

**UPDATES FOR USING**

**bizmovie<sup>®</sup> 2.0**

**WITH GOANIMATE**

**FOR SCHOOLS**

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**bizworld<sup>®</sup>.org**

**Please use this supplemental packet to adapt the BizMovie printed materials (Teacher Manual, Student Packet, and Company Packet) for use with the GoAnimate for Schools platform.\* Beginning on page 6, there is a header which will tell you the item the page replaces.**

## DEAR EDUCATOR:

Welcome to BizMovie! This program, developed in collaboration with the National Center for Women and Information Technology (NCWIT), teaches students about the worlds of entrepreneurship, business, and technology as they discover what it takes to start and run a successful company. This hands-on, project-based program gives students the tools they need to make smart financial decisions and increases their computer literacy.

By teaching BizMovie, you are helping to prepare your students for a future of financial success and technological innovation. The GoAnimate for Schools cloud-based platform allows students to use technology as they make animated videos quickly and easily. When using GoAnimate for Schools, students have the opportunity to create characters, add sound effects, and build a movie just like professionals do.

BizMovie also provides a real-world context for academic subjects such as math and language arts. Simultaneously, the program helps students develop the 21st Century skills essential to success in the workplace: professionalism, collaboration, and problem solving, among others.

This version of BizMovie was updated and revised based on feedback from users like you, and we are excited to include a GoAnimate for Schools subscription with your BizMovie program.

If at any time you have questions about BizMovie or suggestions to offer, please do not hesitate to contact the BizWorld.org office. We are here to help and will be glad to assist you.

Sincerely,

The BizWorld.org Team

BizWorld.org

(415) 503-5880 | 1 (888) 4-BIZKID

www.bizworld.org | support@bizworld.org

*\*If you choose not to use GoAnimate for Schools in conjunction with your BizMovie teaching, you can use the Teacher Manual, Student Packet, and Company Packet as is.*

**BizMovie: Entrepreneurship, business, and technology program for children in grades 3-8.**

Inspired by the work of Tim Draper

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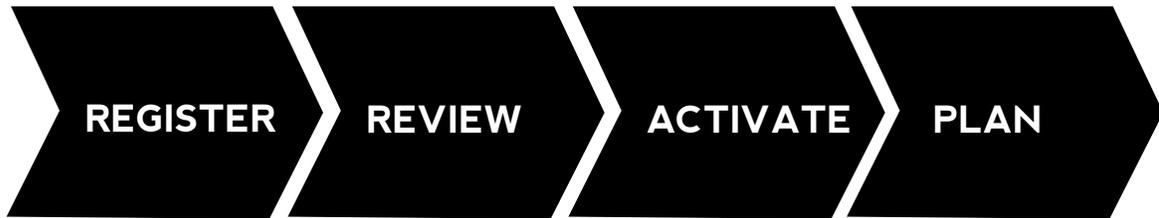
**Additional acknowledgments:**

BizWorld.org would like to thank the following educators and consultants who contributed to the development of this program through feedback, participation, and continued support.

Laonna Davis	Wilson School	Tucson, AZ
Renny Fong	P.S.130-Desota School	New York City, NY
Michele Francesconi	Central Middle School	San Carlos, CA
Brett Garling	Founder and Principal	Cut Canvas Creative
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Sharon Ybarra	Taylor School	Santa Maria, CA

**Other programs from BizWorld.org**

**bizwiz™** Money management and investment  
**bizworld®** Entrepreneurship, business, and finance



To prepare for program ahead of time, we suggest that you complete the following tasks:

- **REGISTER** your class at [www.bizworld.org](http://www.bizworld.org)
- **REVIEW** Teacher Manual, Student Packet (SP), and Company Packet (CP)
- **ACTIVATE** your GoAnimate for Schools account (directions on page 5)\*
- **PLAN**
  - Practice using GoAnimate for Schools and make your own movie if time allows
  - Reserve time on computers for (at least) Sessions One, Nine, Ten, and Eleven
  - Coordinate with another teacher to have a class of students be ticket buyers on Box Office Day
  - Invite parents and/or community members to attend Box Office Day
  - Photocopy the following from the Teacher Manual:
    - PARENT/GUARDIAN LETTER (14) – one per student
    - TEACHER LEDGER (48-49)
    - CERTIFICATE OF COMPLETION (117) - one per student
    - TEACHER EVALUATION (118-119)
  - Plan to display/project the following teacher resources/handouts for students to see:
    - Teacher Manual (TM)**
      - ENTREPRENEURIAL CYCLE (22)
      - STOCK PIE CHART (50)
      - COMPANY PERFORMANCE SUMMARY (116)
    - Student Packet (SP)**
      - PRICING WORKSHEET (SP13-SP14)
      - COMPANY LEDGER (SP15-SP16)
      - FINANCE WORKSHEETS A–C (SP17–SP19)
      - INCOME STATEMENT (SP20)
    - Company Packet (CP)**
      - PRODUCTION DESIGN PACKAGES (this packet, page 13)
      - TECHMART PRICE LIST (this packet, page 14)
      - VENTURE CAPITALIST VS. BANK (CP10)

### Teaching Tip

Explore the Teacher Resources section of [www.bizworld.org](http://www.bizworld.org) (including assessments).

\*GoAnimate for Schools is NOT iPad-compatible.

## ACTIVATE YOUR ACCOUNT

After purchasing the BizMovie program, you should have received an email which asked you to activate your GoAnimate for Schools account. **The account included in the purchase price covers the cost of 1 teacher and 30 student accounts which is good for one calendar year.** When you are ready to activate your subscription, please email [bizmovie@bizworld.org](mailto:bizmovie@bizworld.org) with the following information:

- Name of teacher who will manage account
- Email of teacher who will manage account
- School Name
- Number of teachers using account
- Number of students
- Subscription start date

Once you have emailed the information, it will be processed immediately. Your account will be active within 48 business hours. Once activated, you will be able to explore your GoAnimate for Schools account and input information.

\*Please note: the teacher who will manage the account is the administrator or “Super Teacher” in GoAnimate. If you are the ONLY teacher at your school using this program, you will automatically be the Super Teacher.

## GETTING STARTED WITH GOANIMATE FOR SCHOOLS

You will receive an email titled “Welcome to GoAnimate for Schools”. This email will have your:

- Site URL
- Super Teacher Username
- Super Teacher password

Log in to your site, and start setting up your other teachers, classes, and/or students! For step by step instructions on how to do this, use GoAnimate for School’s [Getting Started Guide](#), which can be found at the bottom of [www.goanimate4schools.com](http://www.goanimate4schools.com), under “Getting Help”. NOTE: You can only see this section PRIOR to logging into your account.

For any questions about GoAnimate for Schools, you can check the [FAQs](#) on their website or email: [support@goanimate4schools.com](mailto:support@goanimate4schools.com).

# SESSION ONE:

## Introduction to Computer Animation

### Lesson Plan

**Guiding Question:** How are animated movies created?

**Objectives:**

- To identify key terms associated with computers and computer programs
- To use basic computer skills to create animated scenes

**What is BizMovie? (5 minutes)**

- Read URGENT EMAIL FROM THE PRINCIPAL (TM6) and discuss
- Explain the purpose of the program

**Introduction to Movie Making (15 minutes)**

- Establish guidelines for working on the computer
- Demonstrate different functions of GoAnimate for Schools

**The Art of Movie Making (25 minutes)**

- Students practice making quick and full-length videos
- Use GO ANIMATE FOR ME to track students' understanding of the movie-making platform

**Link to the Business of Movie Production (5 minutes)**

- Explain/discuss the process and history of animated films

**Homework**

- For suggestions, see the online support tools at [www.bizworld.org](http://www.bizworld.org)

# SESSION ONE:

## Introduction to Computer Animation

### Materials and Resources

#### You will need:

- URGENT EMAIL FROM THE PRINCIPAL (TM6)
- GoAnimate for School's [Getting Started Guide](#)

#### Students will need:

- Computer/computer lab
- GoANIMATE AND ME (this packet, pg. 11-12)
- Optional: GoAnimate for Schools' [Getting Started Guide](#), pages 8-10

### Skills

#### English Language Arts

- Acquire new vocabulary
- Determine main idea of a text read aloud
- Participate actively in class discussion

#### Technology

- Create original works and develop innovative products using technology
- Exhibit a positive attitude towards using technology
- Select and use applications effectively and productively
- Practice safe and responsible use of technology

### Before You Teach

- Review Session One
- Confirm computer access for students
- Personalize URGENT EMAIL FROM THE PRINCIPAL
- Prepare a Student Packet (SP) for each student
- Copy GoANIMATE AND ME (one per student)
- Optional: Print pages 8-10 of GoAnimate for Schools' Getting Started Guide (one per student)

### Important Notes

- Familiarize yourself with the GoAnimate for Schools platform prior to class so you can address any student questions
- For help with GoAnimate for Schools, email [support@goanimate4schools.com](mailto:support@goanimate4schools.com)

### Vocabulary

- **Computer animation**
- **Computer function**
- **Computer icon**
- Dialog
- Text to speech

Terms in **bold** are the essential vocabulary. If you are short on time or teaching younger students, it is recommended you focus on the terms in **bold**.

# SESSION ONE:

## Introduction to Computer Animation

### What is BizMovie? (5 minutes)

Welcome to BizMovie! To kick off the unit and engage students, the program begins with an URGENT EMAIL FROM THE PRINCIPAL (TM6). *Important: Personalize this document before class!*

Read the URGENT EMAIL FROM THE PRINCIPAL (TM6) to students and, afterwards, ask them to explain what they think they will be doing. [creating a business, making movies, selling tickets to movies]

#### Teaching Tip

Keep one copy of the STUDENT PACKET (SP) and COMPANY PACKET (CP) for yourself. Use sticky notes or paperclips to tab commonly used worksheets. This will make it easier for you to guide students through the BizMovie program.

#### Sample Script

Do you like to go to the movies? *[answers will vary]*

How often do you watch movies? *[answers will vary]*

What types of movies do you like to see? *[answers will vary]*

#### Teaching Tip

Have students answer these questions prior to beginning BizMovie using the BOX OFFICE POLL in the online support tools at [www.bizworld.org](http://www.bizworld.org). Tally the results in Excel and make a chart to show students their class's overall movie-viewing habits. Directions on how to do this can also be found in the online support tools.

Use student answers from the previous discussion to lead into an explanation of the BizMovie program.

- BizMovie is a simulated business activity. Students work in teams and form their own movie production company. Each company will work together to create a short, computer-animated movie(s).
- Just like the real business world, each company will design, produce, and market a movie in order to sell tickets (products) to make the most money (revenue) possible.
- In the end, the company with the highest team value, defined as the total value of employee-owned shares of stock, will be recognized. For details, view Session Fifteen.

## Introduction to Movie Making (15 minutes)

Before students form their movie production companies and create movies, it is important that all students practice working with GoAnimate for Schools. Refer to the GoAnimate for Schools' Getting Started Guide for help on making movies with the platform.

Explain to students that this movie-making platform uses computer animation to make movies.

**Computer animation** is the art of creating moving images using computers. For example, any time a character or object moves across the screen, that is computer animation.

Use a computer to show students the basics of making a video with GoAnimate for Schools. Make sure to demonstrate making both quick and full-length video.

As you introduce the platform, make sure to explain that students must log in to their account to save their work. They will also be able to access their movies from home.

Discuss the concept of computer icons and computer functions. **Computer icons** are small on-screen illustrations that symbolize an application, a file, or a computer function. For example, in GoAnimate for Schools, there is the wand icon which stands for special effects.

**Computer functions** are the tasks or actions that software performs. All applications have icons and functions that are specific to that particular program; however, some icons and functions are universal.

### Sample Script

What icons do you see in this movie-making program? [*person, wand, musical note*]

What do you think the functions of these icons are? [*to add characters, special effects, music*]

Discuss some of the basic functions of GoAnimate that students will need to know how to use. Students will need to make sure they can:

- Log in/log out
- Add/create backgrounds
- Add/create a character
- Add text and other special effects
- Move characters and/or objects
- Customize characters and/or objects
- Link multiple scenes together
- Save and re-access work
- Share work with an audience

## The Art of Movie Making (25 minutes)

Students will use this time to explore GoAnimate for Schools alone or in pairs. To keep students on track and make the most of their time on the computer, have each student complete GOANIMATE AND ME (this packet, pg. 11-12).

Remind students of the school and/or classroom guidelines for computer use. [one or two students per computer; no food or drink at the computer station; use only the movie-making programs; save your work often; follow the teacher's directions]

Remind students that their goals today are to:

- Experience computer animation firsthand
- Think about which characters and scenes they would like to see in a movie

Students should continue working alone or with a partner to practice creating and saving their own sample movie scenes. (This is just for practice and does not have to be part of their official movie. It is a chance for all students to become familiar with the program.) If time and access to computers allow, give students more time to explore the program. More experience will result in a movie that is high quality and made efficiently.

### Teaching Tip

If students are working in pairs, encourage them to switch roles after completing a task to give each student equal time at the keyboard.

## Link to the Business of Movie Production (5 minutes)

Computer animation is just one way the art of animation is expressed. Animated films are movies where individual drawings, paintings, or illustrations are photographed frame by frame. This is also known as stop-frame cinematography. Each picture differs slightly from the one before it, so when the viewer sees the pictures quickly, it appears as if the pictures are moving.

Ask students why they think many movie studios choose to use computers to create animation instead of using hand-drawn images. *[answers will vary]*

### Teaching Tip

To provide a real-life illustration of how animation works, show students a flip book or have them create their own using a sticky note pad.

## Homework

For suggestions, see the online support tools at [www.bizworld.org](http://www.bizworld.org)



# GoAnimate and Me\* (continued)

## Full Video Maker:

1. Explore the different themes. What are your three favorites?
2. Click the blue "Make a Movie" button for any scenes. Choose a scene and begin creating your movie. You can add characters, props, text, sound and special effects.
  - When adding a character, drag him/her on to the background. You can change the size of the character, flip it, move it in front of/behind objects, or change the position (i.e., sitting, running, etc.)
  - Add speech by uploading a file of recorded sounds, using type to text or record with a microphone.
  - To add more than one line of speech, you need to add another scene. Click the green plus button at the bottom of the page.
3. Practice adding characters, props, text, sound and effects. Also, practice using enter/exit motions with your characters (click on character to see menu).
4. Save often by clicking the green "Save" button. Give your movie a title and description; then, click "Save Only".
5. Create a movie with a total of five scenes. You can always preview your movie by clicking the orange "Preview" button at the top right corner.
6. Once you have finished your movie, click the green "Save" button again. Then, click "Save and Go to Video Page".
7. Click the pink "Post to a Group" button and select the group \_\_\_\_\_. Now, your teacher can see your movie.  
*(teacher will tell you)*

If you'd like to continue to practice with GoAnimate for Schools at home, our school website is:

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*\*This is your NEW My MOVIE-MAKING PROGRAM (SP1)*

# Production Design Packages

Each company will have a choice of Production Design Packages to purchase. The company should choose a package based on the amount of money it would like to spend and how many backgrounds, characters, and lines of dialogue are needed for its movie as well as the desired running time.

Listed below are the parameters (or guidelines) for what is included in each package.

## Quick Video Maker Package (\$10BB)

This package includes:

- 1 background/setting
- 1-2 characters
- 1-10 lines of dialogue
- 1-3 minutes of running time (length of whole movie)

## Basic Full Video Maker Package (\$15BB)

This basic package includes:

- 1-2 backgrounds/settings\*
- 1-3 different characters
- 1-20 lines of dialogue (equal to 20 scenes)
- 1-5 different props
- 1-5 minutes of running time (length of whole movie)

## Enhanced Full Video Maker Package (\$20BB)

This enhanced (larger) package includes:

- 1-5 backgrounds/settings\*
- 1-10 different characters
- Unlimited amounts of dialogue (unlimited scenes)
- Unlimited use of props
- 1-10 minutes of running time (length of whole movie)

\*Your movie can move between the different backgrounds as much as you would like.

## Additional Purchase Options

If needed, you can also purchase:

- An upgrade from the basic to enhanced package (**\$7BB**)
- Additional characters (**\$2BB** per character)
- Additional backgrounds/settings (**\$2BB** per background/setting)
- Additional scenes (**\$1BB** per scene)


 The image shows a clipboard with a grey binder at the top. The binder has the 'bizmovie' logo in white. The clipboard is holding a white sheet of paper with the title 'TechMart Price List' and a list of services and prices.
 

**bizmovie**<sup>®</sup>

## TechMart Price List

### **PART B: PRODUCTION (Sessions Nine - Eleven)**

Quick Video Maker Package	\$10BB
Basic Full Video Maker Package	\$15BB
Enhanced Full Video Maker Package	\$20BB
Upgrade from basic to enhanced package	\$7BB
Additional characters	\$2BB
Additional backgrounds/settings	\$2BB
Additional scenes	\$1BB
Movie Trailer - 30 seconds of airtime	\$5BB
Movie Trailer - 60 seconds of airtime	\$10BB

### **PART C: MARKETING (Sessions Twelve - Thirteen)**

Marketing Package - Basic (Poster board and markers)	\$10BB
Marketing Package - Enhanced (Poster board, markers, colored pencils, glitter)	\$15BB
Sheet of Tickets (10 per sheets)	\$4BB

### **SERVICES (all BizMovie)**

Accountant Fee	\$5BB for 15 minutes
Attorney Fee	\$5BB for 15 minutes
Technology Rental Fee (optional)	\$5BB for 15 minutes

(Availability of items varies)

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**bizmovie** TechMart  
**Receipt**

DATE \_\_\_\_\_  
 CUSTOMER NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_

QTY.	DESCRIPTION	UNIT PRICE
	- Quick Video Maker Package	\$10BB
	- Basic Full Video Maker Package	\$15BB
	- Enhanced Full Video Maker Package Package	\$20BB
	- Additional Characters/Backgrounds: 1 2 3	\$2BB each
	- Additional Scenes 1 2 3	\$1BB each
	- Basic Marketing Package (see CP7 for details)	\$10BB
	- Enhance Marketing Package (see CP7 for details)	\$15BB
TOTAL AMOUNT DUE		

AUTHORIZED SIGNATURES \_\_\_\_\_

THANK YOU FOR YOUR BUSINESS

**bizmovie** TechMart  
**Receipt**

DATE \_\_\_\_\_  
 CUSTOMER NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_

QTY.	DESCRIPTION	UNIT PRICE
	- Quick Video Maker Package	\$10BB
	- Basic Full Video Maker Package	\$15BB
	- Enhanced Full Video Maker Package Package	\$20BB
	- Additional Characters/Backgrounds: 1 2 3	\$2BB each
	- Additional Scenes 1 2 3	\$1BB each
	- Basic Marketing Package (see CP7 for details)	\$10BB
	- Enhance Marketing Package (see CP7 for details)	\$15BB
TOTAL AMOUNT DUE		

AUTHORIZED SIGNATURES \_\_\_\_\_

THANK YOU FOR YOUR BUSINESS

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Making entrepreneurship fun for kids



[www.bizworld.org](http://www.bizworld.org)



[support@bizworld.org](mailto:support@bizworld.org)



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