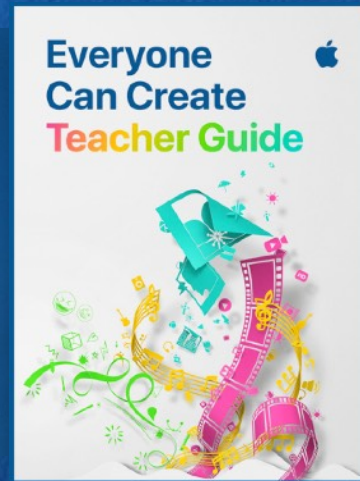
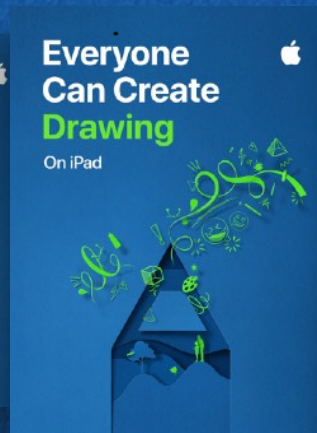
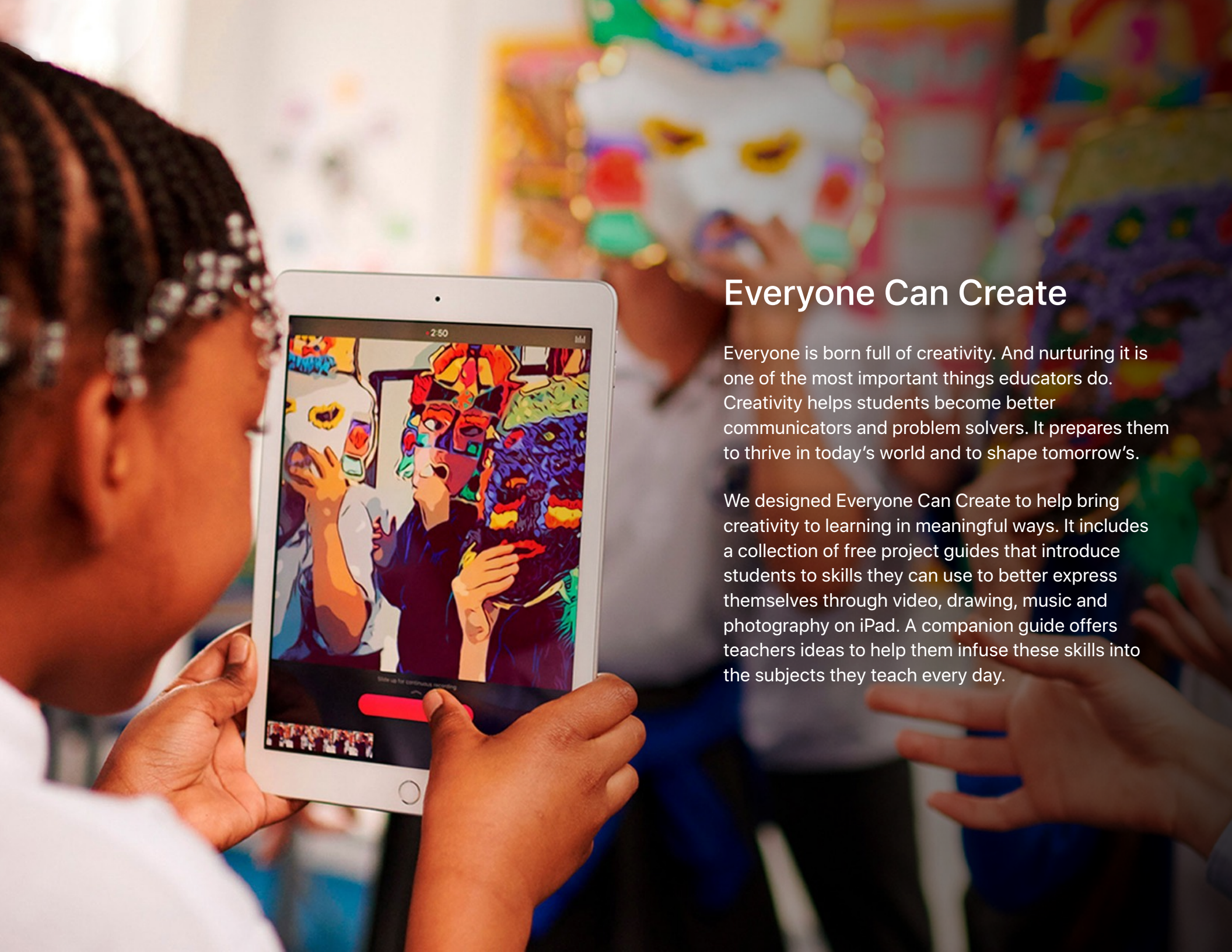




# A Guide to Everyone Can Create

October 2018





## Everyone Can Create

Everyone is born full of creativity. And nurturing it is one of the most important things educators do. Creativity helps students become better communicators and problem solvers. It prepares them to thrive in today's world and to shape tomorrow's.

We designed Everyone Can Create to help bring creativity to learning in meaningful ways. It includes a collection of free project guides that introduce students to skills they can use to better express themselves through video, drawing, music and photography on iPad. A companion guide offers teachers ideas to help them infuse these skills into the subjects they teach every day.

# Project Guides Overview

Everyone Can Create includes four project guides that introduce students to foundational skills and techniques of video, drawing, music and photography. Students use free apps available on any iPad, along with the built-in camera, microphone, speakers, Multi-Touch display and Apple Pencil. Activities in each guide progress from simple to complex, and are designed to help students learn vocabulary and techniques they need to complete the final project in every chapter.

The guides were designed to be self-paced for students in years five and above, and can be used in a teacher-led environment for younger students.

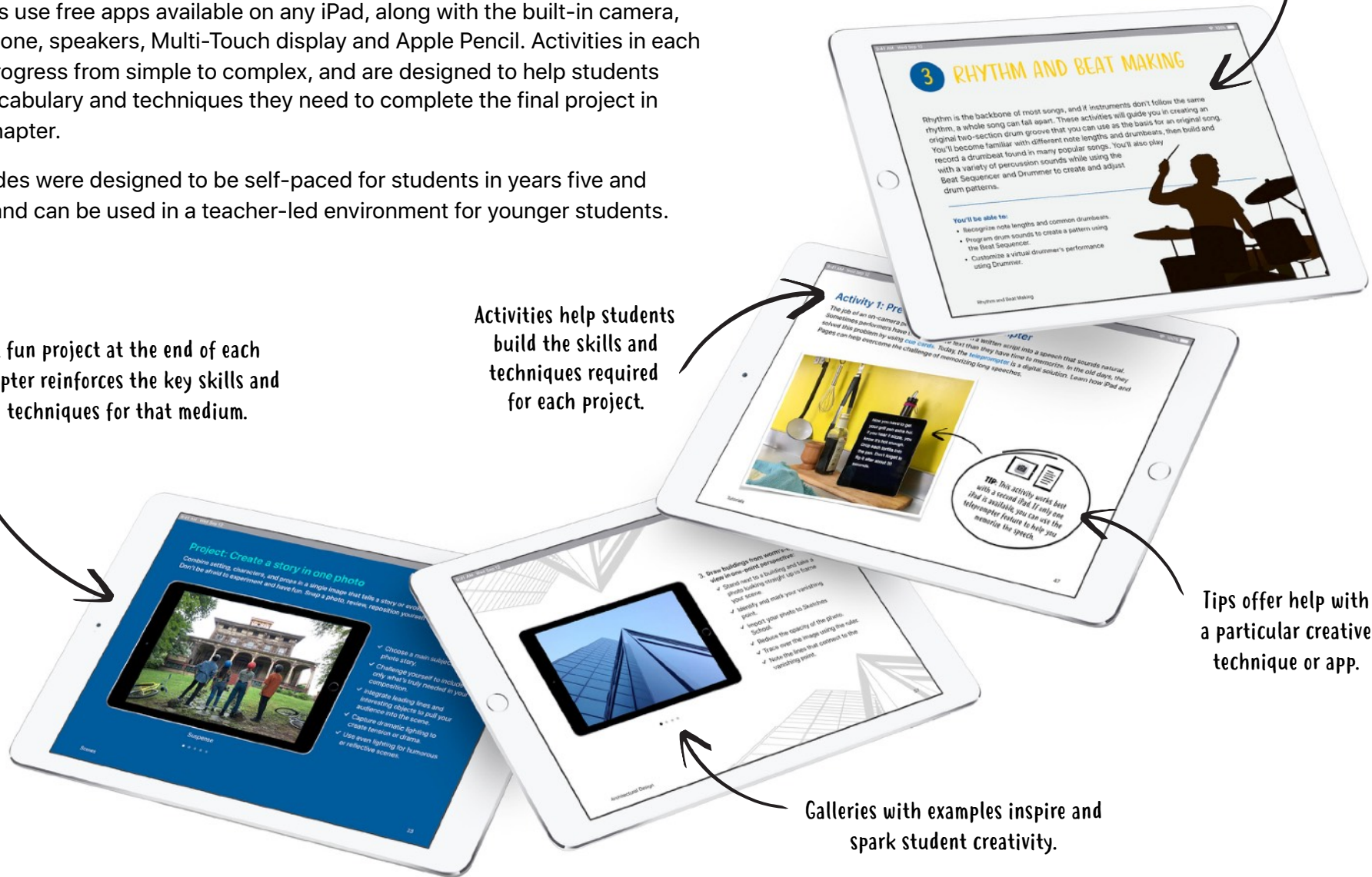
Each chapter tells you what you'll learn and describes a project you'll create.

A fun project at the end of each chapter reinforces the key skills and techniques for that medium.

Activities help students build the skills and techniques required for each project.

Tips offer help with a particular creative technique or app.

Galleries with examples inspire and spark student creativity.



# Teacher Guide Overview

Everyone Can Create also includes a Teacher Guide designed by teachers for teachers. It's filled with hundreds of ideas to help educators integrate creative skills into the topics and subjects they teach every day.



Projects from the project guides are included for reference.

Every section aligns with a chapter in the project guide.

Learning objectives and why they matter are provided for each project.

Each project offers 10 ideas for integrating into five curricular areas: math, literacy and literature, history and social studies, science and coding.

Downloadable rubrics help teachers evaluate student work on each project.

# Everyone Can Create: Video

Films are a great way to tell stories.

Documenting and sharing learning stories helps learners construct meaning from their experiences. Apps like Camera, iMovie and Clips assist teachers and their students to produce imaginative, narrative and inspiring videos that document all types of learning experiences.

The Video guide teaches students fundamental skills and techniques to help them start thinking like moviemakers. In the process, they learn how to do everything from using iPad as a teleprompter to creating storyboards and producing a short film.



## 1. Your First Film

Students learn how to record and edit video clips, which gives them the foundation for visual communication.

## 2. Silent Movies

Students learn how to properly frame a shot, use different types of shots, and apply the rule of thirds to create silent movies.

## 3. Animatics

Students create and animate a storyboard to pitch their film ideas.

## 4. Tutorials

Students create a teaching show, and in the process improve their speaking skills and learn to plan ahead.

## 5. Documentaries

Students develop proficiency in research, analysis and communication by creating a short documentary that includes an interview with an expert.

## 6. Mobile Reports

Students put together a video covering an event, which requires them to engage skills in planning, critical thinking and time management.

## 7. Short Film Production

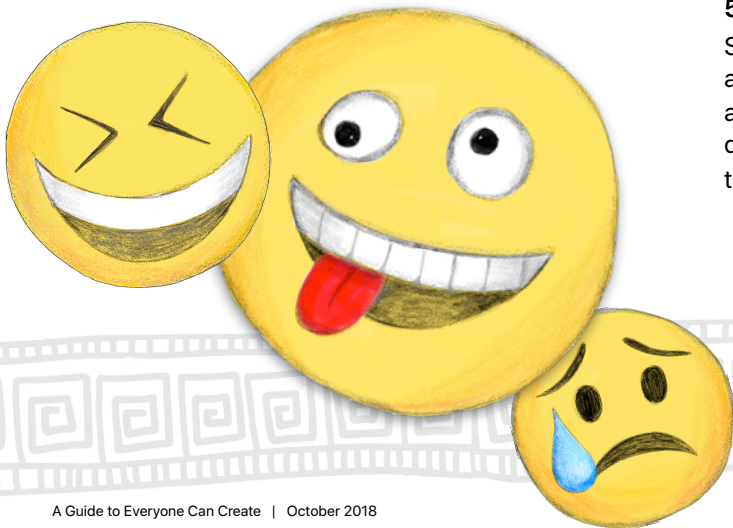
Students work with others to create a short film. They develop a story and write a screenplay, create a floor plan for camera placement, and integrate sound effects and music.



# Everyone Can Create: Drawing

Drawing helps students develop observation skills, look at things from multiple perspectives and engage in the creative process. Whether they're sketching to show comprehension of a text or to diagram a solution for a maths problem, students can use drawing to help them visually make sense of what they're thinking or learning. With iPad, Apple Pencil and the Sketches School app, students have all the tools they need to express themselves through illustration.

In the Drawing guide, students start with the basics — simple sketching and doodling — and build towards bigger projects like drawing portraits, sketching out plans for a dream house, designing a logo, and even creating their own picture books.



## 1. Word Art

Students learn how to make patterns and lines that represent emotions to create word art that expresses meaning.

## 2. Doodle Art

Students use words, doodles, icons and images to create a sketchnote that visually expresses their thinking. Visualising and conceptualising information helps them remember core concepts.

## 3. Observational Sketching

Students develop observational skills and find lines and basic shapes to sketch everyday objects. This helps them simplify the drawing process and make sketches more realistic.

## 4. Landscapes

Students draw their favourite landscape scenes and add depth through perspective. This helps them develop observational skills and introduces them to the concepts of depth, perspective and point of view.

## 5. Portraits

Students use tracing to improve sketching accuracy and start to understand facial proportion and composition as they practise different portrait-drawing styles. Creating portraits helps them learn to interpret facial expression and characteristics.

## 6. Still Life Composition

Students bring inanimate objects to life by composing, capturing and sketching a still life. This teaches students to see and convey many details of an object: shape, pattern, proportion, colour, texture, perspective, light and shadows.

## 7. Architectural Design

Students make a basic architectural drawing plan, including a simple floor plan and an architectural elevation. In the process, they learn the importance of attention to detail, accuracy, and planning for a successful project.

## 8. Logos

Using colour combination, lettering and good design principles, students make a unique hand-drawn logo for themselves or a business they'd like to create someday. In the process, they define the values, emotion, meaning and message behind the brand identity they're creating.

## 9. Infographics

Students bring data to life in a hand-illustrated infographic. They learn how to understand and interpret data so they can synthesise information down to an effective and simple graphical representation.

## 10. Book Design

Students plan, assemble and publish a book containing the best samples of their drawing skills.

# Everyone Can Create: Music

We don't just listen to music, we feel it. It's a language that speaks to students in ways that words and pictures sometimes don't. Creating and playing music can help students express emotion, communicate ideas, tell stories and connect with others. With GarageBand, students have everything they need to make their own songs, soundscapes and podcasts that show what they know through music and sound.

The activities in the Music guide range from creating rhythm and melody to writing lyrics and building an original song. Throughout the guide, the popular song "Can't Stop the Feeling!" by Justin Timberlake helps capture students' interest as they learn musical concepts by deconstructing and reconstructing the song. Downloadable files in the guide give students access to the full studio mix of "Can't Stop the Feeling!" so they can essentially become part of the band.

## 1. Live Loops

Students arrange, record and export a short musical piece using Live Loops. They learn how to adjust tempo to reinforce mood and emotion through music.

## 2. Song Construction

Students remix and personalise "Can't Stop the Feeling!" by creating their own song sections. After learning about musical patterns and song sections, they begin building their own songs.

## 3. Rhythm and Beatmaking

Students deconstruct a song's measures and beats to identify the recurring rhythm patterns, then start writing songs by creating an original drum groove.

## 4. Chords and Melodic Instruments

Students create a piece of instrumental music, which requires them to recognise and construct basic chord progressions.

## 5. Writing and Recording Lyrics

Students write a rap song, focusing on the vocal track and rhyming song lyrics.

## 6. Post-Production

After recording their music and vocal tracks, students mix the whole recording, which helps develop skills in designing effective and pleasing audio communication.

**INTRODUCTION**  
**VERSES**  
**PRE-CHORUS**  
**CHORUS**  
**BRIDGE**  
**OUTRO**

"CAN'T STOP THE FEELING! (Original Song from DreamWorks Animation's "TROLLS")" © 2016 RCA Records, a division of Sony Music Entertainment. Written by Justin Timberlake, Max Martin and Shellback. Published by Tennman Tunes (ASCAP) (admin. by Universal Music-Z Tunes LLC), MXM Music (ASCAP) (admin. by Kobalt Songs Music Publishing, Inc.), DWA Songs (ASCAP). "Can't Stop the Feeling!" and its musical and lyrical components are being provided for use as part of Everyone Can Create: Music for educational purposes only and cannot be further distributed or republished without the explicit prior written consent of the copyright owners. Exploitation of any derivative works using "Can't Stop the Feeling!" and/or any components of the song is explicitly prohibited. Users of the book may only use it in an educational, non-commercial setting.

# Everyone Can Create: Photo

Photography connects learning to students' everyday experiences. It expands their thinking and teaches them to communicate through multiple mediums, not just text.

Using the Photos and Camera apps, students can capture a photo that perfectly illustrates a concept like equality, explains a process without words, or connects a scientific diagram to the real, living thing.

The Photo guide not only covers the basics of photography but also helps students tap into the power of Camera and Photos on iPad. Students learn how to do everything from taking amazing portraits and landscapes to animating photos and creating long exposures.

## 1. Everyday Objects

Students bring everyday objects to life using the built-in Markup tools in Photos. This helps them develop observational skills and use photography to tell creative stories.

## 2. Portraits

Students re-create a scene from the past, taking portraits that express emotion and maximising editing tools for dramatic results.

## 3. Scenes

Students combine setting, characters and props in a single image that tells a story or evokes a particular emotion.

## 4. Action

Students tell a single-photo story by finding a moving subject and taking a photo that perfectly captures the action in the scene.

## 5. Collage Composition

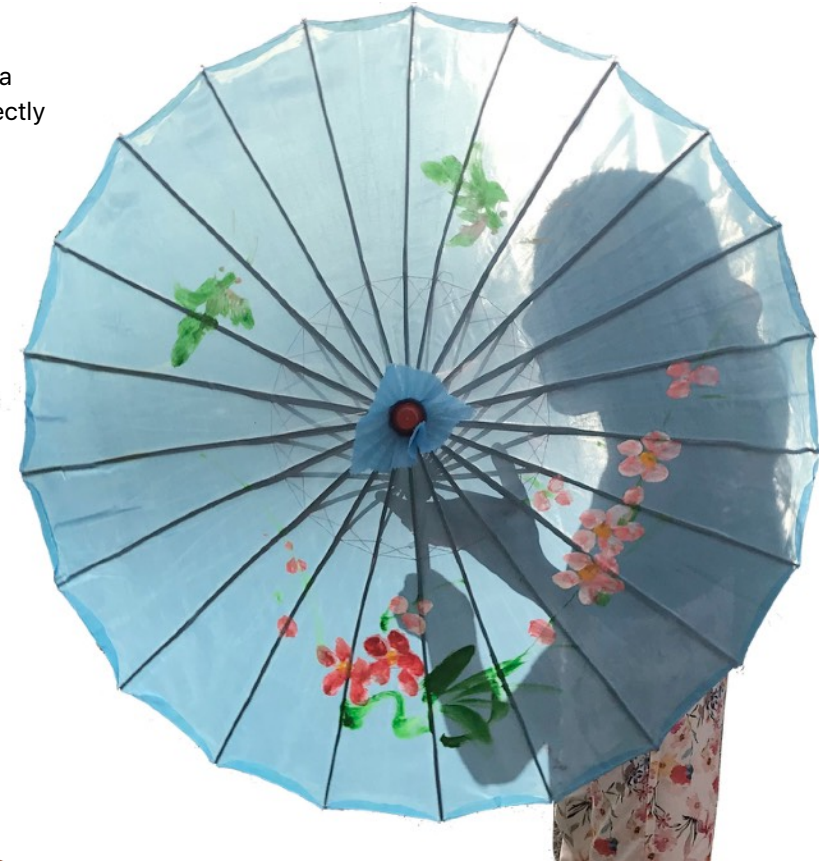
Students create unique and personalised stories by designing a creative photo collage composition.

## 6. Photo Journalism

By creating a photo documentary, students learn how to photograph with purpose and organise photos to tell a cohesive story.

## 7. Publishing

Using Photos, Pages or Keynote, students create a digital portfolio of their best work. They can even publish their portfolios to share them with the world.



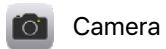


# Resources and Requirements

Teachers and students will need an iPad and the following resources to complete the projects.



[Download the guide >](#)



Camera



Photos



Clips >



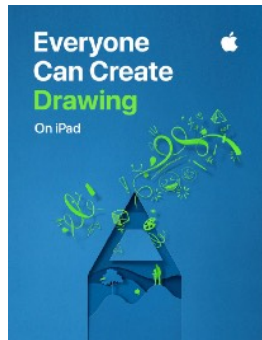
iMovie >



Keynote >



Pages >



[Download the guide >](#)



Tayasui Sketches School >



Keynote >



Pages >



Camera



Photos



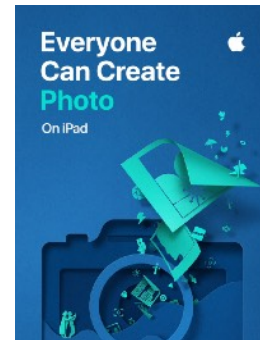
[Download the guide >](#)



GarageBand >



Pages >



[Download the guide >](#)



Camera



Photos



Keynote >



Pages >



[Download the guide >](#)

**Note:** iPad must be running iOS 11 or later. Drawing activities are designed for iPad Pro or iPad (6th generation) and Apple Pencil or [Logitech Crayon](#).\* iOS 12 is required to download the files in the Music guide directly to an iPad. Apps needed to complete the activities are listed below each guide. All apps are free and available on the App Store or included with iPad. Before purchasing or downloading third-party apps for a student, you should review their terms, policies and practices.

\*Education discounts and 10-packs are available for the Logitech Crayon.

# Additional Resources

## Today at Apple

Today at Apple sessions at the Apple Store are designed to help individuals find and pursue their passions. You'll find Field Trips for students and teachers, sessions on coding with Swift Playgrounds and using Apple apps, and Teacher Tuesdays, a programme designed specifically for teachers that explores creative expression on iPad.

Based on the Everyone Can Create projects, Teacher Tuesdays sessions give educators the opportunity to work hands-on with creatives. Each 60-minute session helps teachers learn how to enhance lessons in any subject or year group with video, drawing, music and photography on iPad. [Learn more >](#)

## Apple Professional Learning Specialists

Apple Professional Learning Specialists are available to give educators the skills they need to integrate technology effectively and make learning environments even more inspiring.

Our Apple Professional Learning Specialists engage with teaching staff through onsite coaching, mentoring and support. [Learn more >](#)

## Apple Teacher

Apple Teacher is a free professional learning programme designed to support and celebrate educators using Apple products for teaching and learning. You can build skills on iPad and Mac that directly apply to activities with your students, and earn recognition for what you learn.

After you sign up, you'll have access to the Apple Teacher Learning Center — an interactive experience designed exclusively for teachers with curated resources, learning collections, product tips, lesson ideas and inspiration from other educators.

Open to all educators, the programme is a great way for schools and local authorities to offer free professional learning that staff can work through together. [Learn more >](#)