

# LEVERAGING STUDENT CREATIVITY

## DISTANCE LEARNING PLAYBOOK

Lenovo knows 2020 has been a challenging year for educators, students, and communities. This playbook is designed to highlight partnerships that we're building to help you manage the instructional uncertainty both during and after the pandemic. In this playbook, you'll learn how:

- To incorporate the four Cs into your classes with simple-to-use technology tools
- Book Creator can instantly turn students of any age into storytellers
- WeVideo leverages a powerful yet user-friendly web-enabled video editing platform to engage students more deeply in remote, hybrid, and face-to-face learning
- Key requirements for remote learning app solutions



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# CREATIVITY IS THE SPARK THAT STARTS IT ALL

Getting (and keeping) students engaged in the learning process is an eternal struggle. Rich, expertly designed coursework can't drive outcomes if students aren't committed to the process. Add the challenges of a diverse classroom filled with different learning styles and strengths — and instruction becomes even harder.

That's where dedicated teachers and learning specialists come in. They know their students and understand how to motivate them. They can build classroom experiences that are fresh, relevant, and effective. They know how to leverage student excitement and creativity to get even the most reluctant learners to shine.



## CLASSROOMS UNDER PRESSURE

But what happens when everything turns upside down? When familiar classroom experiences become impossible and schools must rebuild them digitally? 2020 has tested the fundamentals of student engagement, forcing everyone to quickly adapt to uncertainty. Some schools were better prepared than others, with robust 1:1 programs and digital classroom investments that could be scaled.

Other schools and districts were starting from scratch, rushing to put hardware, software, and content together to ensure instructional continuity, and hoping there was enough community connectivity to support it. The culture change has been equally dizzying. Teachers have always been busy, but now there are new worries at work.

- How will students fare in the face of disruption or distraction?
- How can educators ensure students stay engaged and motivated while learning at home?
- How can teachers strengthen the social and mental bonds that are stretched thin by distance learning?

Teachers know that motivated students can overcome a lot of these obstacles. That enthusiasm is more important than the right device, the best content, and robust connectivity. One essential tool for sparking this motivation amid the challenges of any classroom, and more so the remote classroom, is giving students a voice and a choice in their learning.

# TRANSFORMING THE CLASSROOM, STRENGTHENING OUTCOMES

The four Cs teaching framework (critical thinking, collaboration, creativity, and communication) is a useful lens to evaluate how we are enabling students' skill development for the 21st century. This framework inspires activities that give students the voice and choice, which in turn makes their learning more absorbing and meaningful. By providing students with more opportunities to choose the topics they learn about, how they display their understanding, and who they collaborate with, students become more invested and self-directed. Taken from the teacher's perspective, the four Cs framework helps teachers think about designing lessons, activities, and assessments that engage critical 21st century skills.

While the four Cs offer a framework to inspire deeper learning in a physical classroom setting, the four Cs become even more vital to a digital one. With a creative mindset, curriculum-driven activities and assessments can yield individual or group projects where the critical thinking of learning is demonstrated through creativity, communication, and collaboration.

Technology has the potential to amplify these opportunities. The right devices and software can inspire more robust learning in a few critical ways:

- Give students a creative platform for sharing their learning
- Engage reluctant writers with voice and video capabilities
- Enable students to demonstrate understanding of complex topics
- Promote collaboration, even with other schools worldwide
- Increase the speed to create, discover, or communicate

These are all relevant factors because students live and breathe in a digital world. Many of them are used to creating and consuming digital content in their free time, so why not empower their learning with the same tools? However, technology also needs to be introduced with appropriate alignment to educational goals and standards as well as the laws in place to protect children's privacy and personal data.

## The four Cs teaching framework



Critical  
thinking



Collaboration



Creativity








Communication

When teaching in a remote learning environment, the teaching ideals of the four Cs and leveraging technology to enable them becomes even more challenging and critical. Lesson plans and assessments must be designed for both learning outcomes and viability. New applications and processes can become distractions and obstacles instead of value adds for learning. On top of that, educators must also plan for instructional continuity in a rapidly changing world. And when teachers (as well as students and parents) are already overwhelmed with new tools and platforms, it is imperative that any new solution meet these key requirements:

- Provides a meaningful difference or improvement in the learning process
- Is easy to adopt and master for both teachers and students
- Flexibly accommodates in-person, remote, synchronous, and asynchronous learning models

For apps that meet these requirements, the promise of instructional continuity can be realized. Possibilities that were once unthinkable at scale are only a click away.

The creativity apps for Chromebooks, including Book Creator and WeVideo, are built on these principles for this new generation of learning. Easy to deploy and manage, the digital tools support the four Cs of learning – empowering students to unlock their potential while learning through creative exploration.

BOOKS	 <p><b>Book Creator</b> Create multimedia digital books to capture stories, portfolios, or science reports</p>
VIDEOS	 <p><b>WeVideo</b> View and edit projects, school announcements, interviews, or green screen videos</p>
WHITEBOARD SCREENCASTS	 <p><b>Explain Everything</b> Digital whiteboard to create and present tutorials, movies, or presentations</p>
ARTWORK	 <p><b>Infinite Painter</b> Sketch and blend paintings, illustrations, or comic book pages</p>
NOTES & DIAGRAMS	 <p><b>Squid</b> Handwrite and mark up brainstorm, worksheets, or class notes</p>

# TURNING STUDENTS INTO PUBLISHERS WITH BOOK CREATOR

How can teachers encourage creativity in ways that integrate existing learning priorities with tools that are easy to learn and use? And most importantly, how can they leverage solutions that work across all instructional models?

With tools like Book Creator and WeVideo, everybody wins. These purpose-built solutions enable teachers to be confident in their pursuit of student creativity, so students are more engaged in learning and can let their personalities shine. Book Creator enables students of any age to create next-level digital books, combining text, images, audio, and/or video into one authentic creation. Similarly, WeVideo gives learners ways to express themselves beyond Tik Tok videos with powerful editing tools accessible even on a Chromebook.

Book Creator gives teachers a set of easy-to-use templates that students can leverage to tell their stories or create content that directly reflects their mastery of a task or topic.

- Intuitive app that lets students combine text and multimedia to create their own book on any subject
- Rich support for pictures, audio, and video, letting students fully express their own creativity and mastery
- Simple publishing process that immediately shares a completed work with teachers and classmates and even parents
- Powerful social features that let students share and collaborate
- Integrated compatibility with Google Classroom and other school tools



“I think of it as having low floor, high ceilings, and wide walls. With reluctant high school writers you can give them some pictures that form a comic strip and they’re going to write way more for class than they would in any other context. For kids in kindergarten, they can use pictures and their voice to tell a story.”

— Stephanie Pearson, Learning Technologies Consultant, eLearning Lead, Ottawa Catholic School Board

Book Creator is designed by teachers for teachers. The goal isn't delivering a platform that teachers have to learn and master, but a robust publishing tool that lets students get right to creating. Teachers can use it as a standalone activity, "Show the class what you did over the summer," or as a way to demonstrate subject mastery. In lieu of a final written report, for instance, students publish a book.

What are students and teachers creating with Book Creator?

- "All about me" stories
- Cumulative study guides
- Science reports
- Poetry books
- Digital portfolios
- Instruction manuals
- Research journals
- Comic book adventures

Book Creator taps into the innate desire of every student to share their world. Even shy students will come out of their shell quickly — using the medium they know and love — to tell their story. Young learners can use pictures, text, and video to assemble their own book. Short projects or year-long efforts — Book Creator is ready to help students create.

"Every month the student has to answer a question by recording their voice and they add a page every month. Then, at the end of the year, you have this beautiful progression of learning that the parents can actually hear and see the growth, which I think is very hard to do with just an assessment."

— Cathryn Wake, Learning Technologies Consultant, Ottawa Catholic School Board



# ENGAGING THE VIDEO GENERATION WITH WeVideo

Another way to directly connect with kids is through their natural love of video. Today's learners are the video generation — accustomed to watching, being featured in, and creating videos with their phones or tablets. Teachers have struggled to get the balance right, ensuring that video work is meaningful to learning and not another media distraction. But, with the right tools and guidance, video is another fantastic method for motivating students to create and share important ideas and viewpoints with the class via a medium they already embrace.

WeVideo is an easy-to-use video creation tool used by millions of students across grade levels and subjects. Whether students are learning in person at school, from a distance or in a blended setting, WeVideo empowers them to create, collaborate, and express themselves with authenticity.

While video has been popular with K-12 learners for some time, it has become a perfect match for the challenges of 2020 and beyond. Like Book Creator, WeVideo is designed to be easy to use and implement for teachers and students, fueling the creation of podcasts, book trailers, stop-motion videos, virtual field trips, and more.

- **Create with ease and collaborate in real-time** — WeVideo's interface makes it easy for teachers and students to get started creating, whether side-by-side or in remote learning environments
- **Works with all devices** — whether students are connecting via laptop, tablet, or smartphone
- **Infinite flexibility** — simple enough for young learners and rich enough for advanced storytellers to use in any grade level and subject
- **Accessible for teachers and IT** — works with Google Classroom and easy to manage through the Google Admin Console
- **COPPA/FERPA compliant** — WeVideo ensures a safe cloud environment for student content and collaboration

“Kids just knock it out of the park. These students are producing videos that are completely mind-boggling. It's shocking. And knowing the industry and where it's going and what kinds of skills those employers are going to be looking for, I think it's another huge asset.”

— Cathryn Wake, Learning Technologies Consultant, Ottawa Catholic School Board

Today's K-12 students are the video generation. Leverage that interest for high engagement while at the same time honing skills in key future-ready competencies like communication, innovation, working together, thinking critically, and building community. Ideal for all learning environments, WeVideo is built to fit your existing infrastructure, and supports the needs of teachers and administrators.

“The students will figure it out. Just be really clear about what you're looking for and just get out of the way because the kids will figure it out and they will blow your mind.”

— *Stephanie Pearson, Learning Technologies Consultant, eLearning Lead, Ottawa Catholic School Board*

## MASTERING TODAY AND TOMORROW

Bringing creativity into the classroom gets harder when learning goes remote. Teachers and students are stressed and overwhelmed by both technology and circumstance. They both need ways to reconnect with each other and the essential classroom goals. Creativity and self-expression are a short-cut for getting there and can even overcome continuous disruption. Students want to share — perhaps now more than ever.

Lenovo understands that educators and communities are at a critical crossroads. Technology can no longer be a theory, it's time to rethink how learning is delivered the next two semesters and going forward. Careful decisions need to be made around hardware, software, and content solutions. That's why we're so proud of the partnerships we're bringing to our customers. Together, we can help schools and communities continue to accomplish amazing things.

For more information, visit [Book Creator](#) and [WeVideo](#) for a 30-day Free Trial.



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