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# Animation and Programming Using Scratch

Lead Teacher: Liliann Ulysse

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# Introduction

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# What is Scratch?



SCRATCH



# Making your Scratch Account

- Go to [scratch.mit.edu](https://scratch.mit.edu)
- Press Join Scratch
- Create your username and password
- Enter in your parents' email
- Log and and press the verification link
- Now you're able to get started!

# Animating your name tutorial

- Login to [scratch.mit.edu](https://scratch.mit.edu) and be sure your email account is VERIFIED.
- After clicking CREATE, click the TUTORIALS (light bulb icon) and click ANIMATION.
- Watch the "ANIMATE YOUR NAME" tutorial, and then re-create / copy the blocks to make the same project.
- Create a NEW Scratch project and animate your name.
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# 1. Intro

**Choose one approach** to grab the audience's attention right from the start: unexpected, emotional, or simple.

→ **Unexpected**

Highlight what's new, unusual, or surprising.

→ **Emotional**

Give people a reason to care.

→ **Simple**

Provide a simple unifying message for what is to come

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# How many languages do you need to know to communicate with the rest of the world?



## Tip

In this example, we're leading off with something **unexpected**.

While the audience is trying to come up with a number, we'll surprise them with the next slide.

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# What people are saying

**With this app, I'm  
confident to plan  
a trip to rural  
Vietnam**

Wendy Writer, CA

**Visual translation  
feels like magic**

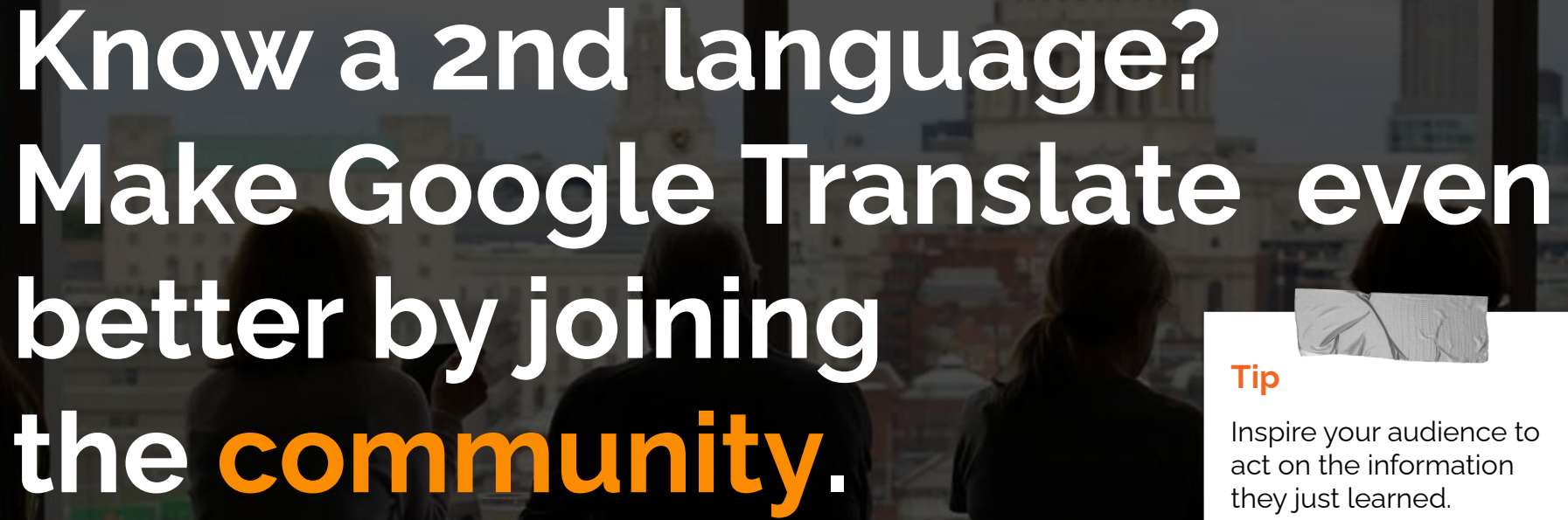
Ronny Reader, NYC

**Translate has  
officially inspired  
me to learn  
French**

Abby Author, NYC

*Quotes for illustration purposes only*





Know a 2nd language?  
Make Google Translate even  
better by joining  
the **community**.



**Tip**

Inspire your audience to act on the information they just learned.

Depending on your idea, this can be anything from downloading an app to joining an organization.



# Good luck!

We hope you'll use these tips to go out and deliver a memorable pitch for your product or service!

For more (free) presentation tips relevant to other types of messages, go to [heathbrothers.com/presentations](https://heathbrothers.com/presentations)

For more about making your ideas stick with others, check out our book!

