

Zappar

ZAPPAR FOR EDUCATION

INSPIRATION FOR SCHOOLS OF HOW TO
GET THE MOST OUT OF ZAPWORKS

Howdy!

The following pages lay out some fun and easy ways to incorporate ZapWorks into your school's lesson plans. Good luck and happy Zapping!



ZAPPAR FOR EDUCATION

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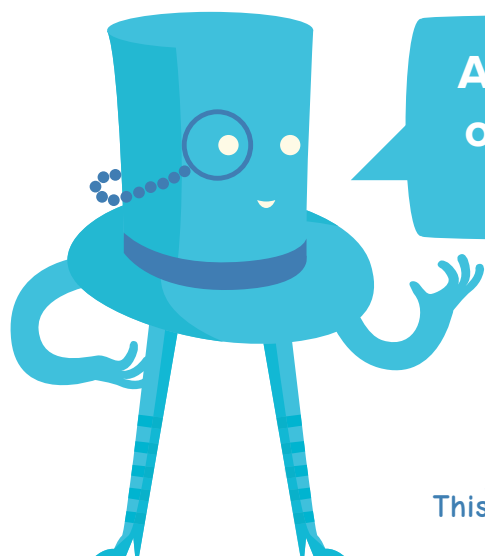
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CONTACT ZAPPAR



And if you have any questions
or queries at all do contact us
at education@zappar.com



Zap here to save our
contact details on
your phone

This is the zapcode

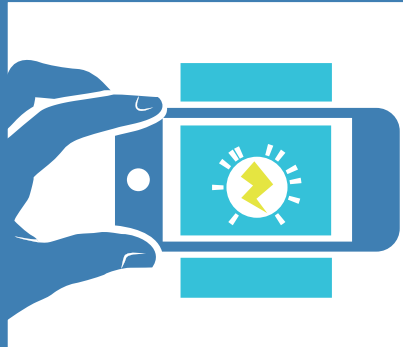


3 Easy steps to experience the Zappar Magic



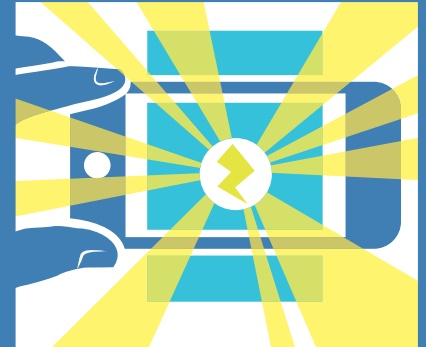
READY

Download Zappar for free from your Google Play or App Store



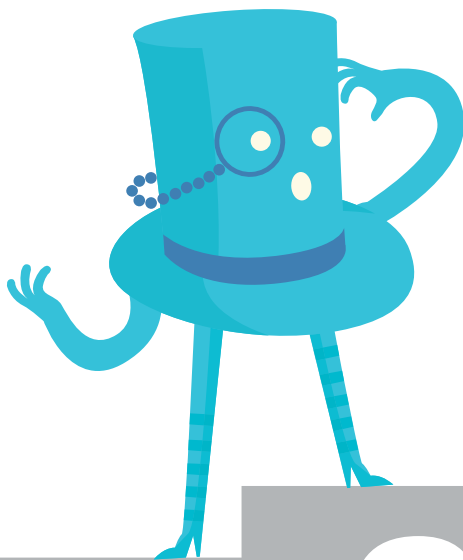
AIM

Point your device at any object featuring a zapcode
(That funny looking thing with a bolt in the middle)



ZAP

And hey presto! Watch it come magically to life



1

2

3

The science bit:

Our small but mighty zapcodes



First the Zappar app identifies the bolt symbol from the centre of the zapcode.



Zappar then looks outside the bolt for the bits (there are 40 in total, 8 of which are error checking) giving us 4 billion unique codes in our system.



These are converted into an ID number, that is passed to Zappar's server (all our content is cloud hosted), which responds with the correct content on a user's device. And...

↑
Zap me
I'm magical

THAT'S WHEN THE MAGIC HAPPENS



Step-by-Step guide to making a zapcode

STEP 1

Visit www.zap.works .

STEP 2

Tap the **Login button** on the top right of the screen.

STEP 3

Enter your class' detail provided into the email address and password fields. Then press the **Login to Zapworks** button at the bottom of the screen.

STEP 4

Press the **Make a new zapcode** button on the top left of your screen.

STEP 5

Choose a name for your zapcode and select which style you'd like (circular or loz-enge) then press **Continue** at the bottom of the screen.

STEP 6

Choose between:

- **Widgets** (where your content is put around a zapcode for you).
- **Designer** (where you can arrange your content on a design of your choice).

Then click the **Create zapcode** at the bottom of your screen.

The rest of the guide assumes you have chosen “ZapWorks Designer”



Step-by-Step guide to making a zapcode

STEP 7

Now your unique zapcode had been allocated tap the **Click to edit** button and then the **Edit zapcode content** button on the following screen to get started.

STEP 8

Click the button that says **Download your zapcode**.

STEP 9

Click the **Download png** button. Your zapcode will be downloaded to your computer.

STEP 10

Place your zapcode on your design using a basic image editor. Make sure it's clearly visible and save your design with the zapcode onto your computer as a JPG or PNG file.

STEP 11

Back in ZapWorks, click **Upload tracking image** and select your design on your computer. This will upload your design to ZapWorks Designer.

STEP 12

Click **Use this tracking image** on the bottom right of your screen.

STEP 13

You are now ready to start creating your zapcode experience.

STEP 14

When ready, click the **Publish** button on the top right of your screen, print off your design with the zapcode and scan the code with the free Zappar App to watch it come to life!

TIP!

We'd recommend that you add a clear "call to action" to your design to inform people that your design can be brought to life with the Zappar App.

Lesson one

Creative writing competition poster & certificate

In this module we'll create a fun poster to hang up at school and reward kids as part of a creative writing homework assignment with a certificate they can take home.

Here's how

STEP 1

Teachers introduce their class to the creative writing competition where each student has to write their own bit of fictional prose about a subject of their choice as their homework. The best piece of writing will be selected by the teacher to become a Zappar Powered poster that will be displayed in the school with a special certificate version also given to the student to take home.

TIP!

We'd recommend the teacher making their own version of a poster to share with the class so they can see what they could win.

STEP 2

The student are given a week to write their prose and hand it in. The teacher then selects the best piece of work.

STEP 3

Set aside some time (half an hour should do) to film the winner reading their piece to camera individually. This could be done from a tablet, smart-phone or camera if the school has one. We'd recommend filming just a head-shot of the child reading their prose in portrait mode on a simple background. Also take a photo of the student from the same position, as this will form the picture for the poster.



TIP!

We'd recommend using a clip-on microphone for sound but this can also be recorded through the device if you have a quiet room. You might also want to download a free Teleprompter App from your App Store for the student to read their piece from.

Lesson one

Creative writing competition poster & certificate

STEP 4

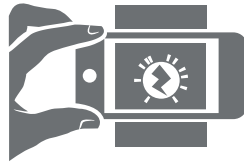
Now it's time to make the poster. Use the photo of the winning student as the central image of your poster and add any other heading, captions, school logos and design element to finish it off.

Remember to include a call to action for the Zappar element for your poster. These can be found in ZapWorks or you can make your own.



READY

Download the free Zappar App.



AIM

Point at the image featuring a zapcode.



ZAP

Watch it come to life.

STEP 5

Save the poster onto the shared drive of the school computer under a project folder along with the video footage you shot and scans/photos of the creative writing for each student.

STEP 6

Log onto your ZapWorks account and make a new zapcode, give the project a name and select the ZapWorks Designer tool.

STEP 7

Incorporate the zapcode into your poster design, save the design as a JPG or PNG and upload it to your ZapWorks Designer project as the tracking image.

STEP 8

Once in ZapWorks Designer, scale and position the relevant movie file to fit over the photo area of your poster. Try and match the first frame of the video to be the same as your poster image as this will make the transition from poster to AR video seem the most magical. If you want, you can also add a button or image to link to the actual creative writing piece so people can read it themselves from their device.

Lesson one

Creative writing competition poster & certificate

STEP 9

Press **Preview** to view your AR experience, download the free Zappar App to zap it and check that you're happy with how it all works. Make any final adjustments and once you're done press **Publish**.

STEP 10

You're now ready to print out your poster, zap it for real and present it back to the class.

We'd recommend hanging the poster up in the school and giving a copy to the winning student to take home.

If you run the project across multiple classes, you could hang them all up and invite parents to come in and view the creative writing showcase.

Other way to use this module:

School play posters

This module also lends itself well to school plays where you can film cast members in costume inviting parents to come and see the performance. You can also use the **Save the date** feature in ZapWorks Designer so that parents or guardians can add the performance directly into their calendar from the poster. The video of the invite can be downloadable onto the users device by selecting **Save to device** in the properties panel.



Lesson one

Creative writing competition poster & certificate



THE MERMAID AND THE MAN



★★★★★
"Fascinating"
Mrs Godding

★★★★★
"A talented
young author"
Mr Faith

★★★★★
"Excellent"
Miss Webb



SCAN TO HEAR
THE STORY



Download the
zappar
app & scan
the book.



Lesson two

Class project showcase

In this module the aim is to create a fun and engaging poster that brings the students artwork to life for a specific project to share with the class, school and parents. The same principle could be applied to the school play, sports day, PGL, fêtes & fairs.

Here's how

STEP 1

Create a poster that will act as the design and tracking image for your Zappar Powered experience. This could display:

- Title for the art topic in question.
- Class name.
- Photos of the art project being made by the students.
- Date (term).
- Examples of students' work.

TIP!

Think in advance about the images, video and captions you want to bring to life in the AR view and how these can best work in unison with the design of the physical poster when zapped. This will make the whole experience feel more seamless and magical.

STEP 2

Once you have finished your poster design either save it (if you've made it on the computer) or scan/take a photo of the design so you can then access the poster from your computer as a JPG, PNG or PDF.

TIP!

You might also want to make and collect digital copies of any of the photos, video, artwork, audio clips etc. for your ZapWorks project at the same time.

Lesson two

Class project showcase

STEP 3

Log onto your ZapWorks account and make a new zapcode, give the project a name and select the ZapWorks Designer tool.

STEP 4

Attach your zapcode to your poster design (remembering that the zapcode should be roughly 1/15th the height of the overall design), save it on your computer and then upload this design to ZapWorks Designer as your tracking image.

STEP 5

Create the AR experience to display on the poster when zapped.
For example:

- Photos of the class creating their artwork.
- Photos of individual students holding their artwork.
- A video of the teacher talking about the project.
- A video of a few of the students introducing their artwork or talking about what they learnt or liked.

TIP!

Use transitions and actions in ZapWorks Designer to build a nice narrative to the experience. Also, avoid uploading too much content (especially video) or it could make the zap take a long time to download.

STEP 6

When you're happy with the finished experience press **Preview** and test out the experience from your monitor using the free Zappar app on your device.

STEP 7

Once it has your seal of approval press **Publish**, print out your poster design featuring a zapcode and watch it come to life.

Lesson two

Class project showcase

STEP 8

Your augmented reality poster is now ready for the real world.

Put it up:

- Around the school.
- In the classroom.
- Send home to all student to show their parents.
- Form part of the school newsletter.

Other ways to use this module:

Run a competition

Run a competition between different classes to make the best poster and zapcode to be judged by the art teacher, headmaster or even students based on which one gets the most zaps.

Spice up your computing course

Make the poster project part of the computing module for the class to teach students:

- How to use Powerpoint.
- The concept of file sharing.
- Working with multimedia file types like video and photos.
- Taking photos.
- Making a video project.
- Creating a poster design.
- Thinking about narrative & story-telling.
- Team work.
- Presentation techniques.

Lesson two

Class project showcase



St. Stephen's CE Primary School proudly presents

FOOD GLORIOUS FOOD!

A whole school musical

Staring Zora Jamieson as the Artful Dodger



7th, 8th and 9th July at 6.30pm
with a morning performance on 8th July at 9.30

The Friends of St Stephen's will be serving refreshments during the interval

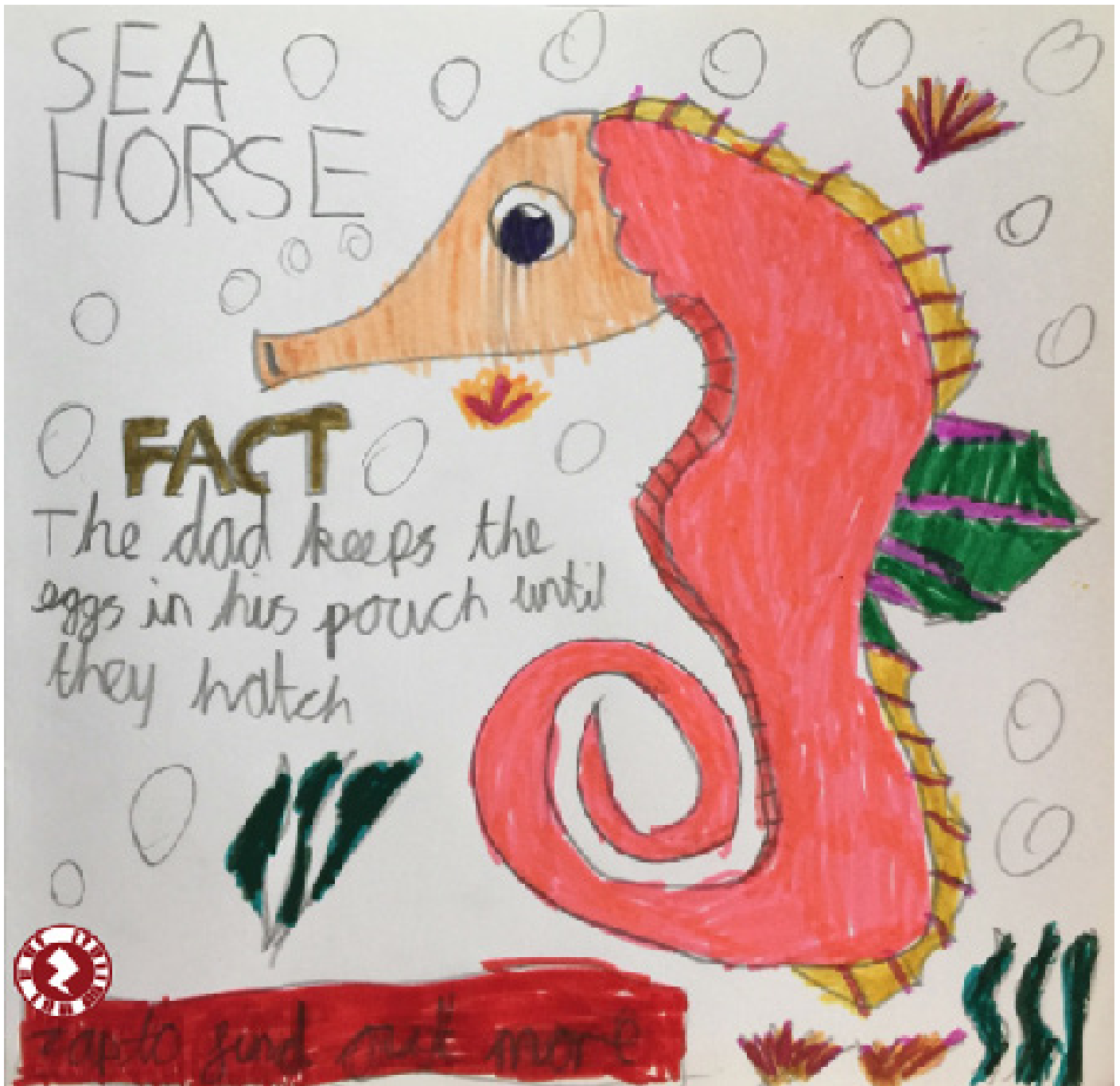
Tickets available from the school office £5 adults and £3 for children



Download the free Zappar app
Aim at the poster and watch the Artful Dodger come to life

Lesson two

Class project showcase



Lesson three

Interactive learning & discovery around lesson plans - years 5 & 6

In this module the aim is to use augmented reality to generate greater engagement, collaboration and debate amongst student around a given topic whilst giving them an interactive reward-driven task to bring their ideas and knowledge to life.

STEP 1

Take the chosen topic for the term (e.g. The Great Fire of London, Egypt, Frogs). At the end of the teaching period on this subject, divide the class into groups (up to 5 students in each group).

As a preparatory step, collate a 'digital scrap book' of relevant photos, video, sound, music related to the topic from the internet or other reference libraries along with any items the class might have made as part of the topic lesson plan. These should be uploaded to the shared drive for the school and placed in a project folder that the student can access.

TIP!

Take photos and video of the class during the learning process, which can be used later in augmentation.

STEP 2

Get each group to create a collage based on what they've learnt. Invite the students to think of it as creating the front page of a newspaper with them cast as reporters of the events to tell the facts.

The faux-newspaper should include:

- A name for their newspaper.
- A key visual (this could be drawn or pictures cut out).
- A newspaper style headline relevant to the topic.
- A minimum of 5 key fact they've learnt about the topic (or one for each team member).
- A photo of the team that worked on it.
- A video of the members of the team with each person reading out one of the facts.

Lesson three

Interactive learning & discovery around lesson plans - years 5 & 6

STEP 3

The teacher should take a photo (or scan) of each finished collage and then upload to the school's shared drive on the computer as a JPG, PNG or PDF.

STEP 4

Each group logs onto ZapWorks to make a new ZapWorks Designer zapcode and gives that project and zapcode a name (we'd suggest the name of their newspaper as the project name).

STEP 5

The group should then download their zapcode and attach in to their collage (remembering that the zapcode should be roughly 1/15th the height of the overall design). They can then save it on into the allocated shared drive folder for the class and upload this design to ZapWorks Designer.

STEP 6

Each group then creates their Zappar Powered experience for their collage based on imagery, audio and visual already pre-uploaded and stored on a file on the shared drive prepared & vetted by the teacher (see Step One).

TIP!

Use transitions and actions in ZapWorks Design to build a nice narrative to the experience. Also avoid uploading too much content (especially video) or it could make the zap take a long time to download.

STEP 7

When each group is happy with their finished experience press **Preview** and test out the experience from their monitor using the free Zappar app on one of the school's tablets.

TIP!

Have the Zappar app pre-installed on the school's tablet.

Lesson three

Interactive learning & discovery around lesson plans - years 5 & 6

STEP 8

Once it's got the groups seal of approval press **Publish**, print out the poster design featuring a zapcode and watch it come to life.

STEP 9

Print off a copy of each collage featuring a zapcode for each group and ask them to present their collage back to the class. The student should talk about their newspaper front page and walk the class through the different elements of their poster.

STEP 10

The posters can be placed:

- Around the school.
- In the classroom.
- Sent home to all students to show their parents.
- Form part of the school newsletter.

Lesson four

End of year memento for years 5 & 6

This module is designed as a fun end of year activity as kids wind down at the end of the summer term whilst revisiting the topics and projects they've covered in the last 12 months.

Here's how

STEP 1

At the end of the summer term the teacher gathers a curated selection of the photos, video and artwork created by their class from the last 12 months covering the main topics and project from the year. We'd recommend about 30 pieces of content in total. As preparatory work, these multimedia pieces would also be scanned or photographed by the teacher and uploaded onto the shared drive on the schools computer in a dedicated project folder.

STEP 2

Working together, the class would select their favourite 20/30 images discussing as a group why they liked the picture/artwork and what they relate to as a way to discuss what they've learnt throughout the year.

STEP 3

The teacher would then split the class into groups (of up to 5 students) to create a collage based on these selected images featuring:

- A maximum of 5 of the chosen images for the collage along with captions for each.
- A heading for the collage.
- A photo of the class.
- The class name and year.

STEP 4

- Each group presents their collage back to the class.

Lesson four

End of year memento for years 5 & 6

STEP 5

The class would then vote and select their favourite collage.

STEP 6

The teacher would take a photo/scan of the winning handout and upload it to the shared drive on the school's computer under a project file name.

STEP 7

Each group would then be able to access ZapWorks to allocate their own zapcode and give it a name related to their group (perhaps the first initial of each of the members of the group).

STEP 8

Each group would then place their unique zapcode on the collage, save it as a PNG or JPG and upload it as the tracking image to their ZapWorks Designer project.

STEP 9

Each group would then use the other images that had been selected by the class (and pre-uploaded by the teacher onto the school shared drive - see Step One) to make a Zappar Powered experience attached to the collage.

For younger classes the Zappar Powered experience could be created by the teacher.

TIP!

Use transitions and actions in ZapWorks Designer to build a nice narrative to the experience. Also avoid uploading too much content (especially video) or it could make the zap take a long time to download.

STEP 10

The teacher prints out each of the collages (remembering to put the groups project name on the back of each print out).

Lesson four

End of year memento for years 5 & 6

STEP 11

Each group would present their Zappar Powered collage back to the class explaining the decisions they've made. The class would then vote on the best final execution.

STEP 12

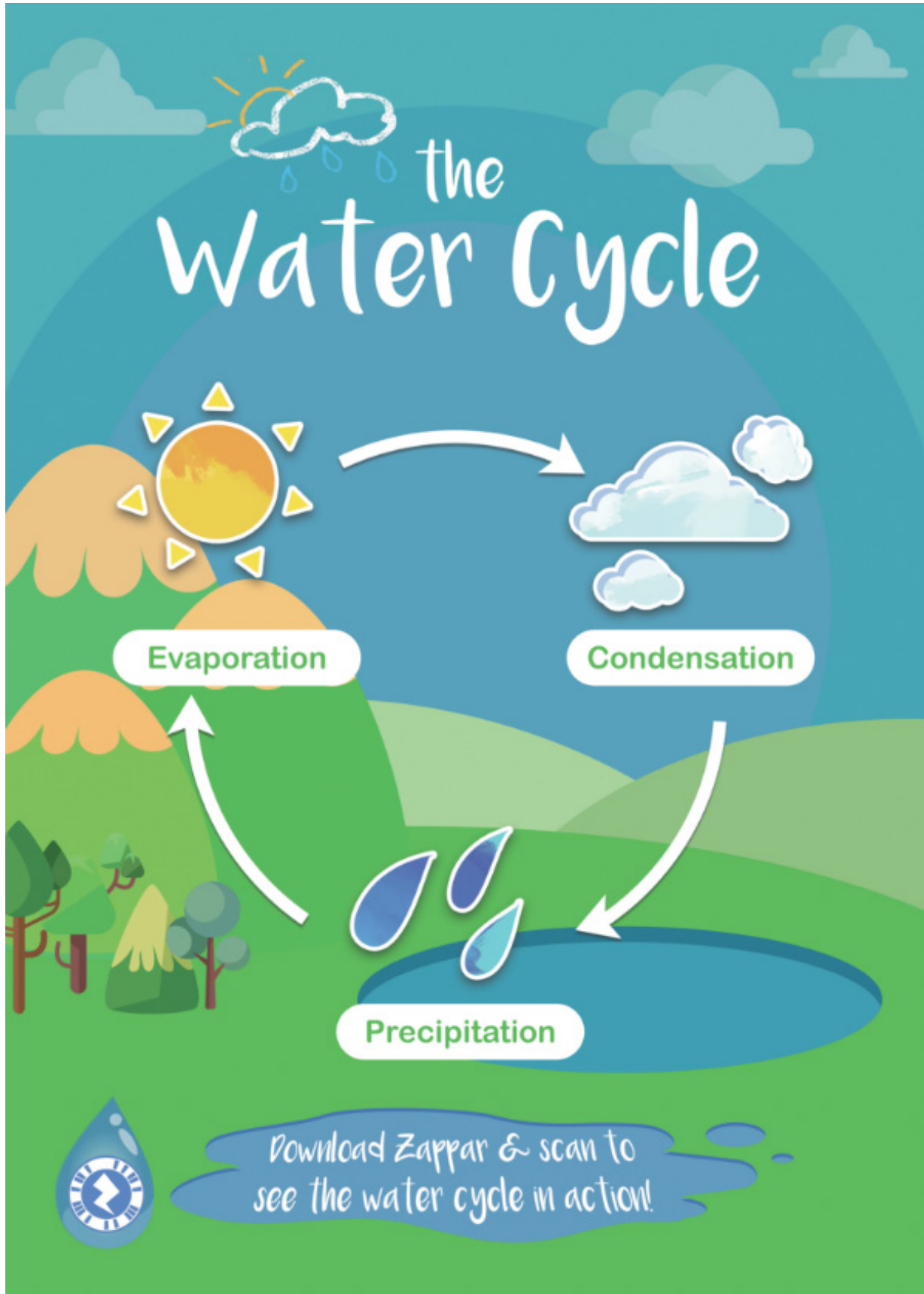
The winning collage would then be printed and sent home with each student as the end of term.

Other way to use this module:

The handout for each class could be displayed at the school for everyone to see and zap with a prize for the best class collage.

Lesson four

End of year memento for years 5 & 6



Lesson four

End of year memento for years 5 & 6

