

Ydraw's Art 1010 Is A Big Hit For Khan Academy



Ydraw Puts the Appreciation Back
into Art Appreciation

Ydraw's Art 1010 is a big hit for Khan Academy

Ydraw Puts the Appreciation Back into Art Appreciation.

The Backstory

For ages, college-required humanities classes have been the bane of higher education. Freshman, eager to get the classes out of the way, usually pay only enough attention to pass the exams and the content is soon forgotten.

However, Ydraw proved that you can take introductory classes, such as Art Appreciation 101 or Art History 1010, and make learning fun and worthwhile- and actually learn something the meantime!

The Opportunity

When grant money became available to develop an Art Appreciation course, Dr. Nancy Ross, a Cambridge-educated art history professor at Dixie State University in St. George, Utah, acted quickly. "This never happens," Dr. Ross admits. "Generally, there's never money available for art courses."

The Idea

Dr. Ross had seen the effectiveness of using video to explain math and science concepts and thought that the same approach would work for art. "There's lots of art history lectures and discussions online, but I've never come across a series of animated art history videos," said Ross. As she spoke to other faculty members about her idea, she was surprised to find that there was an animation studio just blocks from her office at Dixie State.

The Process

She met with Bob Simmons and Mark Swan, animators at Ydraw. Both have decades of experience working for entertainment giants such as Disney, Warner Brothers, MGM, Hanna-Barbera, Marvel, and Sullivan Bluth Studios.

Dr. Ross provided Ydraw with an outline of the major points, principles, and movements that needed to be covered in each video and Mark wrote the

scripts and created the initial drawings. Mark and Dr. Ross met once at the start of each video and once to review the script and art.

The Result

The result was eight videos that cover art development from ancient Egypt to contemporary art. The videos were very popular on Dr. Ross's YouTube page receiving more than 300,000 views.

When Khan Academy saw the videos they insisted that the videos became part of their offerings. The Ydraw videos are used all over the country as supplemental and introductory course resources. The comments about the videos tell more about the result:

"Make more videos! I love your creative ways to teach!"

"Who drew the pics? They're awesome!"

"Who is the 'Hand?' He is sooooo talented. This has been so fun to watch. I have watched all of them and now I am re-watching them!"

Online education helps overwhelmed schools shift the burden of teaching and learning from the classroom to the internet. In fact, there are more than 10,000 individual online degrees available. More than 7 million students—more than 1 in 3 of all higher education students—took at least one online course through a university.

Ydraw is proud to be uniquely qualified to produce quality, flexible educational videos that meet the demands of our 21st -century workforce!



Ydraw wants to tell your story. We are an Explainer Video Company that loves creating inspiring videos.

Ydraw + Your Message = Amazing Results

Are you ready to get started?

info@ydraw.com