

Explainer Academy Fact Sheet

Learn powerful strategies for turning complicated subjects into clear, understandable explanations and DIY animated explainer videos.



What is the Explainer Academy?

The Explainer Academy teaches explanation and animated video creation skills via self-paced online courses. We believe carefully crafted explanations help you *make the most* of opportunities to build support, respect and attention.

For whom is it designed?

The Explainer Academy is for any professional who depends on clear, understandable communication. The skills are particularly useful for presentations, website content and instruction.

Who teaches the courses?



Lee LeFever is the instructor and host. Lee is the founder of Common Craft and credited with establishing the explainer video industry in 2007.

Lee is an international keynote speaker and author of *The Art of Explanation*. He has worked with companies such as Google, Intel, LEGO and Ford to explain their products, and his explainer videos have been viewed over 50 million times and licensed in over 50 countries.

“Lee LeFever and Common Craft helped us explain Dropbox to millions of people.”

Drew Houston, CEO, Dropbox



Experience innovative, multimedia learning

The courses are filled with 60+ original animated videos, original visuals, quizzes, downloadable guides, templates and exercises that guide you through drafting clear explanations and creating compelling DIY animated videos.

What will you learn?

Explanation Master Course

This course takes a comprehensive look at explanation as a professional skill you can develop and apply to any situation or medium. It provides a look at explanation theory, a checklist that ensures explanation success, “repackaging” strategies and talking points for clear, effective explanations. You can become a better explainer, and put your new skills to work quickly.

How to Produce DIY Animated Videos

This course focuses on creating DIY animated “explainer” videos with quality results. Using common, affordable tools, it teaches the “six skills of animated video production”. The skills are: script writing, storyboard development, the use of visuals, voice-over recording, animating visuals and editing the video. Learn how to make your ideas clear and engaging in presentations, classrooms and online.

Pricing

Explanation Master Course: **US\$349 per person**

DIY Media Maker Course: **US\$299 per person**

Bundle of Both Courses: US\$549 per person (15% savings)

This is a one-time fee and access never expires. We accept credit cards and PayPal. Ask about volume licensing at info@commoncraft.com

Sign up or view the complete curriculum at ExplainerAcademy.com