

Student Name: Taylor Cabral

Project Title: Explainer

VIDEO

AUDIO

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NOTES: Paintbrushes on heart money appears second.

Have you ever said to yourself...? I sure love doing -insert creative thing here- too bad there isn't a way to make money from it.

2



NOTES: Video of someone doing something doesn't have to be drawing.

Well since 2013 Pateron has been helping content creators not just make money but make a living off their creative works.

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As expected from the name Patronage works with the ye old system of patronage which for the arts can be traced back to both medieval Europe and Feudal Japan and its basically were rich nobles to show off their wealth would throw money at artists for them to create art.

NOTES: Gonna make graphics using this to illustrate money being thrown at artists.

4



Leonardo Da Vinci wouldn't have been able to create his master pieces without patrons.

NOTES: he probably would have starved on the streets.

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Pateron has decided to take this concept and modernize it for content creators today.

NOTES: maybe have pictures or something appear on the logo to show content creators

6



You want to make youtube videos or podcasts, you can make a Pateron.

NOTES: icons pop on and the pateron logo will slap on top of them

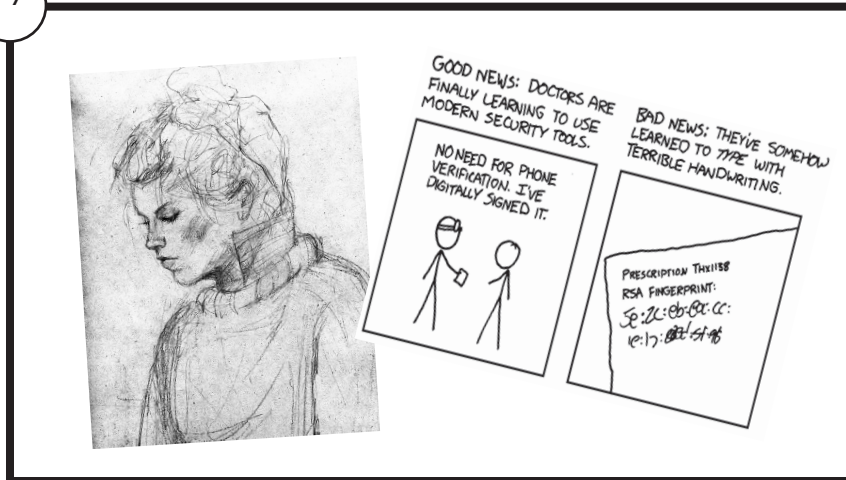
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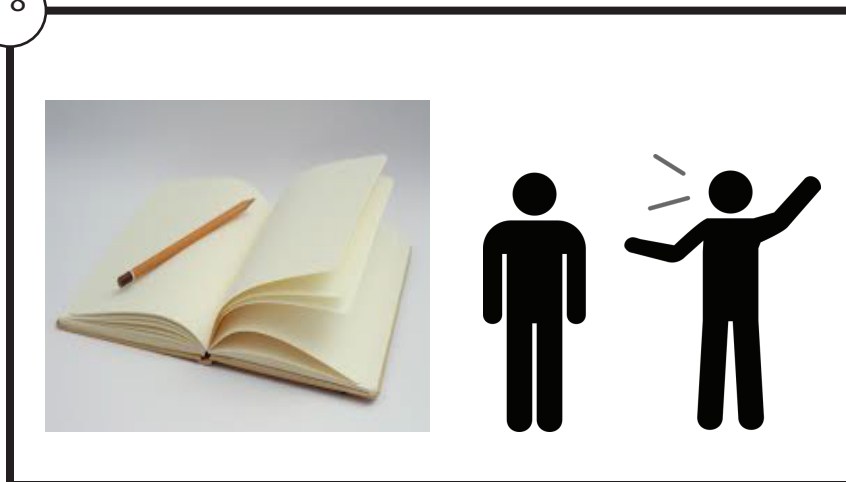
7



You want to draw or do comics, you can make a Pateron.

NOTES: icons pop on and the pateron logo will slap on top of them

8



You want to write or scream your opinions at people, you can make a Pateron.

NOTES: icons pop on and the pateron logo will slap on top of them

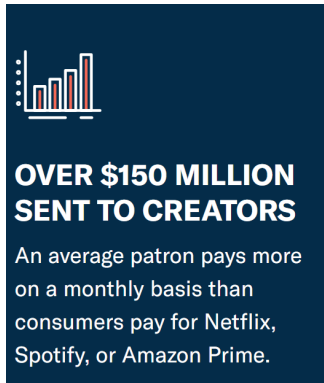
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What still not convinced? I heard people like numbers to convince them things so here is some numbers according to research people willingly spend more money on Pateron then other services like Netflix or Hulu.

NOTES: Make an actual graph

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Okay maybe you feel bad about taking people's money? Well you can set up a rewards system, maybe you want to give your patrons a free copy of your book or some cool swag like a keychain or t-shirt.

NOTES: more pop ons

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Or you know let them see what's in your sketchbook...

NOTES: Doesn't have to be a pop on maybe have actual film of someone looking over someone's shoulder while drawing

12



Maybe creating isn't what you're looking for but one of your favorite youtubers told you to support their Patreon. Even though you enjoy their work you're not sure if you want to pay a lot of money. Well don't!

NOTES: Maybe film someone looking like they're debating backing someone on pateron

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Pay as low as a dollar a month and 90% of the profit goes to your favorite content creators and you too can feel the satisfaction of those rich nobles who funded Da Vinci... probably.

NOTES: dollar bill appears on screen

14



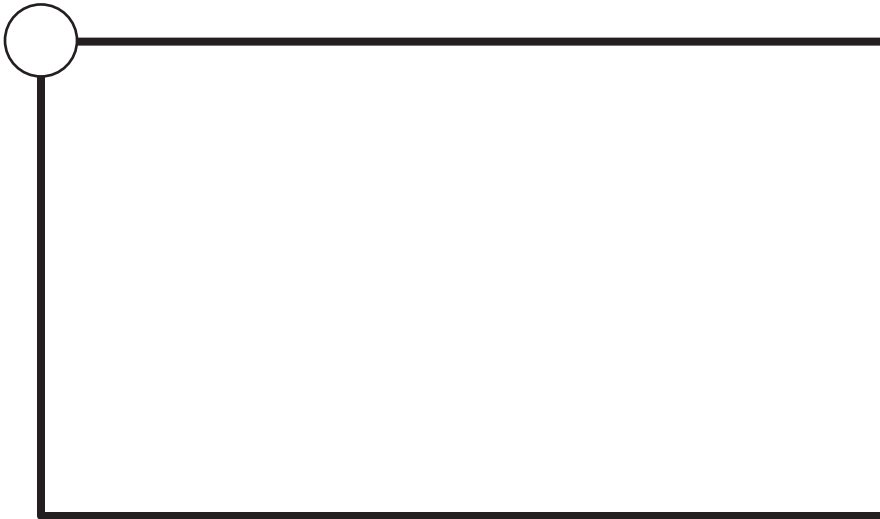
The point of Patreon is to let creators do what they love and let patrons enjoy the creations. Sign up or become a patron today at Patreon.com.

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