

## I'm a Little Monster Promo Video

**Audience:** Colleagues and instructors.

**Purpose:** Inform them of our project's aims.

	<b>Video</b>	<b>Audio</b>
<b>1</b>	Splash screen of character.	"I'm a little monster!" [In a kid's voice.]
<b>2</b>	Small hands opening book.  Mother and child laughing with a book.  Kid on phone.	<b>Story time is a meaningful practice shared by parents and children that can help develop language skills and imagination.</b>  With experts growing increasingly concerned about the amount of screen time children are getting, it's important that we find ways to make traditional books more engaging.
<b>3</b>	AR shot of book.  Group around someone pointing to sticky notes on white board/ paper on a table.  Shot of monitor	[Playful music]  Meet our little monster. He was created to teach children about friendship and to reinforce concepts like counting and identifying shapes.  As a group of designers and developers who met while attending a university in London, we're passionate about education.  So while studying innovative technologies we decided to write a book and develop an

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	<p>and teammate using Maya/Illustrator/Unity.</p> <p>Sketching character designs.</p>	<p>augmented reality app to get young children excited about reading.</p>
<p>4</p>	<p>[Graphic of Scholastic logo and graph.]</p> <p>Kid enjoying the app.</p>	<p>According to a <a href="#">scholastic</a> study, 68% of children would read more if they could find more books that they liked.</p> <p>So it was important that our design was not only educational but entertaining--and the augmented reality portion of our design plays a big role in that.</p>
<p>5</p>	<p>Kid enthralled by phone.</p> <p>Kid throws book on the ground.</p> <p>Parent reading with kid.</p>	<p>While interviewing parents we found that children growing up with today's technology are obsessed with smartphones and tablets.</p> <p>And when presented with healthier alternatives like books, they quickly become disinterested.</p> <p>Which is why combining innovative technology like augmented reality with traditional media, like books, is necessary.</p>

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<b>6</b>	Close up of app in action.  Older kid playing with book and app (iPad stand).  Shot of AR.	Both the I'm a Little Monster book and app are stand-alone products that can be used independently.  So parents no longer have to depend on dumb games and video to entertain their kids while on the go.  The app will include professional narration so even the newest of readers can enjoy the story on their own.  Using augmented reality, educational games are woven into the story--keeping even the fussiest of readers engaged.
<b>7</b>	Kid using book with their parent.	With the I'm a Little Monster book and app, parents no longer have to feel guilty about letting their children play with smartphones.
<b>8</b>	Logo  URL	To learn more and to help bring our book to children, visit <a href="http://augmentedrealitychildrensbook.wordpress.com">augmentedrealitychildrensbook.wordpress.com</a>

<https://www.linkedin.com/pulse/heres-formula-most-successful-kickstarter-video-ever-seth-holdren>

### Example Videos

<https://www.kickstarter.com/projects/ryangrepper/coolest-cooler-21st-century-cooler-thats-actually>

<https://www.kickstarter.com/projects/lindaliukas/hello-ruby>

<https://www.kickstarter.com/projects/1523379957/oculus-rift-step-into-the-game/description>

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<https://www.videopixie.com/best-kickstarter-videos-of-2014>

<http://www.trendhunter.com/trends/augmented-reality-cards>

<https://www.indiegogo.com/projects/the-next-generation-of-children-s-books-by-dara#/>

[https://www.youtube.com/watch?time\\_continue=118&v=m4hkIWvlxOw](https://www.youtube.com/watch?time_continue=118&v=m4hkIWvlxOw)

<https://www.youtube.com/watch?v=w8-KaoZj3ak>