

# A WINNING COMBINATION:

## VIDEO AND DIGITAL CONTENT CREATION

**Digital content used as educational material** has gained a solid place in today's increasingly technologically savvy classroom. A winning combination is emerging: Mobile devices and digital content used together not only increase student engagement, but can improve learning.

Digital cameras and camcorders are taking this winning combination to the next level. From producing video podcasts on research material to capturing oral histories on video, digital cameras and camcorders are inspiring student videographer creativity and providing a deeper understanding of material to viewers — often other students.

### Preparing students for the future workforce

The latest handheld digital cameras support not just the capture of images and sound, but encourage a collaborative process that prepares students for future careers. In Lake Forest, Calif., students worked together to re-enact adventures of early explorers such as Lewis and Clark on camera. The young frontiersmen and women shot and edited material, then uploaded their projects to Google Earth.

Producing videos means writing scripts, assembling video and audio, and taking control of a story. Teachers can begin the collaboration by providing digital visuals and audio such as photos, maps, sound effects and music. Students continue the project with narration, organization and assembly, thereby directly taking part in the presentation of material. Learning such skills prepares students for the future workforce.

### Picture-perfect devices for every budget

Canon is devoted to helping students experience the world through imaging. The Canon Education Department offers schools Digital SLR, point and shoot, and video cameras that include advanced features for every budget. Canon's easy to learn and use Powershot point and shoot EOS Digital SLRs and VIXIA camcorders take stunning HD video and still photos, with some models featuring GPS capabilities that tag images with time and location. They're an ideal choice for schools pursuing projects that promote student thinking, learning, problem solving and collaboration — and mastering 21st-century technology skills.



# Canon

For more details about how Canon video products can enhance classroom learning, contact the Canon Education Department at [educationsales@cusa.canon.com](mailto:educationsales@cusa.canon.com) or visit us at [usa.canon.com/educationsales](http://usa.canon.com/educationsales).