

# Video Creation in the Classroom

Active learning to prepare tomorrow's creative leaders

Today's students are immersed in a world where social, academic, entertainment and business communication will be dominated by video.

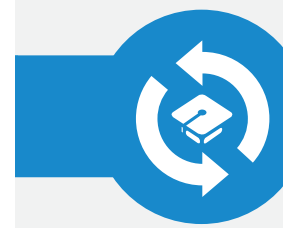


**Video is expected to be 82% of all consumer Internet traffic by 2021**

Cisco, "VNI Global Fixed and Mobile Internet Traffic Forecasts." 1-23-2018

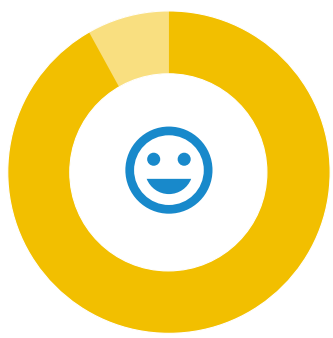
**Teaching video creation skills provides a unique opportunity to shift a student's perspective from a passive consumer of content to an engaged, empowered originator and owner of ideas, traits valued in higher education and the modern workplace.**

**85%** of educators agree that video creation is a critical digital skill



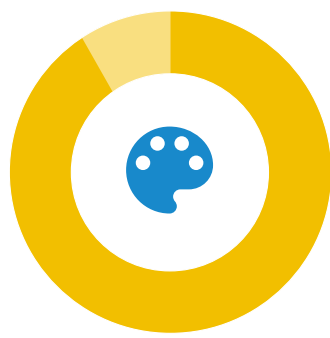
**84%** of educators agree that video creation encourages reciprocal learning in the classroom

## Educators agree WeVideo builds critical skills:



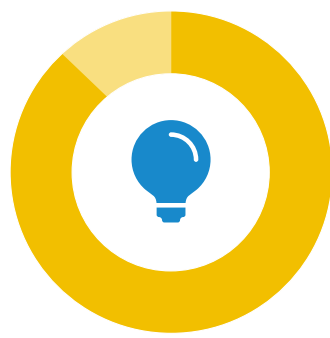
**92%**

Provides a fun and exciting way for students to learn and demonstrate learning



**91%**

Promotes creativity in the classroom



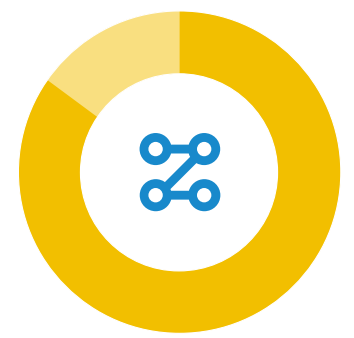
**88%**

Encourages students to become content creators as well as consumers



**87%**

Increases student engagement in the classroom



**86%**

Supports a process-oriented approach that lets students plan, revise, publish, and share



**"WeVideo has revolutionized my classroom. Students walk through my doors and become master digital story tellers! There is no more sitting and getting information. Students now have ownership of learning in a fun and engaging way!"**

- 6TH GRADE TEACHER

*"I teach in a Deaf school. American Sign Language is an important language for our students. Thus finding a way for our students to express themselves by visual means is extremely important to us. All of our middle school and high school students have Chrome-books. WeVideo has made it possible for students to express their knowledge using their native language, American Sign Language. It is an extremely important tool in our learning process and we are very thankful for it!"*

- TECHNOLOGY INTEGRATIONIST

*"I have a team of student producers who are in charge of filming and putting together the production every day. They are able to use creativity, teamwork, and develop leadership skills all at the same time. I have student reporters who rotate every two weeks. WeVideo provides a great venue for news but is also a fun and interactive learning tool for the entire student body. We LOVE IT"*

- ELEMENTARY SCHOOL COUNSELOR

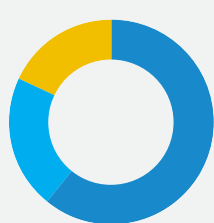
**WeVideo education experts are here to help you find the right fit for your school or district.**

[WeVideo.com/education](https://www.wevideo.com/education)

### Survey Demographics:

**407**

educators took the survey



**61%**

Classroom teachers

**21%**

Technology specialists

**18%**

Other

**32%**

of survey respondents use WeVideo at least once a week

### Sources:

Cisco, "VNI Global Fixed and Mobile Internet Traffic Forecasts." 1-23-2018  
<https://www.cisco.com/c/en/us/solutions/service-provider/visual-networking-index-vni/index.html>

Unless otherwise noted: WeVideo, "WeVideo Survey for Educators." 2017