

CREATIVE PROJECT HOW-TO VIDEO TRANSCRIPT

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You've already finished several parts of your Data Jam project, and you're ready to begin on one of the last pieces: the Creative Project. But how do you get started making a creative project? This video will show you five steps to make a successful Data Jam Creative Project.

Your creative project needs to represent your data trend. You should have already identified and written your data trend in a previous assignment. In the mini data jam, we did this together. We found the data trend: "The percentage of people who use Snapchat and Instagram decreases with age." A creative project representing this data trend will use the numbers from these two columns of the data table. Then you need to brainstorm how you can represent your data trend in a creative way!

Remember, your project shouldn't just recreate your graph, but you need to include specific data. Someone should be able to look at your project and recreate the data table from your data set.

If you're having trouble thinking of an idea, start by making a list of your hobbies. For example, if you like to play basketball, you could make a video dribbling a basketball to represent your data. In this example, one bounce of the basketball represents one percent of 13 to 17-year-olds who use Snapchat. So he will bounce the basketball 70 times. Each section of the video represents one age group and one social media platform. So the next part will represent the percent of 18 to 29-year-olds that use Snapchat.

If you like to do crafts, you can make a model. Each yellow bead represents one percent of people who use Snapchat, and each pink bead represents one percent of people who use Instagram.

If you like to sing, you could write a song or a rap. If you like to write, you could write a short story or a poem like the example you did as a class. If you like to do things on the computer or draw, you can make an infographic. These are just some examples. Please feel free to surprise your teacher with your creative representation!

Once you've settled on an idea, you need to think about the scale you'll use to represent numbers from the data set. Most projects need a scale. Here's an infographic that uses the Snapchat and Instagram logos. Each bar of the wi-fi symbol represents one age group. Our first idea was that one logo would equal one percent of the people who use that app. But when we looked at the data table, we realized we would have to draw 72 Instagram logos just for the 13 to 17-year-olds group, so we tried dividing all the numbers by five. Now we only have to draw 14 Instagram logos for the 13 to 17-year-olds group, and our key shows that one logo represents five percent.

If your data set has small numbers, you can use multiplication to find the right scale. As long as you divide or multiply all the numbers in the data set by the same number, your scale will be correct. You can also use size to show the scale of something. Instead of drawing 14 Instagram logos to represent the 13 to 17-year-olds, I could draw one Instagram logo that is 14 centimeters tall.

Remember the example you made in class? Each word here represents three percent. We determined the number of words that needed to be in each sentence by dividing the numbers from the data table by three.

Your project might include symbols, pictures, or objects to represent the data. Make sure to include a key to explain your scale to your audience. Each one of these creative project examples has a key. You can check the key by doing the math. In this example, we can count the number of logos, multiply by five, and get the number in the data table. Some project ideas might not need a scale, like some poems, songs, or stories. However, you still need to include specific data in these types of projects, like this example.

If you're not sure if your project idea needs to include a scale, ask for help. Finally, once you've added your key to your project, you need to turn in your project. If submitting it online, take a video or many photos from different angles. Remember, it needs to be very clear and self-explanatory.

Have fun creating your project!
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