title and end page. Finished videos can be shared on Facebook, Twitter, by email, or downloaded to a smartphone, iPad, or computer. An important feature that is not always included in other video creation apps is the ability to easily remove and/or rearrange photos by using the Preview feature. One negative in the free version is that each video is limited to 12 items (photos and/or video clips) and each video clip can only be a maximum of 5 seconds in length. In addition, a video clip can only be used once in the Animoto video (i.e. you are not able to edit within a clip and use multiple cuts). Any sound on the video clips will be heard on the created Animoto – so the user needs to be careful that the music track doesn’t fight with the sound. Biggest selling point is its ease-of-use with a strong variety of options to use in your video creation.

**8. Incorporation explanation**: There are numerous ways this app can be integrated into the classroom: since it is so simple to create short videos once the student has the photos loaded, the app can be used as an assessment tool to check understanding of theme, characterization etc. For instance, students could be asked to make a short video that illustrates the arc of a character through the use of applicable images and music: In Shakespeare’s play, Macbeth undergoes a dramatic transformation from courageous General on the battlefield to a murderous thug to a paranoid tyrant; a student could depict this through symbolic pictures (captioned with an applicable quote from the text) and scored with a similarly themed piece of music. A teacher would be able to evaluate a student’s understanding of the text through such a video piece and there is no steep learning curve associated with the program – a student could easily grasp the essentials of creating a video in a few minutes…Animoto does most of the work. Another way the app could be used to meet CCLS standards is for vocabulary study: the app could help students understand the nuances of words through the use of images. An example of this would be assigning each student a vocabulary word; they are then responsible for creating a video illustrating not only the word itself but also its synonyms – taking special care to depict the subtle differences and nuances in the words (this type of ‘illustrated vocabulary’ activity has been used as a study aid on various websites and youtube videos, but Animoto makes it simple and easy for a student to create their personal version that will be more meaningful to them).