

## Video Scribing: How Whiteboard Animation Will Get You Heard



It was the most watched TED talk of all time. But that's nothing compared to what happened next. RSA Animate turned Sir Ken Robinson's creativity talk into a whiteboard video. It got half a million views in the first week. The animated version now has over 11 million views on YouTube alone. How can a single, short animation take a great talk and make it go viral? Video Scribing takes you from the dank caves of prehistoric Europe to the New York Stock Exchange in search of the answer. Tap into your ancestral need to scrawl stories on the wall. Read through the ranks of governments who have turned to whiteboard video to get their message across. Learn from the science behind this unique style of communication. Then find out how to do it yourself. Follow in the footsteps of the amazing fifth graders who sent a scribe to President Obama, and use our simple guides to elevate your scribe videos to a higher professional and artistic level. Or simply find out how a single whiteboard video made one businessman \$100,000 richer. Drawn from the expertise of leading whiteboard specialists, Video Scribing is the definitive guide to whiteboard animation. For teaching, for business, for training the ultimate video style has arrived.

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