



## THREE WHITE LABELS



by  
CODELEGS

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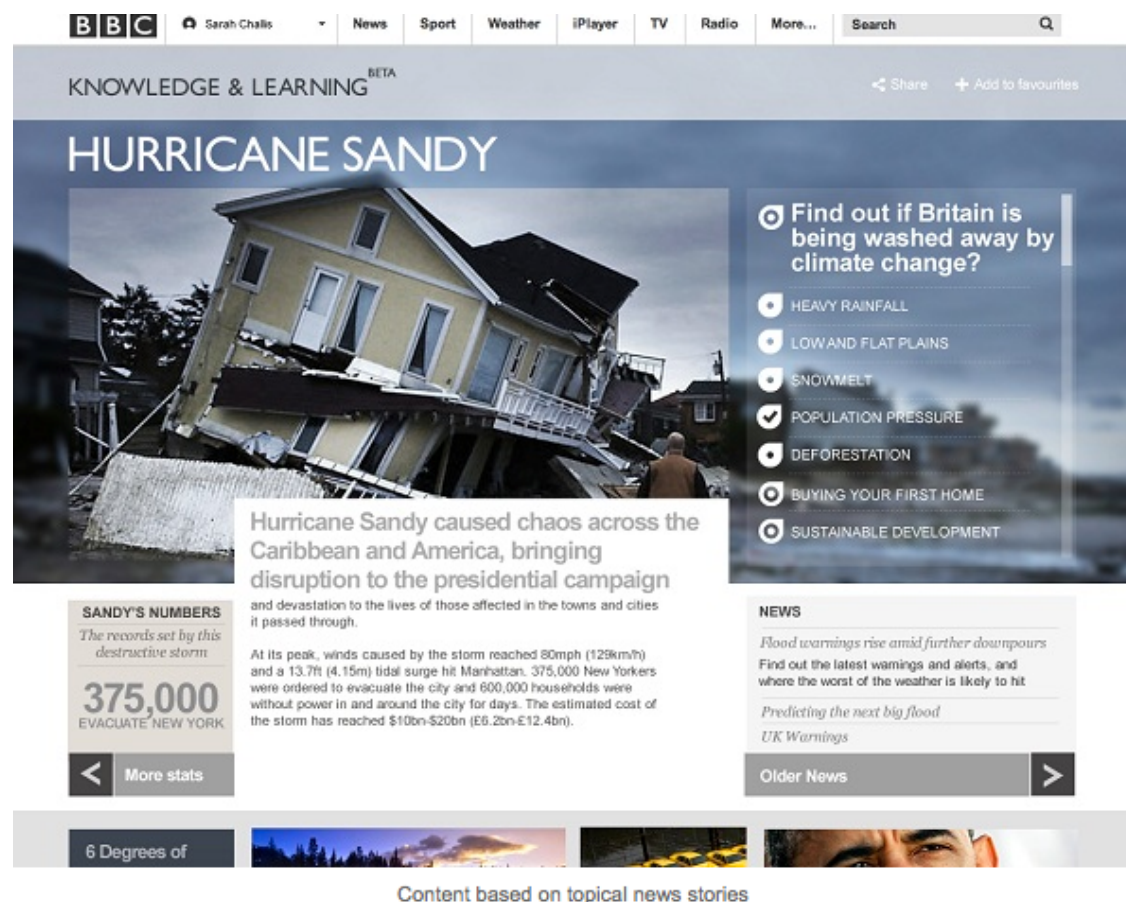
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## Appendix One: Proposal One Examples (part one)

The examples presented here are based on Flash and Adobe AIR projects built using Conger.

Whilst some of the examples may appear dated, our proposal is based on refactoring Conger or extending the capabilities of Syncweaver to create updated templates and components enabling the creation of contemporary looking learning experiences created as HTML5, web, native iOS and native Android apps. For example Conger is capable of creating the following experience:



Horizon Illusions Quiz

<http://extdev.bbc.co.uk/innovations/parmy/horizon>

Discover more about the illusions created by our minds, through theory and practical interactive video learning journey.

Death In Rome

<http://extdev.bbc.co.uk/innovations/parmy/dir>

A feature length interactive crime investigation, Death in Rome takes the viewer through a fun learning experience based around the death of a Roman merchant. With analysis from experts in History, Science and Diseases the viewer is invited to determine the cause of death, whilst engaged in seamless learning and reflection.

#### CBBC Tracy Beaker You Choose

<http://www.bbc.co.uk/cbbc/games/beaker-you-choose>

An interactive experience aimed at CBBC audiences to learn about being safe online. The viewer follows three individual stories based on copyright infringement, strangers online and online bullying. At key stages the branching narrative invites the viewer to make a decision they would make, the results of which are played out on screen. Each story ends with reflection on the decisions made.

#### Weakest Link Playalong Quiz

<http://extdev.bbc.co.uk/innovations/parmy/wl>

An interactive video, allowing for trivia based learning and follow up on the topics covered.

## Appendix One: Proposal One Examples (part two)

A Different Ending (Android Only)

<http://alcmene-bbc-ars.s3.amazonaws.com/KnifeCrimeMobile.apk>

A high octane interactive drama created for the Metropolitan Police, which takes viewers on a journey about the dangers of knife crime.

Parachute Jump

<http://www.videoclix.tv/pages/demo/discovery.php>

Created for the Discovery Channel, the viewer engages with a fully clickable video to delve deeper into content.

Pumpkin Pie

<http://www.videoclix.tv/pages/watch.php?v=gwz1kur67i>

Created for CBC, the viewer learns how to bake a Pumpkin Pie through a fully clickable video.

## Appendix Two: Proposal Two Screen Capture Example

<http://tinyurl.com/ak8969l> (download the app onto your iOS device)

The associated video is available here:

<http://vimeo.com/56458903>

Your license code is: bbc123

The video is split into two trailers. Activate the app (do not click the debug “Start” button). The first trailer simply demonstrates frame accuracy on the second screen. The second trailer will open eight slots on the second screen device.

The idea is to capture the 8 characters into the slots, by swiping down from the top of the screen, or shaking the smart device, each time the character appears (alone) in the video.

Catch all 8 characters to win an ice cream.

## Appendix Three: Proposal Three

An online CMS tool which BBC content providers, and audiences to mash together BBC content to create learning journeys can use. The CMS tool allows editors to pull together images, video, text, links and questions to create learning material based on theory, practical and reflection.

This platform allows independent, personalized user journeys on a Knowledge and Learning interactive style platform. It enables digital natives' content finding, curation, analysis, creation and presentation via multiple media. Users post captured or created content into colour-coded Knowledge, Doing and Developing/Reflection 'boxes' so that they can curate information, links, 'exercises' / 'activities' and reflect upon their development

This is ideal for independent, cross-curricular, project – or problem - based learning. Alternatively, exemplar, curriculum-linked journeys can be accessed, with prompts and activity ideas revealed via graphic novel frames. This delivery system enables teachers to guide student learning, providing questions and context, designing instruction, and assessing quality.

It allows the underlying journey to be designed by a teacher, setting a project such as 'how can we create light' (with sub-question prompts such as 'how do lightbulbs work?') or 'my life in WWI'. Students could respond by researching on the K & L and current affairs sites (or elsewhere) pulling together relevant content via our second screen proposal (see above) or by cut and pasting, drag and dropping or uploading their own content (images, videos, audio, links, bitesize info, text, etc.) Therefore users can engage through their passions, for instance by curating or creating musical or artistic interpretations.

Templates for cloze/ labeling/ quiz/ survey/ mind map/ (diary-reflection) blog exercises can be used by teachers or students. If the project is set by a teacher, guiding questions can be added and personalized feedback bubbles posted. A teacher page allows assessment of the student projects, but the focus is on enabling students to drive their own journey and facilitating 'flipping' the classroom.

Find below a series of wireframes, which outline our proposal for a bespoke learning tool based on How a Light Bulb Works.

How can we create light? Students could explore how candles, lamps neon strips and traditional light bulbs work. History: design (diagrams – labelled); argon, tungsten, phosphor, mercury – placing on periodic table – properties; noble gases; glass; manufacture; electricity; specialist uses (industry, etc.); a pros and cons table; energy policy and energy saving light bulbs/ solar powered lights and experimental GM glow-in-the-dark plants. Users could create a graph to compare energy consumption and also of money saved by switching over. This could feed into environmental areas of citizenship, energy policy, survey on take up among peers, energy-monitoring data from before and after switching, etc.



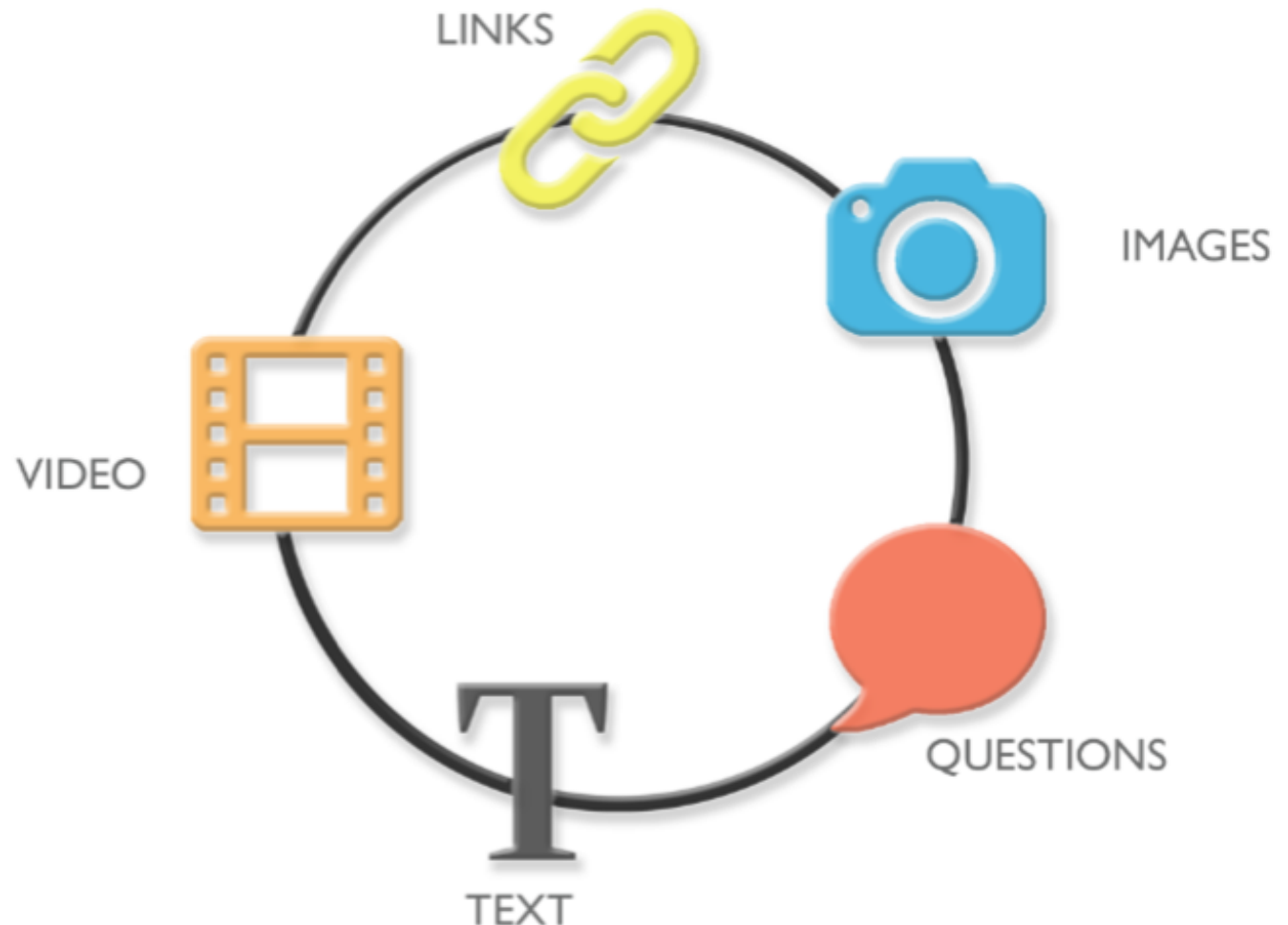
## BESPOKE LEARNING PLATFORM

A platform and tool which allows viewers to follow through either a bitesize or extended learning journey on multiple platforms, curated by BBC content providers and BBC audiences from BBC Online and Bitesize content.

The vision is to create a graphic novel - interactive branching narrative, which allows viewers to steer through Theory, Practical and Reflection.

The final content will be delivered through a stylised animated template, adding the sparkle required to keep the viewer engaged.

The concept is to allow curation of the user journey through an easy to use CMS tool, which will allow users to mash together:





### INCANDESCENT LIGHT BULB

An incandescent light bulb, incandescent lamp or incandescent light globe is an electric light which produces light with a filament wire heated to a high temperature by an electric current passing through it, until it glows (see Incandescence). The hot filament is protected from oxidation with a glass or quartz bulb that is filled with inert gas.

[See Thomas Alva Edison](#)



**The first light bulb**  
Invented in 1879.

**1880**

invention of the  
incandescent light bulb

*I'VE NOT FAILED,  
I'VE JUST FOUND 10,000  
WAYS THAT WON'T WORK.  
T.A. Edison*

### Thomas Alva Edison

by numbers

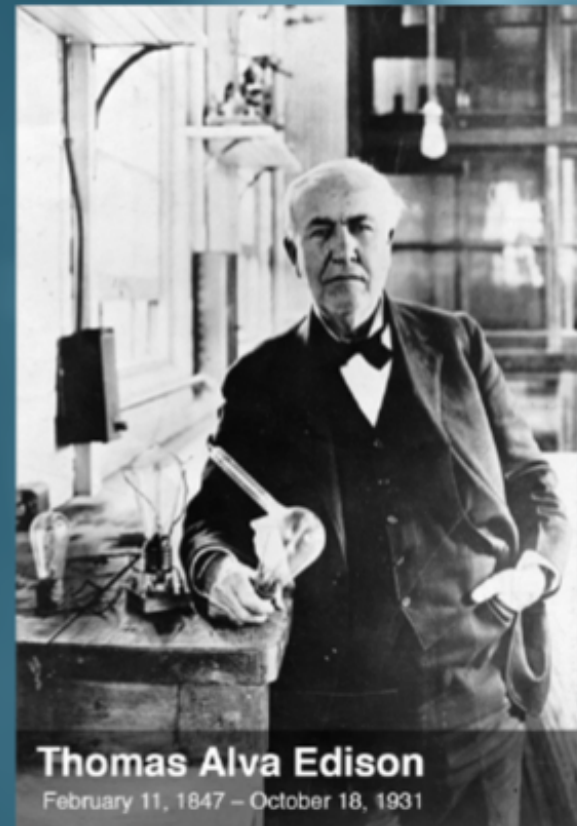
**1093**

U.S. patents by his name

**10.000**

Dollars for selling the  
telegraph

[see more](#)



**Thomas Alva Edison**

February 11, 1847 – October 18, 1931

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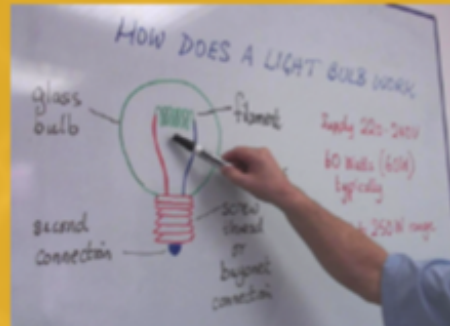
## HOW TO BUILD A LIGHT BULB



watch

learn

## HOW DOES A LIGHT BULB WORK



DID YOU KNOW...

Over **1.2 billion** people - 20% of the world's population - are still without access to electricity. Only **18.4%** of electricity is produced by renewable sources.



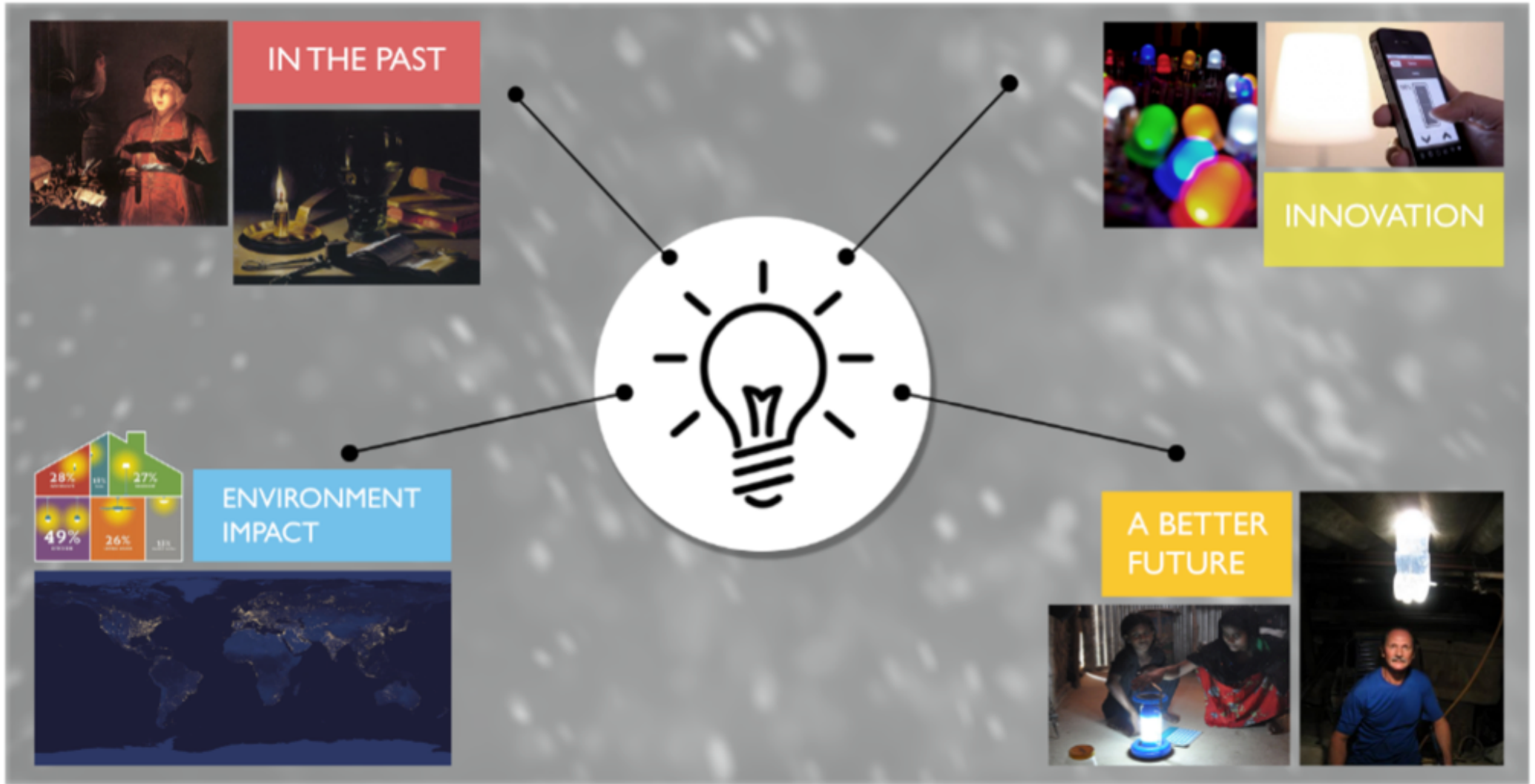
think

## IMAGINE THE FUTURE



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The screenshot displays the BBC CMS TOOL interface. At the top left is the BBC logo and the text 'CMSTOOL'. The main area features a video player on the right and a timeline at the bottom. The video player shows a scene titled 'WHO INVENTED THE LIGHTBULB ?' with a subtitle 'Thomas Edison' and a link to 'quotes'. The video content includes a close-up of hands working on a light bulb and a portrait of Thomas Edison. A speech bubble overlay asks 'Who invented the light bulb?'. The video player controls show a timestamp of 00:00:00:12, play/pause buttons, and the scene title 'Scene 01 Title: The light bulb'. On the left, a stack of video thumbnails is visible, with the first one showing a close-up of hands working on a light bulb. A text box with the placeholder 'My text here' is also present. The timeline at the bottom shows a sequence of clips, including the light bulb close-up and a portrait of Thomas Edison, followed by two empty slots labeled 'place here your clip'. A plus sign indicates the option to add more clips.

Link to Edison's quotes

Who invented the light bulb?

My text here

WHO INVENTED THE LIGHTBULB ?

Thomas Edison

quotes

YOU CAN MAKE YOUR OWN LIGHT BULB

00:00:00:12

Scene 01  
Title: The light bulb

place here your clip

place here your clip

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

## Appendix Four: Codelegs Learning Portfolio

Find below a selection of work we have been commissioned to do, each of which demonstrates our experience with learning products and the technology proposed in our submission.

### Pointless for Endemol/BBC (K&L)

Play along with the Pointless game show on your smart device. An education layer allows the user to take an onward journey into the topics covered.

### Antiques Roadshow for BBC

Although the learning zone feature did not make it into the final version of the play along app, this feature allows viewers to discover more about each antique, the artist and the period in history.

### Kobo Reader

<http://www.kobo.com/apps>

A eReader web app which targets all smart device platforms: iOS, Android, Blackberry, Mac and PC.

### BBC Micro II for BBC (K&L)

A software modern day replacement for the original BBC Micro. This tool allows users to learn all modern languages from PHP to Javascript, Java to C++. Code is compiled for a range of platforms including browser, Android, iOS and desktop tools.

BBC Micro was used recently updated and now includes a Hacker Code project, which was used to introduce over 9000 children into coding at a recent event in Leeds.

### Millionaire for Sony

To install the application, please click the following link on your iOS device (iPad or iPhone):

<http://tinyurl.com/oy5tedq>

The accompanying video can be found here:

<https://vimeo.com/69538671>

A few things to note:

- Your license key is: bbc123
- Please review the Help/Instructions – these are available from the main menu by clicking "?" or "Instructions"
- For now Sony have asked us to disable all Menu buttons – once they have signed off the pilot we'll be able to give you access to the full application

### Daleks and Dr Who for BBC (K&L)

A range of learning products was developed around the Dr Who brand. This includes a guide to building a Dalek, which synchronises with the TV show (Dr Who) and comes to life when a Dalek appears on screen and a 2D platform game for the second screen which teaches users game development and physics. The game called Dalek Assault, allows users to update the code and see the results all from within the app on their smart device:

### Learn Game Development

<http://codelegs.s3.amazonaws.com/apps/general/dalek-assault-android.apk>

### CMS Tool for Dalek Instructions

<http://codelegs.s3.amazonaws.com/apps/general/DalekInstructionComponent.apk>

### Dalek Controller using OSC, WiFi, Bluetooth and Watermark Triggers

<http://codelegs.s3.amazonaws.com/apps/general/DalekOSC.apk>

Dr Who Games – another great tool to learn games and also for users to enjoy the Dr Who game

<http://codelegs.s3.amazonaws.com/apps/general/DrWhoGames.apk>

### PopcornJS sample for BBC (K&L)

A short demonstration of using BBC Micro II to create an interactive video, which pools content from around the web to appear alongside or overlaying a video. The example provided pools resources from:

- BBC Blogs
- Google Maps
- Wikipedia
- Pinterest
- Facebook

This platform could be extended and combined with our proposed CMS Tool for the Bespoke Learning Platform.

<http://codelegs.s3.amazonaws.com/projects/ThreeWhiteLabels/popcornjs/popcorn.html>