

Animated Explainers (Pilot)

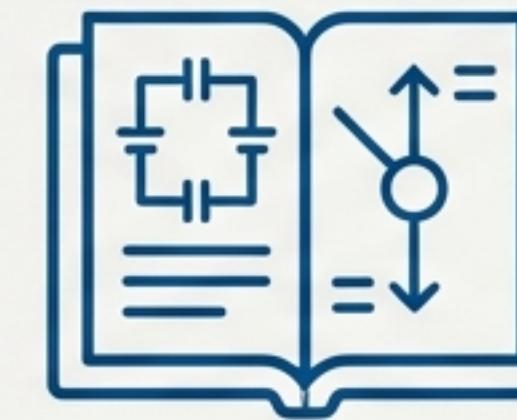
Making abstract science concepts tangible and engaging.

The Invisible Wall in Learning Science



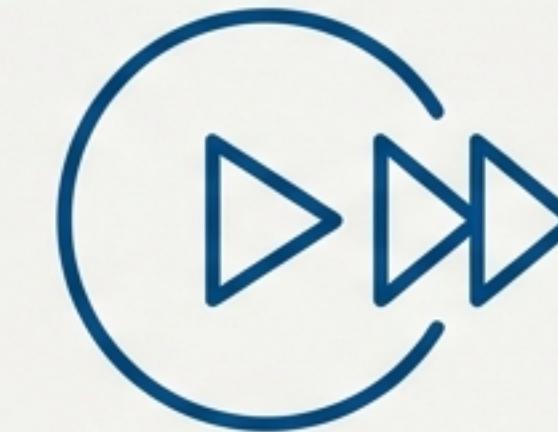
Abstract concepts are difficult to visualize.

Concepts like magnetic fields and invisible forces are a known hurdle for students.



Static diagrams lack engagement.

Traditional textbook images fail to capture the dynamic nature of physics.

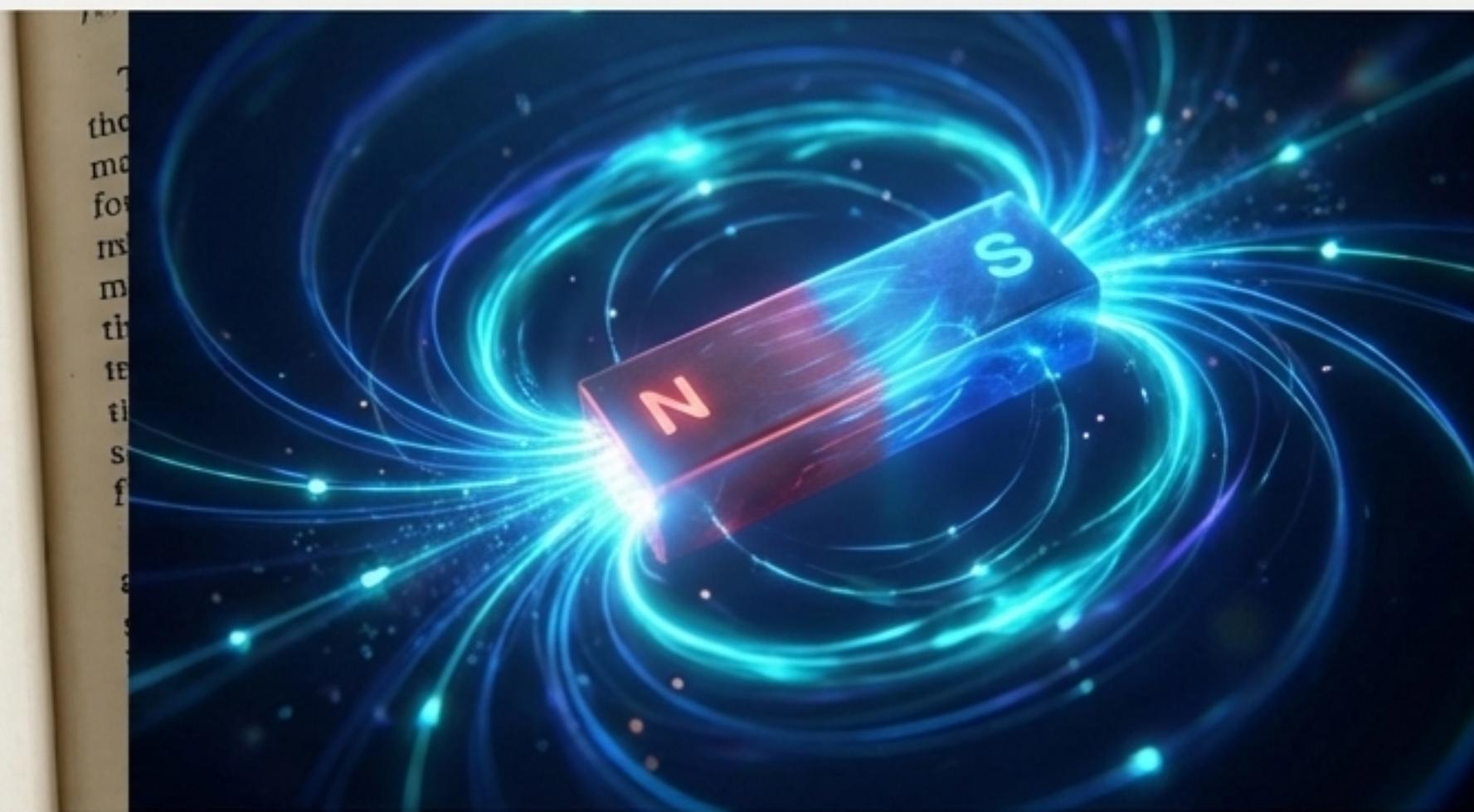
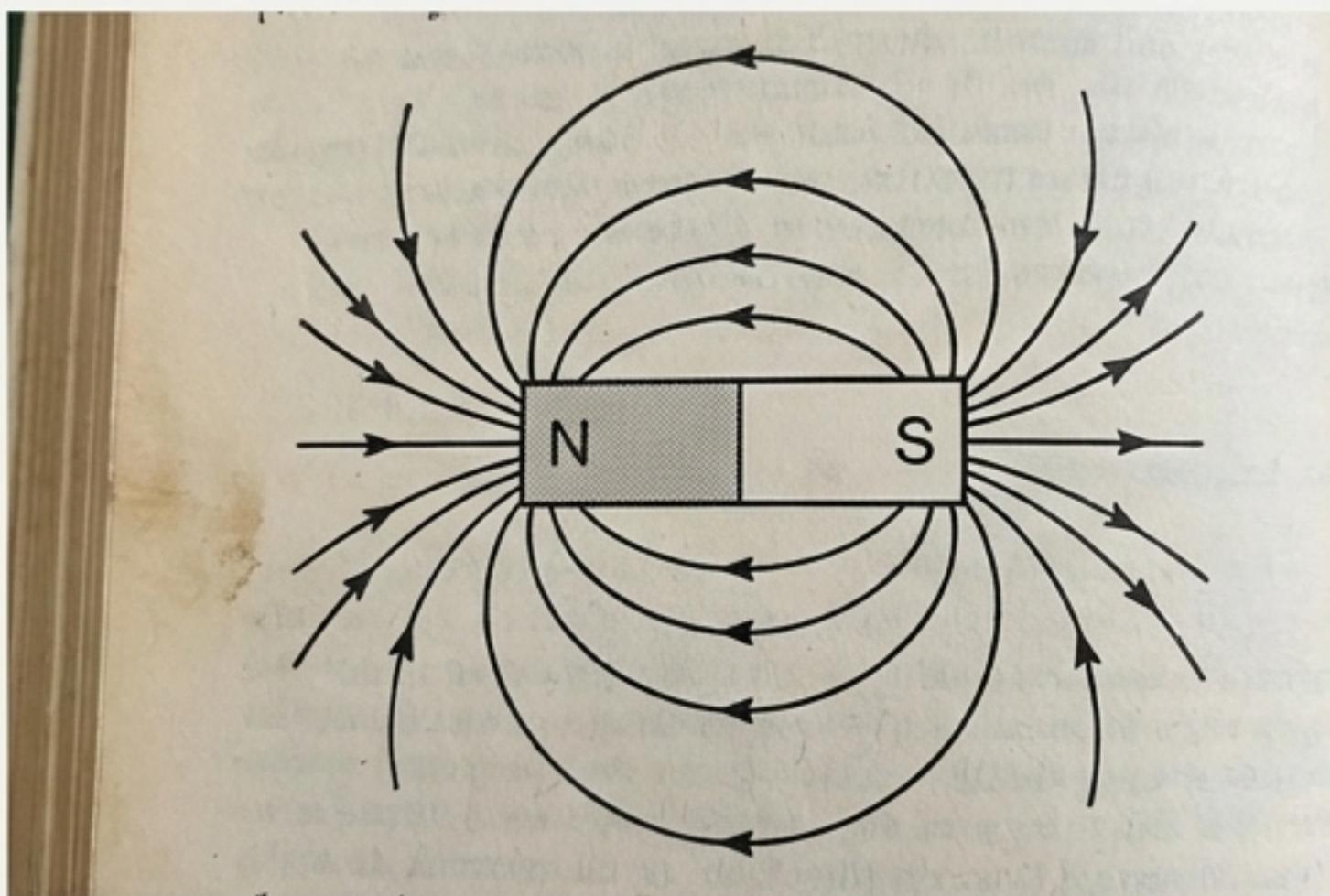


Attention spans are changing.

Students are accustomed to short-form, visually rich content.

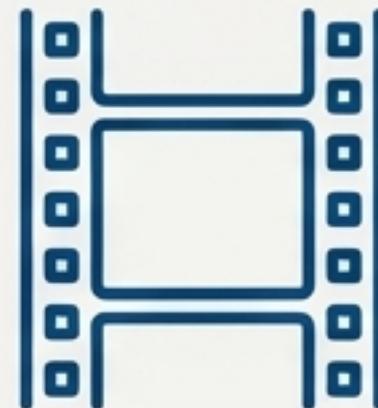
Short, Vivid, Curriculum-Aligned Explainers

We transform complex topics into clear, bite-sized animated videos. These “micro-explainers” are designed to hook student interest, demonstrate one key concept, and integrate seamlessly into existing lesson plans.



From Static & Abstract → Dynamic & Clear

A Focused Pilot Package



Core Content

- 3–5 micro-explainers (10–25s)
- 1 optional unit opener (30–60s)



Essential Inputs

- Lesson plan/terminology
- Language preference (EN/AR)
- Optional school branding



Proven Structure

- Visual Hook
- Core Concept
- Illustrative Example

Clear Boundaries for a Safe Start

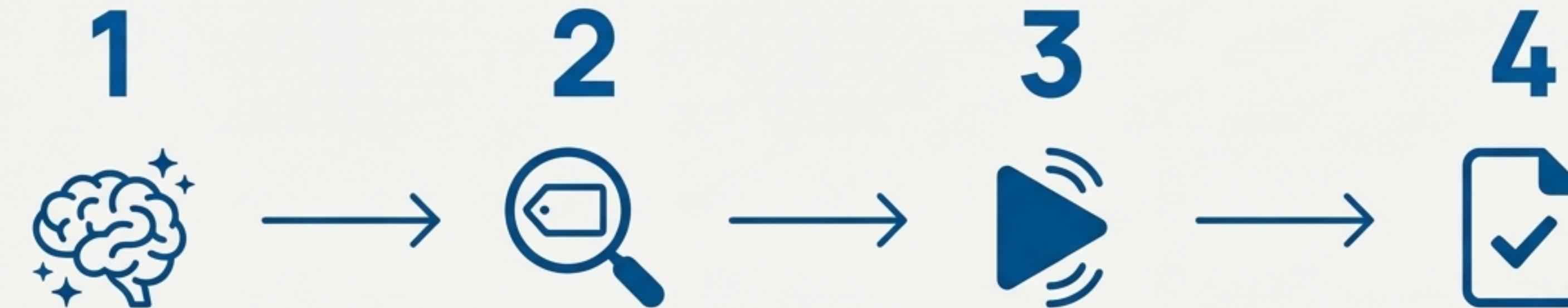
WHAT'S IN

- ✓ A proof-of-approach for quality and workflow
- ✓ A small, representative set of core concepts
- ✓ Vertically and horizontally formatted videos
- ✓ One chosen art style

WHAT'S OUT

- Full curriculum or unit coverage
- Multiple art styles in one pilot
- Advanced character animation
- Student assessments or quizzes

Efficient, Modern, Repeatable



AI-powered concept art using Midjourney to rapidly explore visual directions.

Key visuals are isolated and labeled with curriculum-specific terminology (using Nano Banana).

Assets are brought to life with simple, clear motion graphics to illustrate the concept.

Final videos are polished, formatted, and delivered.

Same Ume Story. Different Look.

We can produce the same content in a wide range of art styles to perfectly match your brand and audience.



STYLE 01 – CLAY TOY



STYLE 02 – FLAT VECTOR



STYLE 03 – SOFT PASTEL



STYLE 04 – ANIME TECH



STYLE 05 – PAPER CUT



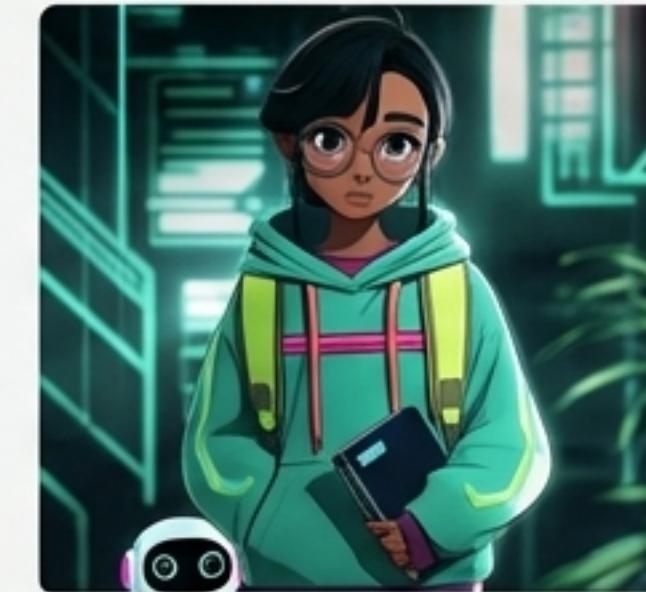
STYLE 06 – COZY 3D DOLL



STYLE 07 – WATERCOLOR



STYLE 08 – RETRO POSTER



STYLE 09 – NEON CINEMATIC



STYLE 10 – PHOTOREAL

Built for Engagement and Clarity

Each micro-explainer follows a simple, effective 3-part structure.



1. The Hook (1–3s)

An attention-grabbing visual or question that sparks curiosity.

2. The Concept (5–15s)

The core idea is presented with curriculum-aligned text and a clear visual demonstration.

3. The Example (3–7s)

A simple, memorable application that reinforces the concept.

Ready for Every Classroom and Screen

All videos are delivered in two standard formats to maximize usability.



Vertical (9:16)

- Optimized for mobile, Reels, and TikTok.
- Perfect for individual student review.



Horizontal (16:9)

- Standard widescreen format.
- Ideal for classroom projectors and desktop viewing.

Technical Specs

- MP4 Files
- High-Resolution (1080p)
- English language (for pilot)

Let's Begin.

1

1. Select Your Style

- Choose 2-3 preferred visual directions from the style menu for us to explore further.

2

2. Approve the Pilot

- Give the green light for the pilot package. We can begin production immediately.