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Video: <https://www.youtube.com/watch?v=sd0BJMpf9ow>

The designs that surround us are fluid, interactive, and mobile. Students are surrounded by this design in the technology they interact with on a daily basis. To communicate effectively with students, the format must also be fluid, interactive, and mobile. The video complements the existing services that students use on a daily basis. By mirroring a modern look, cellular respiration is made interesting and current for students. Moreover, cellular respiration is a complex process involving many different processes and can very quickly become overwhelming for students who are learning about it for the first time. The video is able to guide students through the individual steps of cellular respiration, focusing on key reactions while keeping the student engaged and focused. I chose a video format as I personally found videos about cellular respiration more engaging than slideshows.