

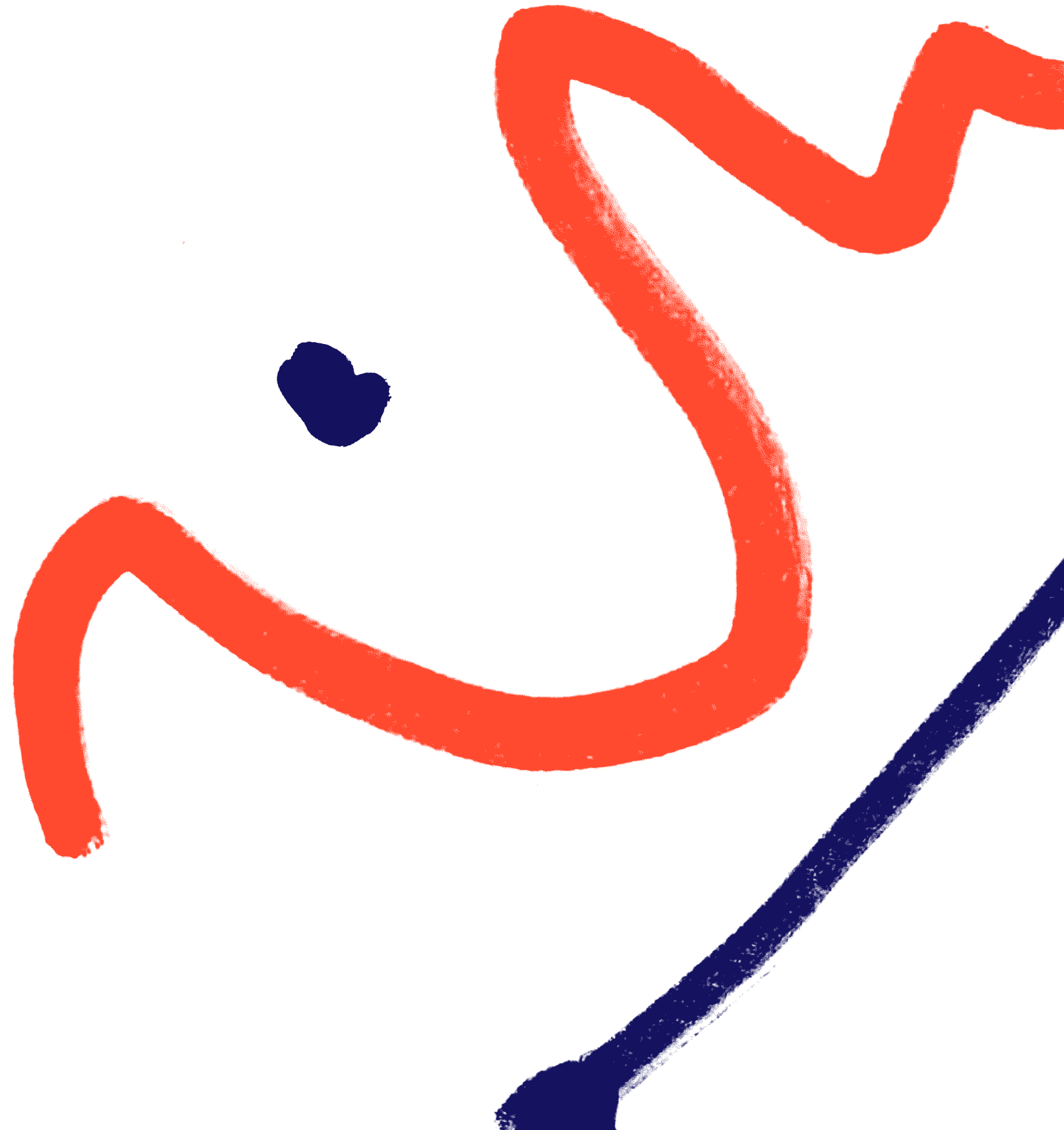
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Introducing Squiggla TV

A program for taking Squiggla to
the world - via social media

Presentation v1

June 2020



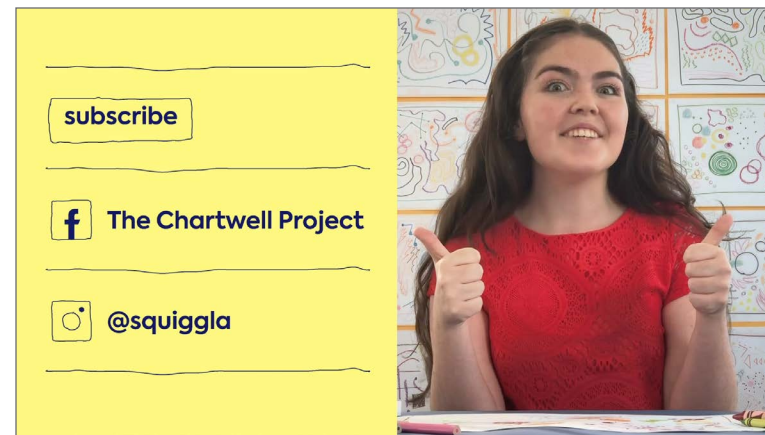
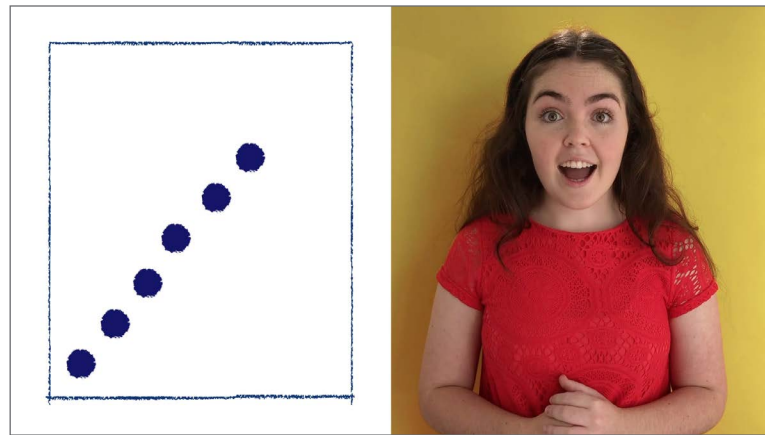
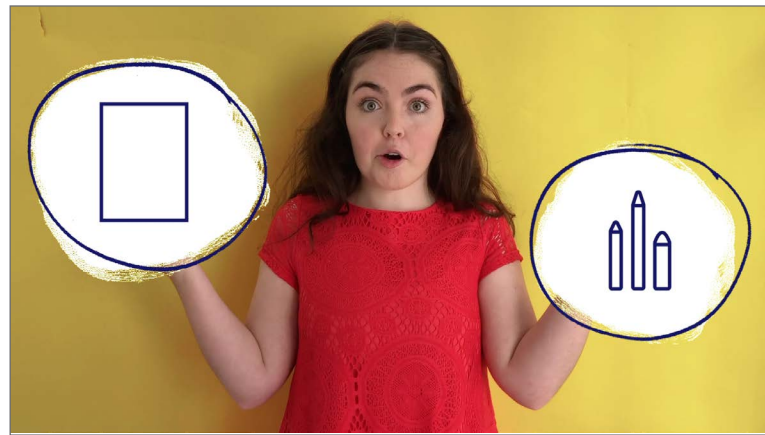
Introduction

We have achieved a great deal with Squiggla.

- We have a clear and unique identity
- We have a well considered philosophy and expression of our system
- We have a website - with which we can share our story and approach (albeit in need of some refinement)
- We have a number of training exercises, philosophy statements and stimulus ideas
- We increasingly have a growing social channel with which to build audience and support

We have an idea to further our appeal, reach and impact...

SquigglaTM  **TV**





What are the benefits of Squiggla TV?

- Enhances the personality and connectivity of our program
- A voice through which we can shape messaging
- A live team to present at schools, events and community and gallery activities
- A medium to deliver – ‘how to’ instructions, supporting information and evidence for the benefits of Squiggla
- A channel through which we can promote lesson plans and Squiggla ideas
- An opportunity to build our audience
- A continual platform from which to build awareness and following

Squiggla TV Series One

The content for Squiggla TV can be broken down into three categories.

We will develop a series of videos for our introduction that covers content across these three categories.

1—How to

Introductory
Educational
Tips & Tricks

Videos that can be watched by beginners of all ages, or just to help people get into the Squiggla-flow & introduce new ideas and techniques.

Includes a brief intro about what Squiggla is and why it is important, followed by an explanation and tutorial of the video topic.

Examples:
An introduction to dots.
Mark making techniques.

2—Lessons & Activities

Educational
XX
XX

Lesson based videos can be structured and made relevant in the classroom, or for at home learning. These can be tailored more to childhood education & school subjects.

Activity based lessons can be less related to classroom learning and allow for participation from a wider audience.

Examples:
Squiggla codes (maths).
Patterns in nature.

3—Philosophy

Facts
XX
XX

Videos created to help give a deeper understanding of Squiggla, creative thinking and mark making.

Most likely aimed towards educators and the older demographics, although still relevant to school students.

Examples:
Building cognitive connections.
The history of mark making.

Video content—ideas & examples

How to	Lessons/activities		
An introduction to dots	Outdoor mark making (with water)	Patterns in nature (sand)	Famous mark makers
An introduction to lines	Outdoor mark making (with chalk)	Patterns in nature (bark)	Changing how the world thinks
An introduction to squiggles	Storytelling (morning story)	Patterns in nature (fingerprints)	The value of Squiggla
An introduction to dots, lines & squigles	Playground to page (rope birds-eye)	Patterns in nature (animal tracks)	Becoming aware of your imagination
An introduction to wandering lines	Shapes in space (paper cut outs)	Patterns in nature (landscape)	New approaches for a complex world
An introduction to signs	Squiggla code name (literacy/writing)	Patterns in nature (wind)	Creative thinking for success
An introduction to shapes	Squiggla codes (maths/algebra)	Patterns in nature (plants)	Stimulating thought
An introduction to letters	Squiggla chance (maths)	Patterns in nature (snowflakes)	Human development and mark making
An introduction to words	Music/song interpretation	Philosophy	Mindfulness
An introduction to real objects	Dance/performance interpretation	Building cognitive connections	Exercising your brain
Mark making techniques	Patterns in nature (raindrops)	The history of mark making	This is neuroplasticity
			Encouraging experimentation

Additional ideas

Alongside the video production of Squiggla TV, we have a few additional ideas of ways to promote Squiggla.

- In class filming with Beanie and her students (Yr 7 Auckland Normal Intermediate)
- Shout out to participants (in videos and on social media)
- Proposal for Home Learning TV (Papa Kainga TV)
- Live events
- Art classes – Te Uru
- School visits
- Teacher training sessions

Shooting program

Location

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On location – video
dependent

Equipment

Camera/microphone/tripod
Cyc creation & design
Graphics
Lighting
Wardrobe, hair & makeup

Schedule

Shoot 1:
Key 'how to lessons' x 3
(dots, lines, squiggles)

Shoot 2:
Key philosophy messaging (x2)
Soundbites, Squigglawork timelapses

Shoot 3:
Lesson/activity x 3
(Squiggla code name, music/song
interpretation, patterns in nature (fish))

Shoot 4:
On location in classroom

Outcome: 9 videos
Timing: 16 days

Team

Beanie: Presenter
Claudia: Producer & Editor
misterwolf: film team
Luke: DOP

Video process



Marketing Squigglas TV

Our videos can be uploaded to Instagram (IGTV), YouTube & Facebook.

There are several ways to share within these platforms once the video has been uploaded.

Sharing to Facebook Groups

Once a video is posted on Facebook or YouTube it can be shared to other Facebook groups and communities.

Examples of Facebook Groups:

- NZ Secondary Teachers
- Auckland Kindergarten Association
- Homeschool New Zealand
- Primary Art Ideas
- School News
- 5-minute crafts
- School Education (K-12)
- NZ Intermediate or YR 7/8 Teachers
- Free Teacher Resources
- Primary Teachers Resource Sharing
- Creative Thinking Movement
- Critical Thinking
- Mindfulness For Children
- A Moment for Mindfulness

Education Mailing Lists

The Ministry of Education's Arts Online has mailing discussion lists which are open to all teachers and interested educators.

Squigglas TV could sign up and send out information to two Arts Online communities:

- Primary (Primarynet)
- Visual Arts (Visartsnet)

<https://artsonline.tki.org.nz/Communities/Primary-Primarynet>

There is also access to a number of teaching and learning resources/blogs which Squigglas TV may be added to.

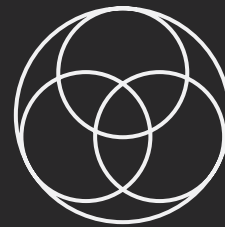
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