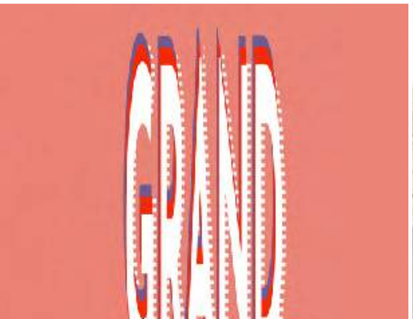

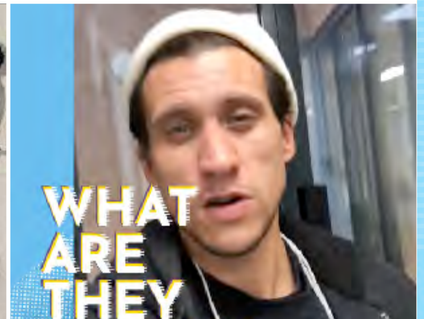

memrise

SOCIAL TEMPLATES GUIDE

Dec 2018

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1. SOCIAL LOOK & FEEL

CREATING SOCIAL POSTS >

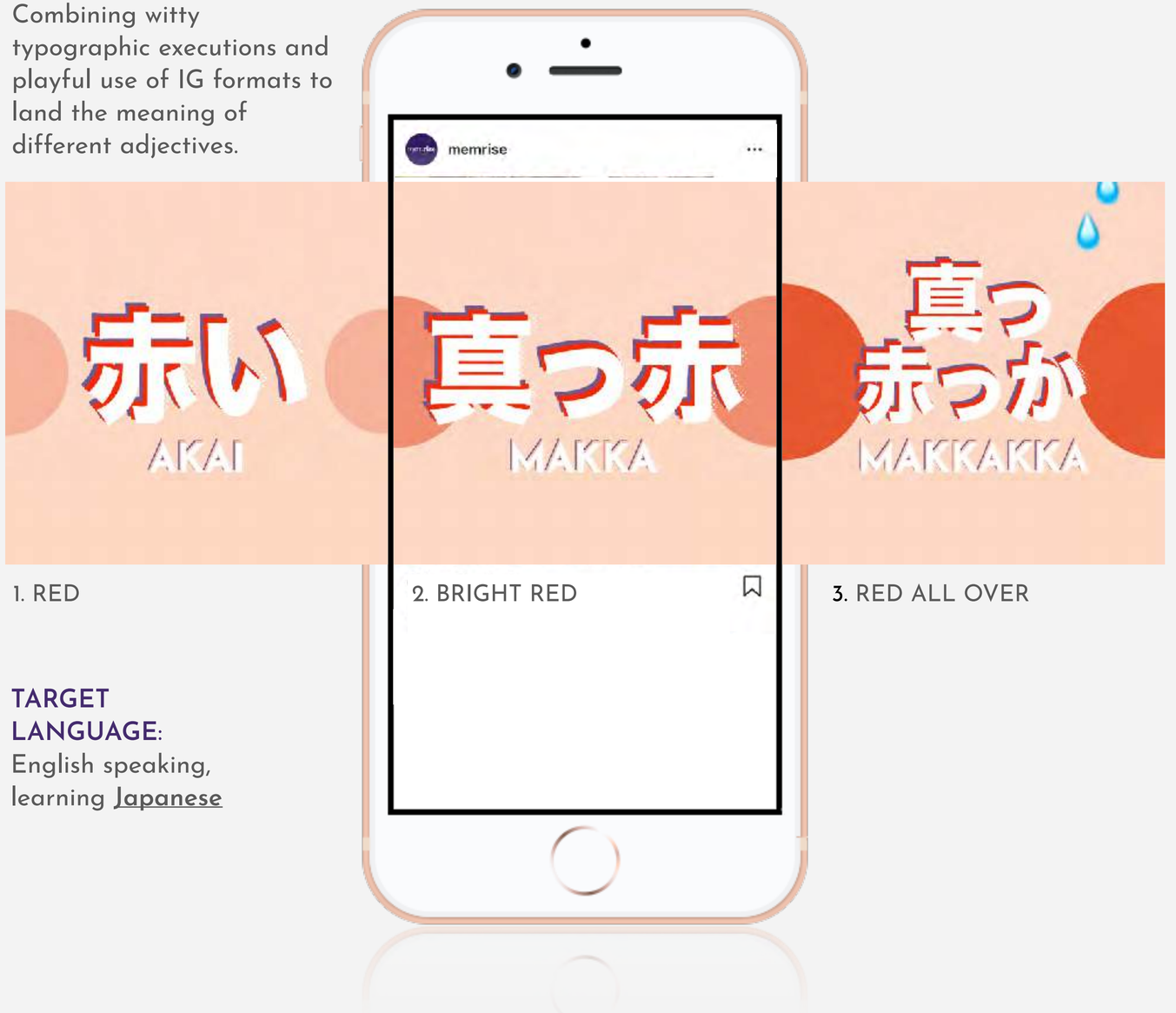
Before we delve into the details of the design look and feel, here's some simple guides on creating new social content:

1. What is the concept?
2. What target language is it for?
3. What are the words and how can we visually convey the translation?
4. Will it require photography or video?

The concept/theme(s) should be fun, light-hearted and engaging. From here, you can decide what colours are relevant for the theme and visual approach to best convey your message.

On this example, the concept was around cheeks blushing, so using typography combined with simple illustrations and relevant colours (Memrise reds) to support the message; we created an abstract face - making it playful, visually engaging and highly effective in learning process.

EXAMPLE TYPEADJECTIVES TEMPLATE:
Combining witty typographic executions and playful use of IG formats to land the meaning of different adjectives.



1. RED

3. RED ALL OVER

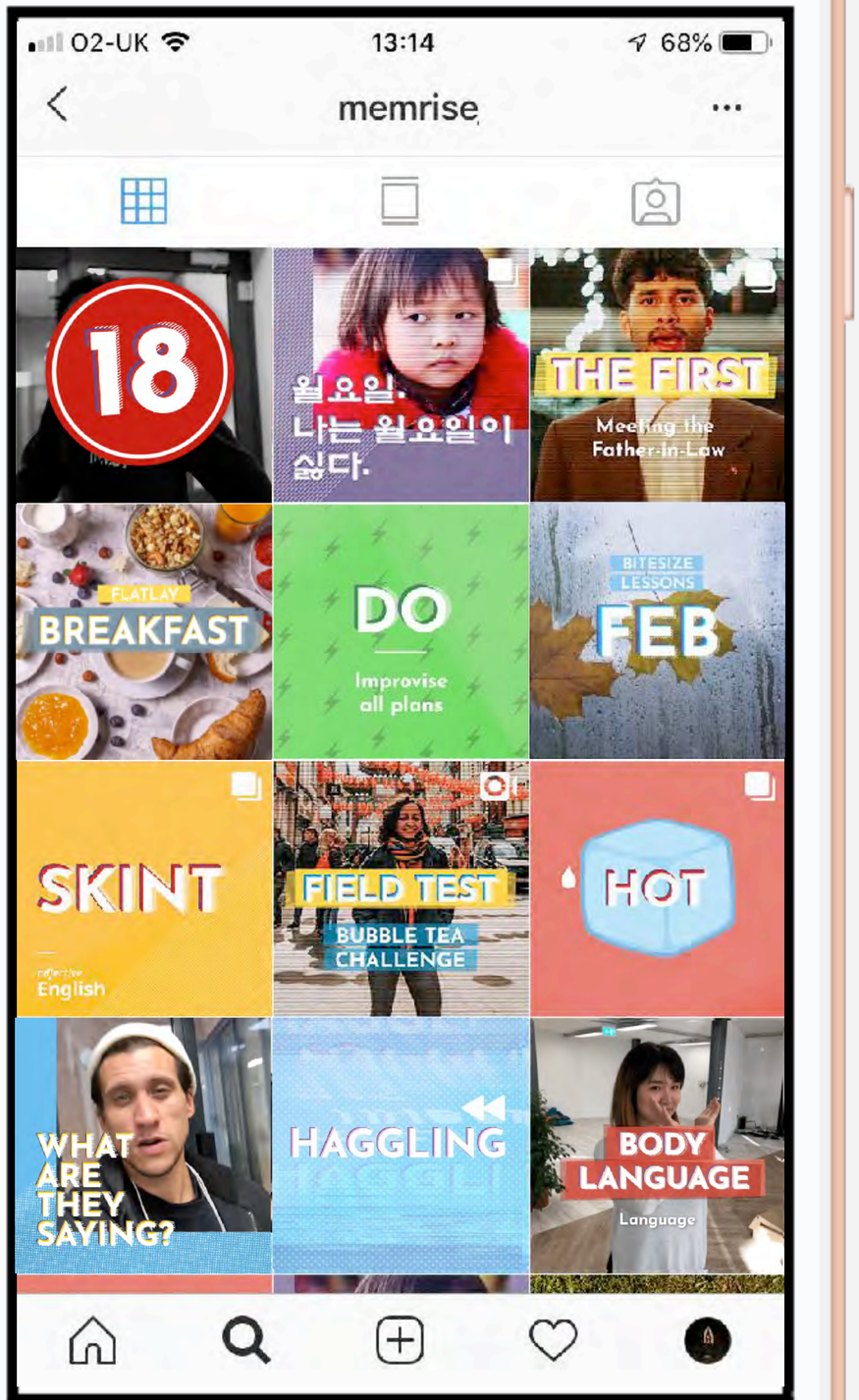
TARGET LANGUAGE:
English speaking, learning Japanese

EXAMPLE:

INSTA FEED >

The Memrise instagram feed should contain fun and engaging fresh learning content across various available Memrise languages.

This guide is available to help create a consistent visual language that can be applied across all social media assets.



EXAMPLE:

INSTA/FB POST >

Instagram & facebook carousel Typeadjectives:

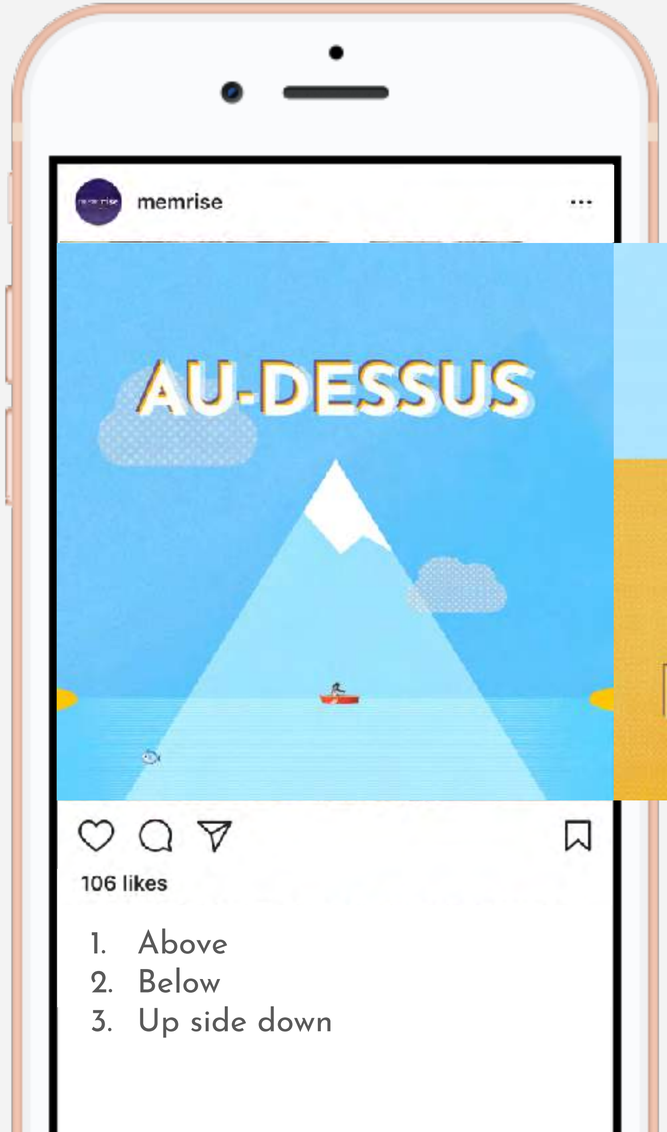
Posts are designed with a treated typeface with various layered effect to bring the words to life.

The background of posts are supported with a subtle textured overlaid with colours from the brand palette. The visual elements were designed to help create space for creative flexibility, but still holding together a visual style that sits under the same family.

Playful type, illustration and emoji's were used here to create a visual connection to the Spanish words.

EXAMPLE:

INSTA/FB POST >



Playful type, illustration and emoji's were used here to create a visual connection to the French words.

Instagram & facebook carousel Typeadjectives:

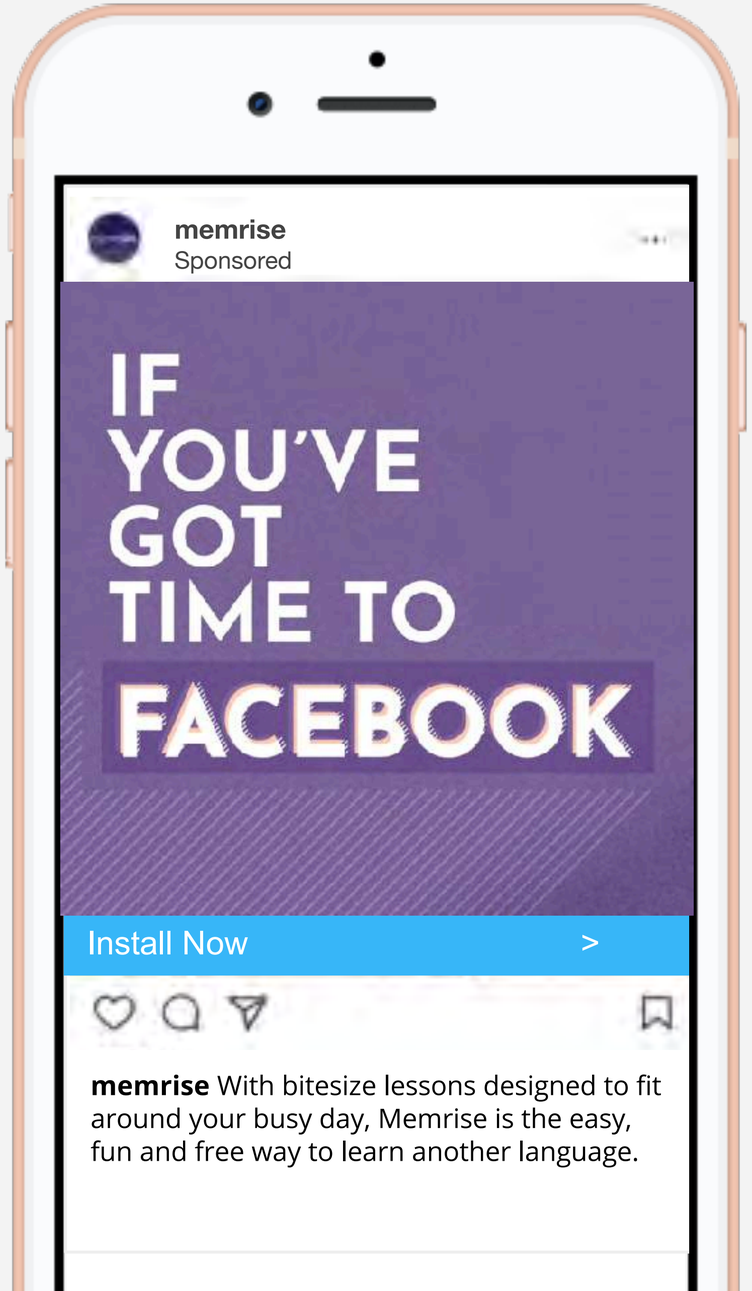
Posts are designed with a treated typeface with various layered effect to bring the words to life.

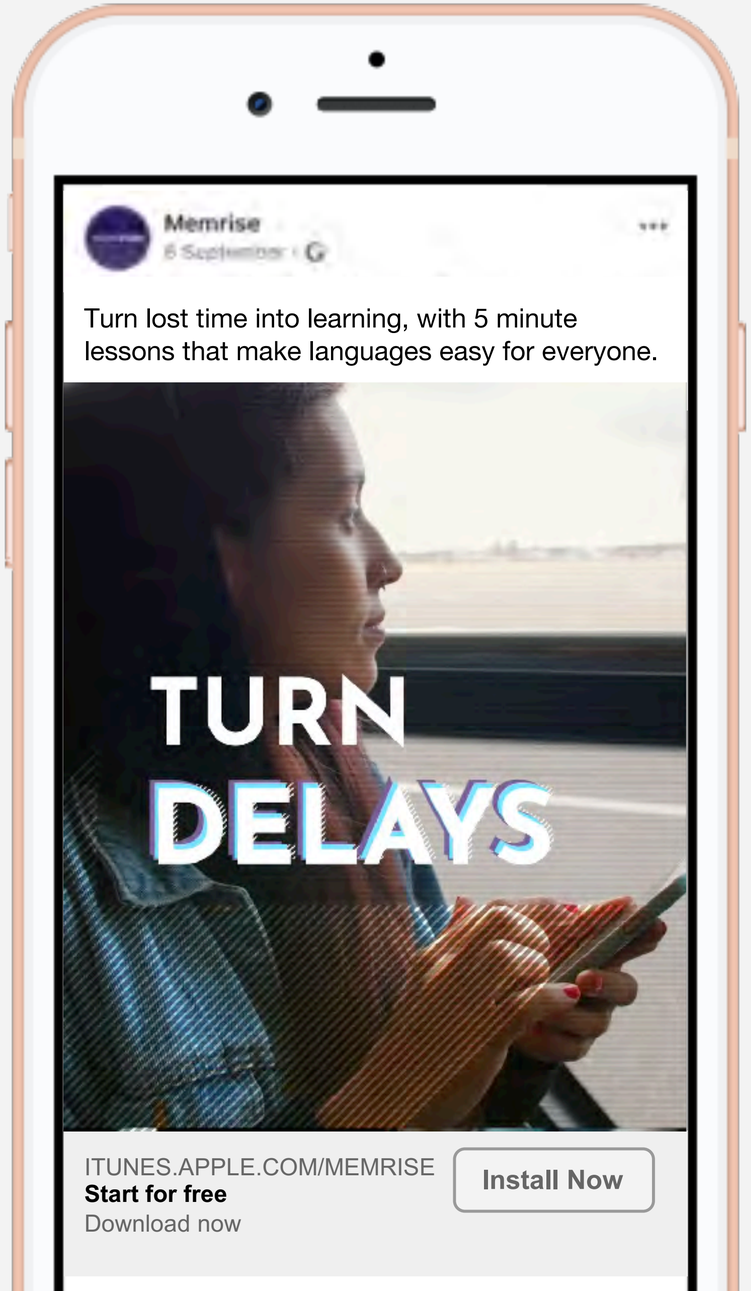
The background of posts are supported with a subtle textured overlaid with colours from the brand palette. The visual elements were designed to help create space for creative flexibility, but still holding together a visual style that sits under the same family.

EXAMPLE:

PAID DR >

Any PAID DIRECT RESPONSE ads are created using the Memrise Purple as the main colour base, with other secondary colours complimenting videography and photography.





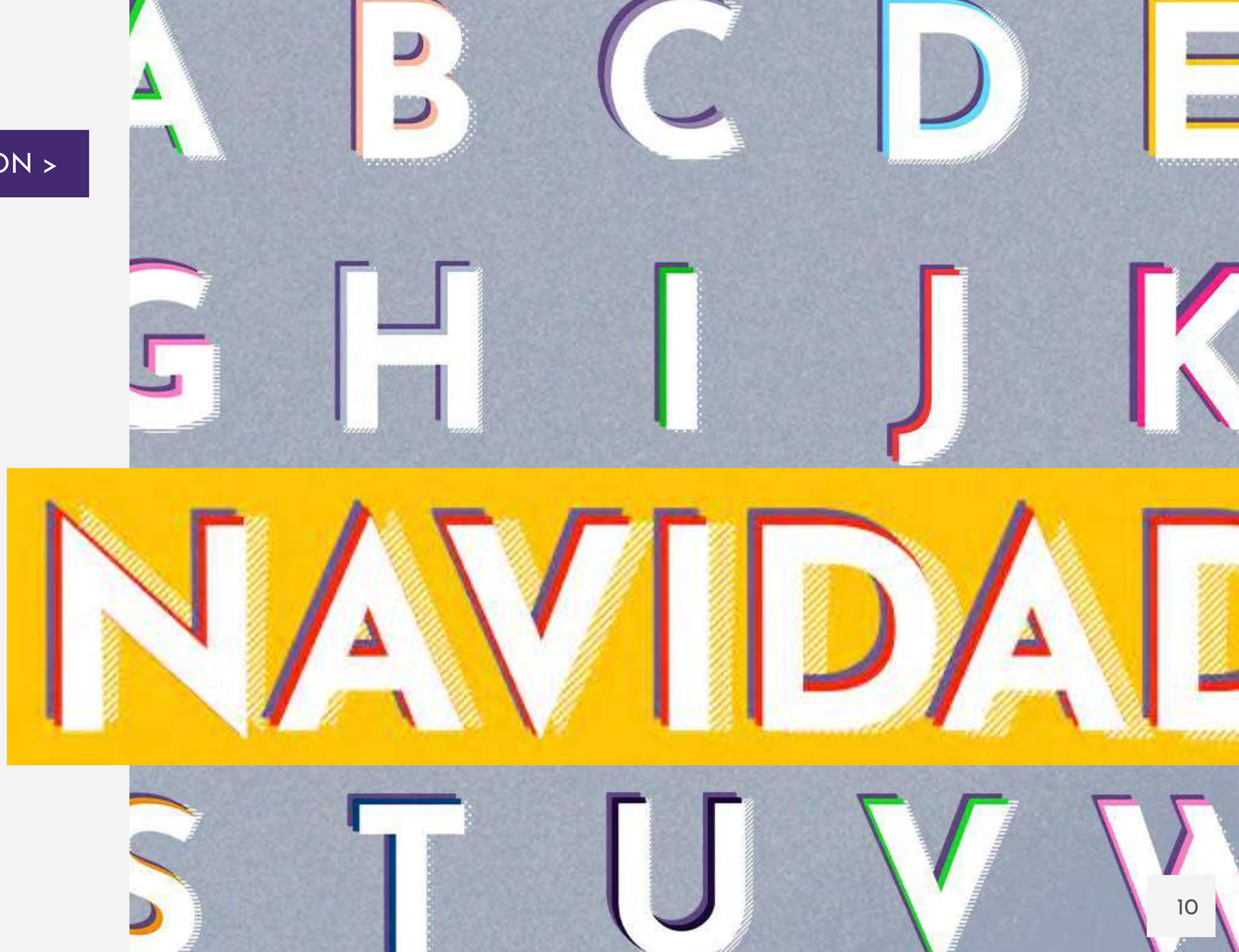
2. DESIGN GUIDELINES

TYPOGRAPHY COMPOSITION >

Using the Memrise font ‘Josefin Sans’, we have created a layering effect to bring the words to life.

The type characters for social should use this composition of layers as the main type interface
for social assets.

In the transitional interim period of the Memrise rebrand, this will be the working method for publishing social media assets. We will then default to the new brand identity when this becomes available.



TYPOGRAPHY COMPOSITION >

Comprised of 4 layers:

1. **FRONT: White type layer**
2. MIDDLE: Re-colour layer
3. BACK: Type Shadow layer
4. PATTERN: Pattern Effect Layer

#FFFFFF

1. FRONT:
WHITE TYPE LAYER
Always white

TYPOGRAPHY COMPOSITION >

Comprised of 4 layers:

1. FRONT: White type layer
2. **MIDDLE: Re-colour layer**
3. BACK: Type Shadow layer
4. PATTERN: Pattern Effect Layer

#DD4126

2. MIDDLE:
RE-COLOUR
Can be paired with any complementary Memrise swatch from the palette (see page 15), considering theme and creative concept..

#49C13D

TYPOGRAPHY COMPOSITION >

Comprised of 4 layers:

1. FRONT: White type layer
2. **MIDDLE: Re-colour layer**
3. **BACK: Type Shadow layer**
4. PATTERN: Pattern Effect Layer

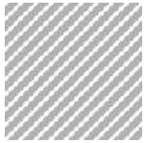
#6D5B8D

3. BACK:
TYPE SHADOW
Always Memrise Purple

TYPOGRAPHY COMPOSITION >

Comprised of 4 layers:

1. FRONT: White type layer
2. MIDDLE: Re-colour layer
3. BACK: Type Shadow layer
4. **PATTERN: Pattern Effect Layer**



A. Angles

B, Dots

C. Lines

4. PATTERN:
PATTERN EFFECT LAYER
Choose between 3 pattern types:
A. ANGLED LINES
B. DOTS
C. HORIZONTAL LINES

These are also supplied in the social media toolkit as Illustrator vector files.

CLOSE UP TYPE TREATMENT > LAYERS OF COLOUR, TEXTURES AND PATTERNS >

Patterns are saved as smart objects within PSDs files which can be easily switched on and off to match the theme and concept.

PATTERNS OPTIONS: **DIAGONAL LINES**

PATTERNS OPTIONS: **DOTS**

PATTERNS OPTIONS: **HORIZONTAL LINES**

COLOUR PALETTE >

All colours are taken from the Memrise existing colour palette.

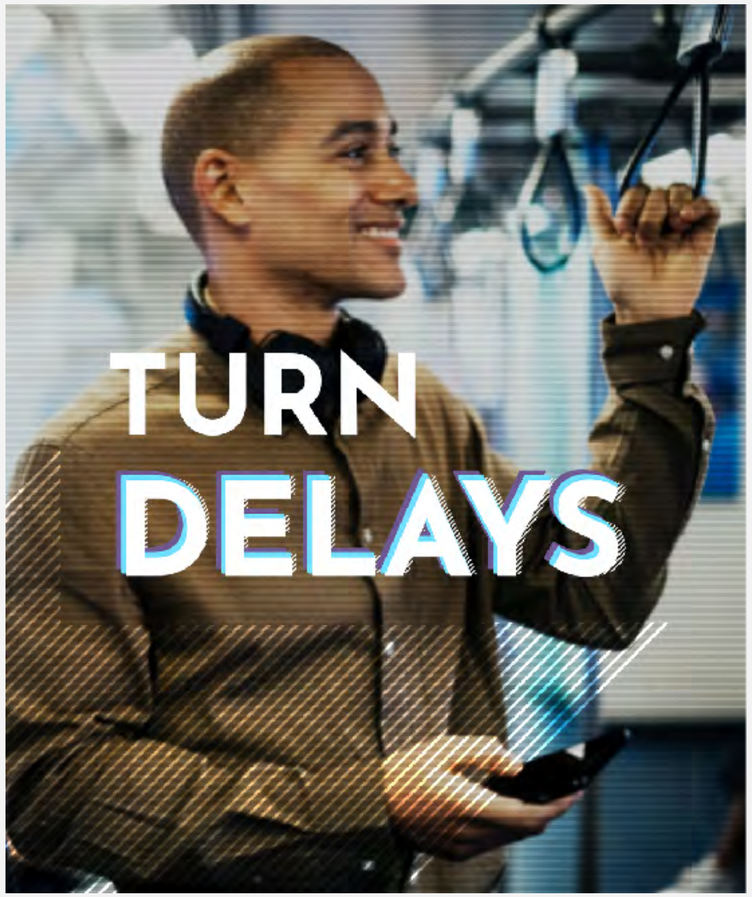
Memrise purples → Colours for text and illustration →

#231042	#124C84	#E4A405	#C72B70	#DD4126	#3FAA35	#627B8E
#442870	#0F97D3	#FABA0D	#EA5392	#EA5C4F	#66B44B	#97A3B6
#6D5B8D	#37B6F8	#FFD141	#F79AC9	#F8C5AD	#61D650	#BDC6D6
#A49AB8	#8DDCFB					#E4E9F4

COLOUR PAIRINGS >

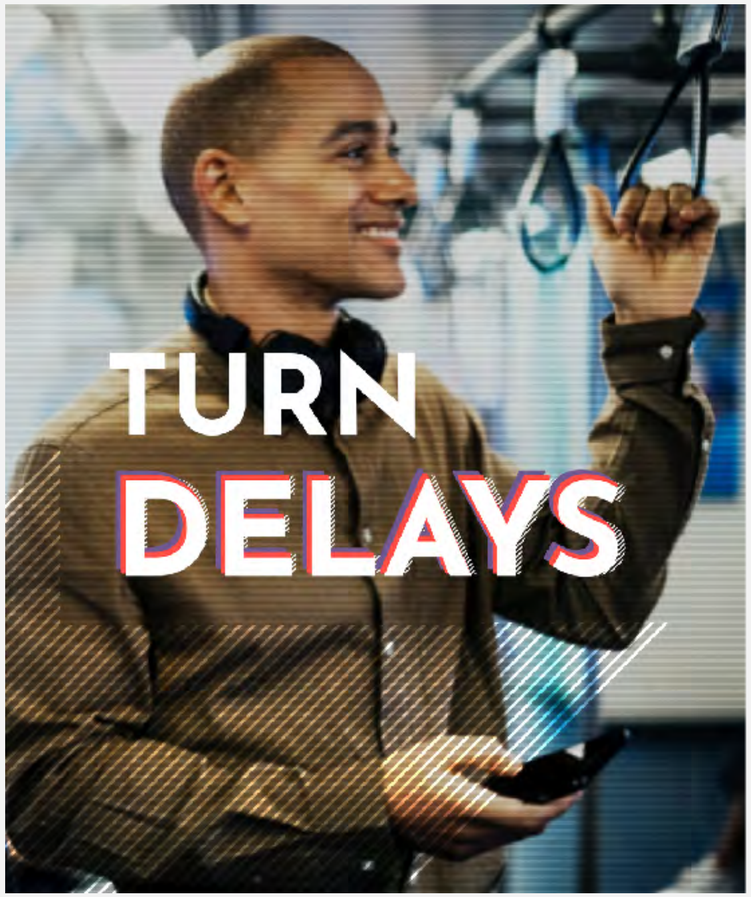
Colours should be paired based on the following:

- The colours paired helps to support the post concept/theme
- The colours complement the imagery content
- The colours are complementary and contrasting
- The type is legible



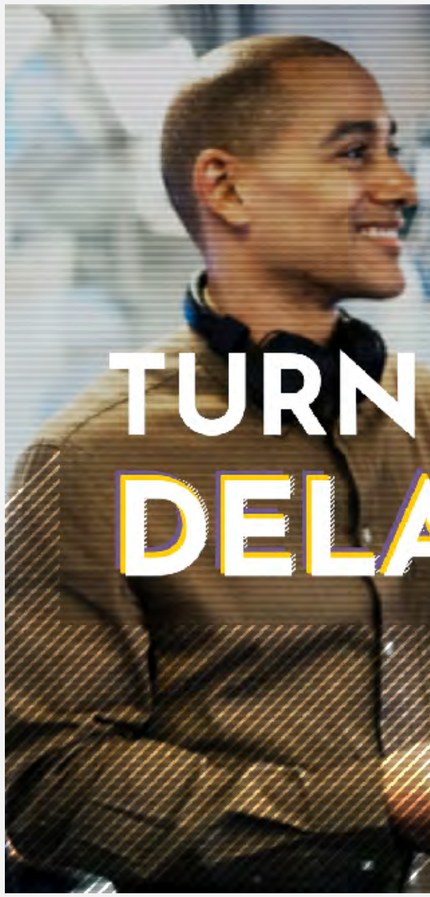
#6D5B8D #8DDCFB #FFFFFF

Blue hues in this image makes the light blue pairing complementary to the image.



#6D5B8D #DD4126 #FFFFFF

The red pairing create standout against the image.



#6D5B8D #FFD141 #FFFFFF

VIDEO & PHOTOGRAPHY >

Use videography and photography that is not overly post-produced, selecting imagery /talent that has ‘realness’ to it.

Don’t over saturate colours and select colours that supports the posts concept/theme.

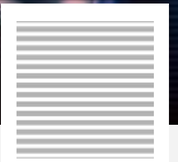
VIDEO OVERLAY EFFECT >

Creating the video overlay effect:

Videos are treated with a striped overlay. This is to create a dynamic rough feel to the videos that has texture similar to the old style 90's TV; giving the content a unpolished feel, making the content feel more real.

The horizontal line texture is used here by placing it on top of the video file and then applying the 'Overlay' effect in after effects.

Adjust opacity of the line effect to create stand-out of the video.

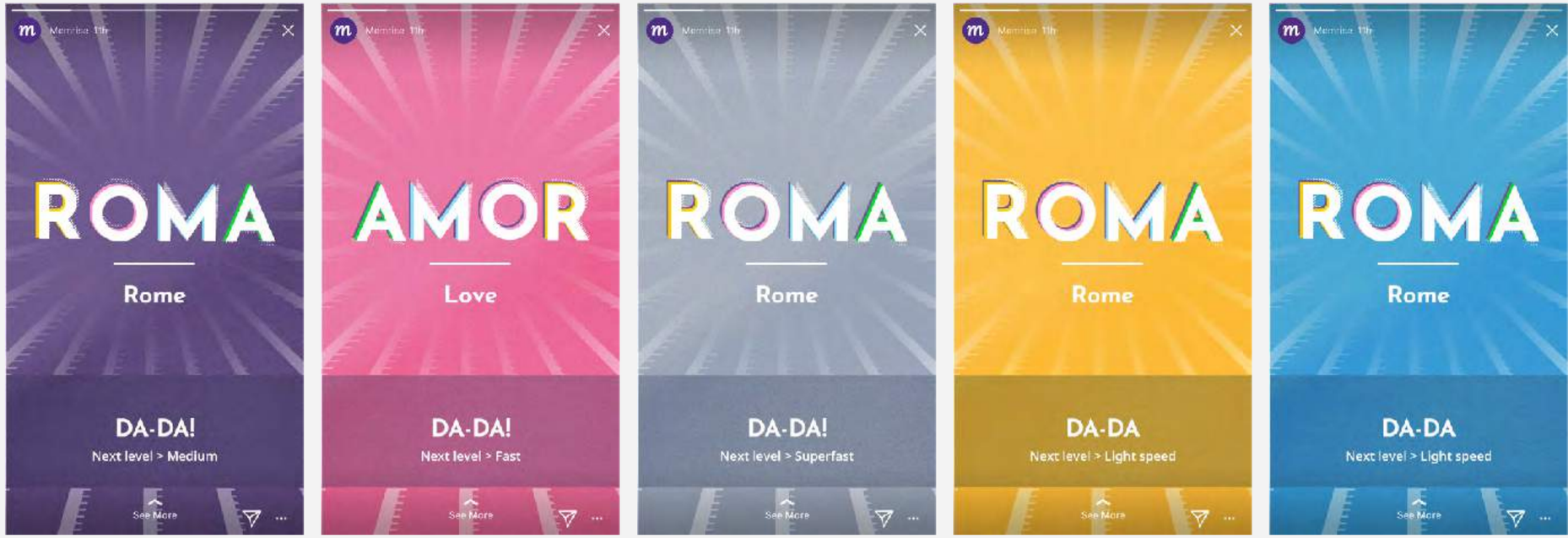


C. Lines

C. Lines

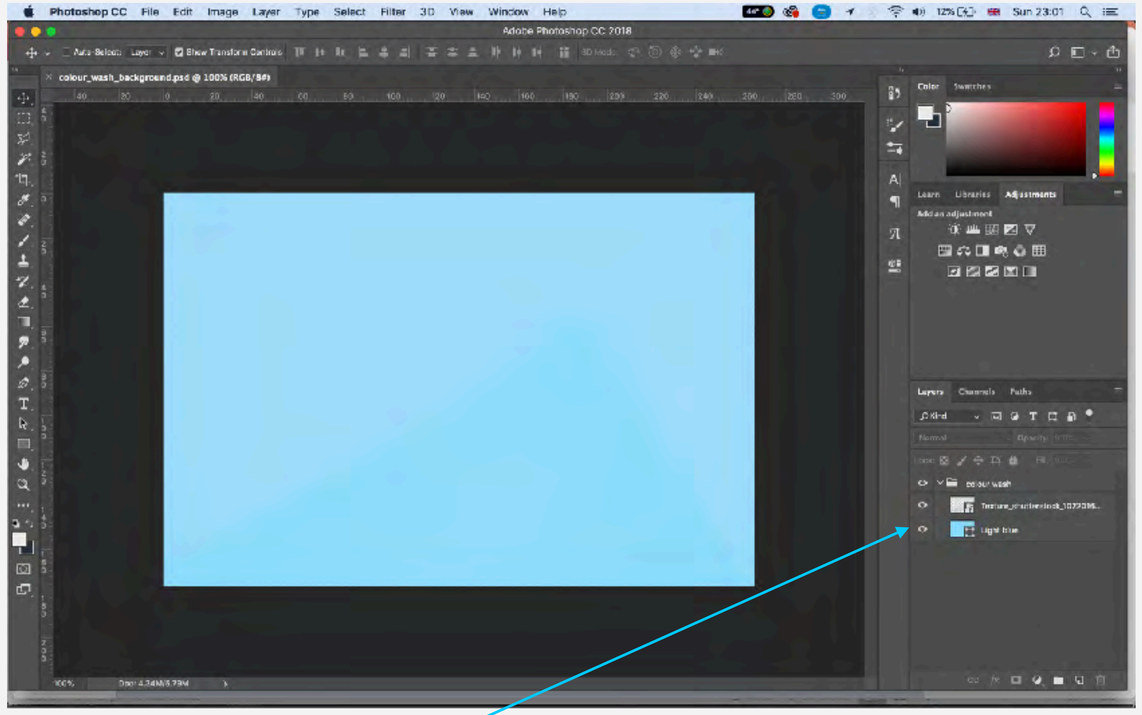
BACKGROUND TEXTURE >

Different colours can be applied to the backgrounds of post using any colour from the memrise palette. But the backgrounds should always apply the textured grain effect to the solid colour.

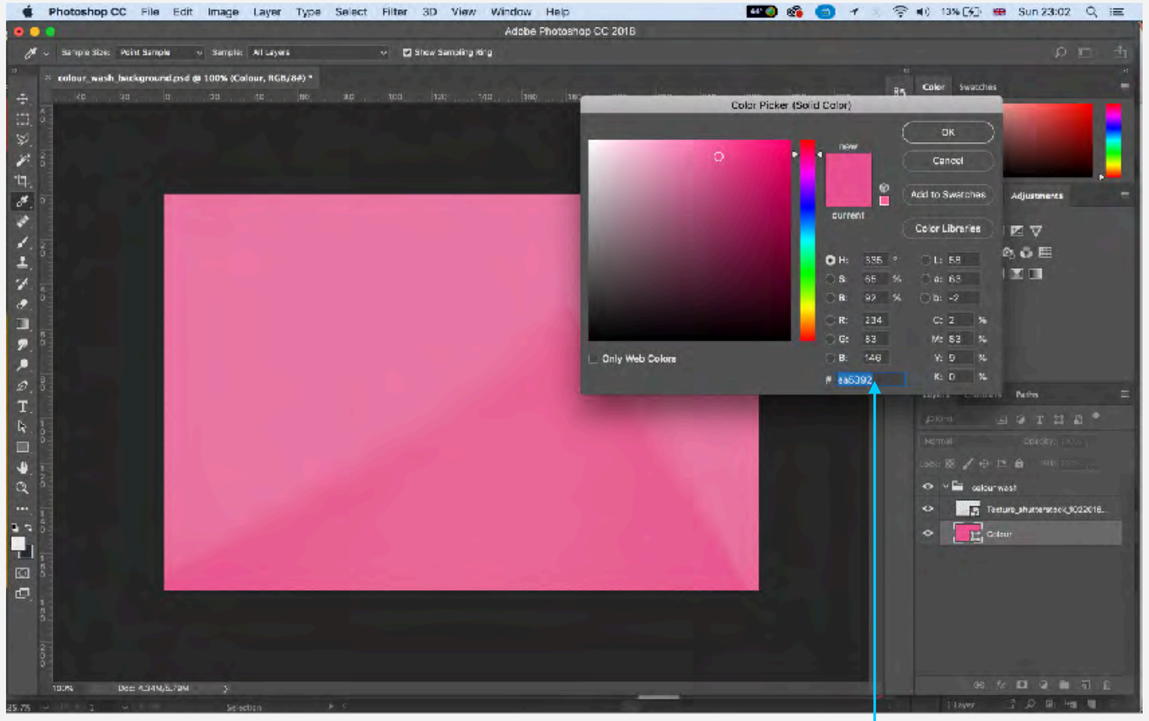


BACKGROUND TEXTURE >

The background texture is provided as a layer within the PSD templates, but we have also provided this as a separate PSD in the SOCIAL ASSETS TOOLKIT.



1. Select colour layer



2. Change the hex(#) colour swatch to another Memrise colour.

NON-LATIN FONT ALTERNATIVES >

For social posts in non-latin languages, the font should be replaced with an alternative font that has boldness to the character and feels most similar to Josefin Sans.

For the Japanese posts examples here, we used Hiragino Kaku Gothic std, weight W8.

CHRISTMAS
3. STATIC TEMPLATES (PSDs)
DINNER

EDITING TYPE COMPOSITION

WALK-THROUGH >

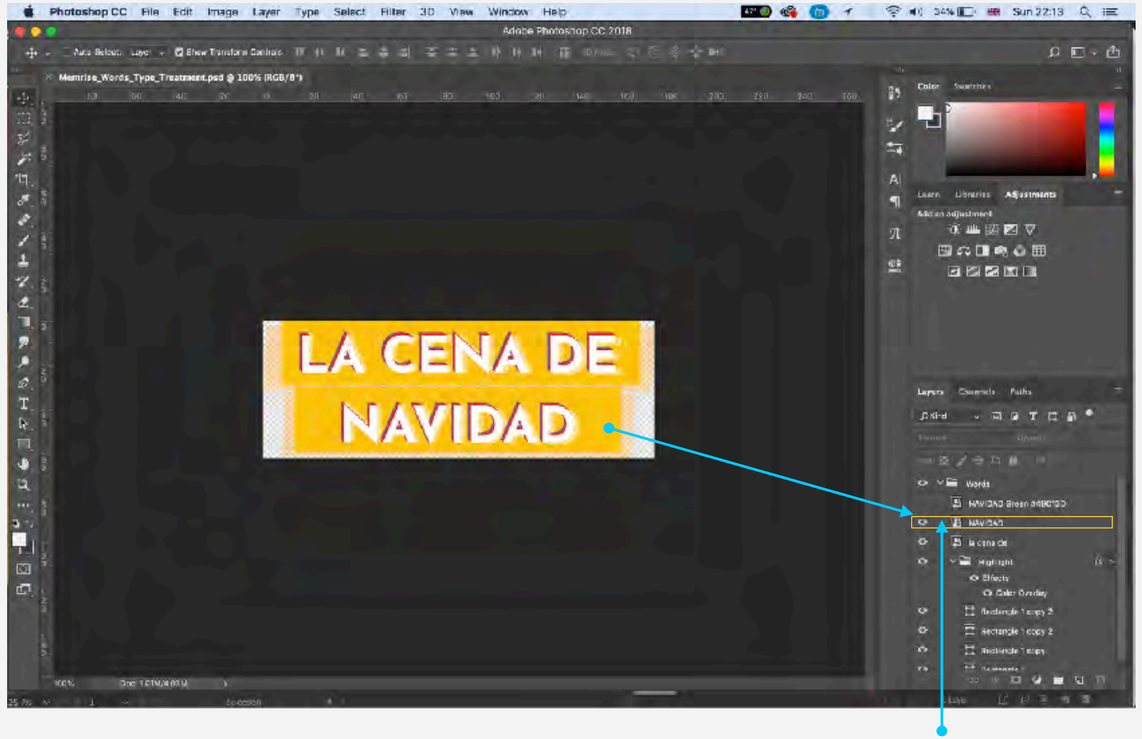
How to edit the smart objet type layers in the templates:

All templates contain patterns, backgrounds and fully editable smart object type layers.

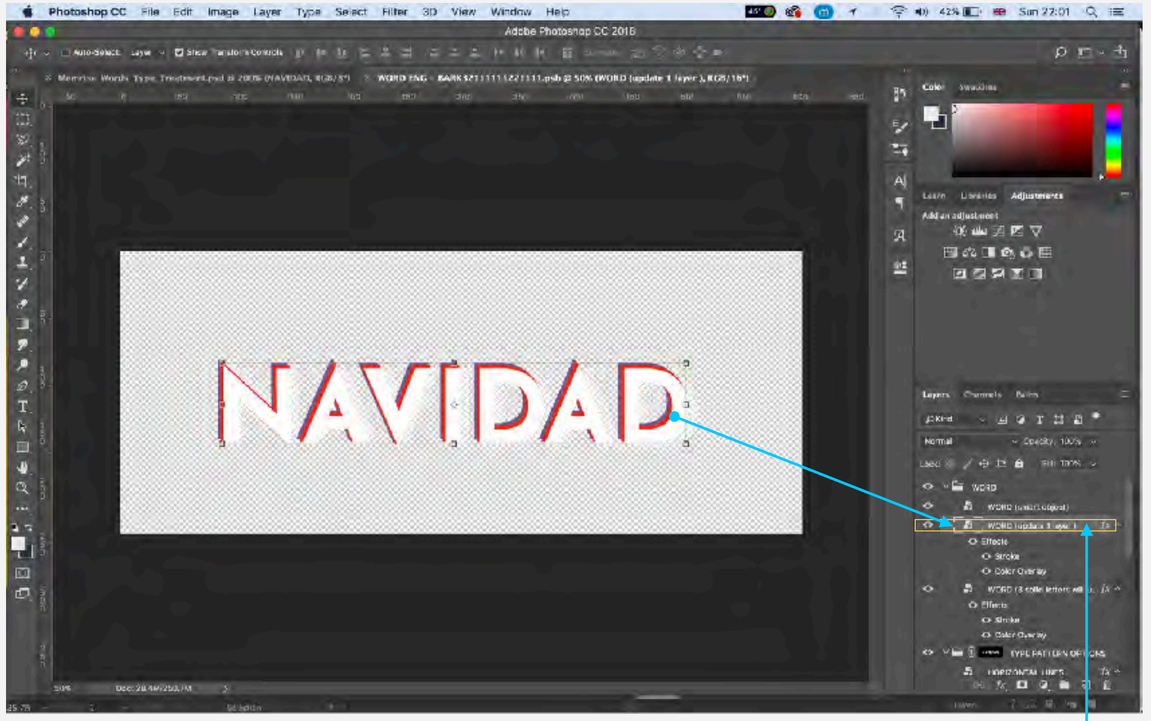
In this section, we will walk through, step-by-step on how to edit type when creating new social assets.

EDITING TYPE COMPOSITION

WALK-THROUGH >



1. Select the ‘type layer’ in the template you are editing. Then, right click to edit the smart object, you will be taken to a window similar to the above. Then select the word layer and then double click to edit the smart object.

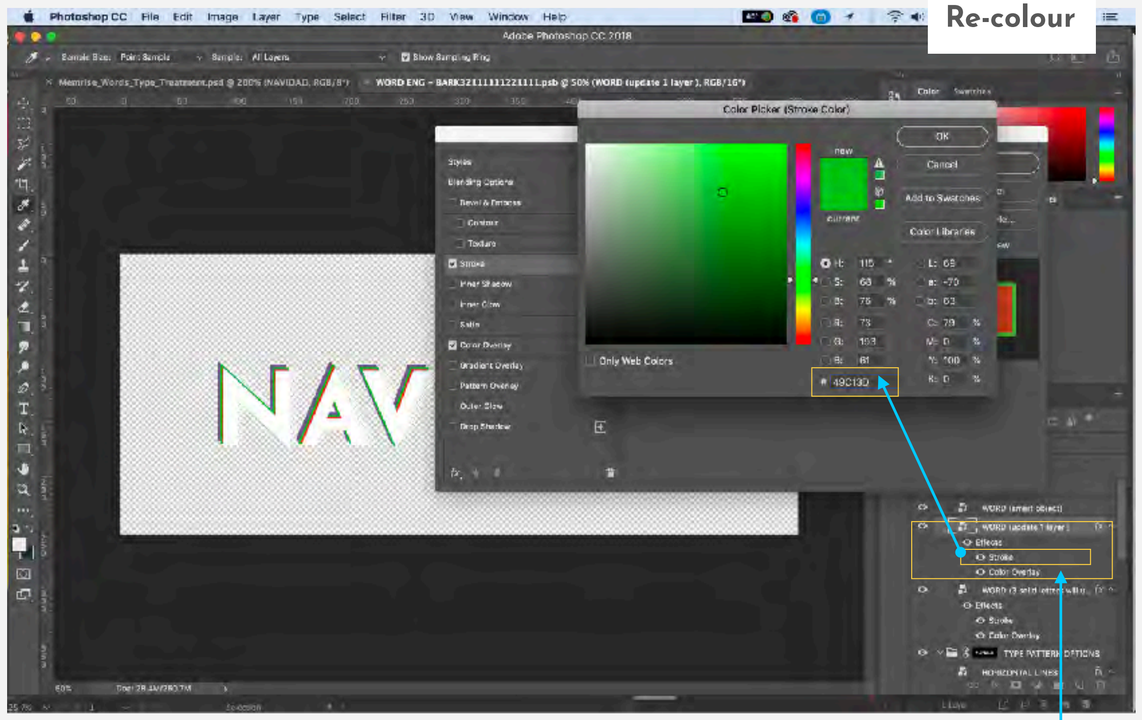


2. You will then access the type editing composition, where you can change the word, colour and pattern texture in a few steps. All the 4 word layers that make up the whole composition are linked smart objects, just select 1 of the word layers, it will update the rest of the layers to the correct spelling. Here, we have selected the ‘Re-colour’ type layer, titled ‘***WORD (update 1 layer)***’, this is the quickest way to edit the file.

EDITING TYPE COMPOSITION

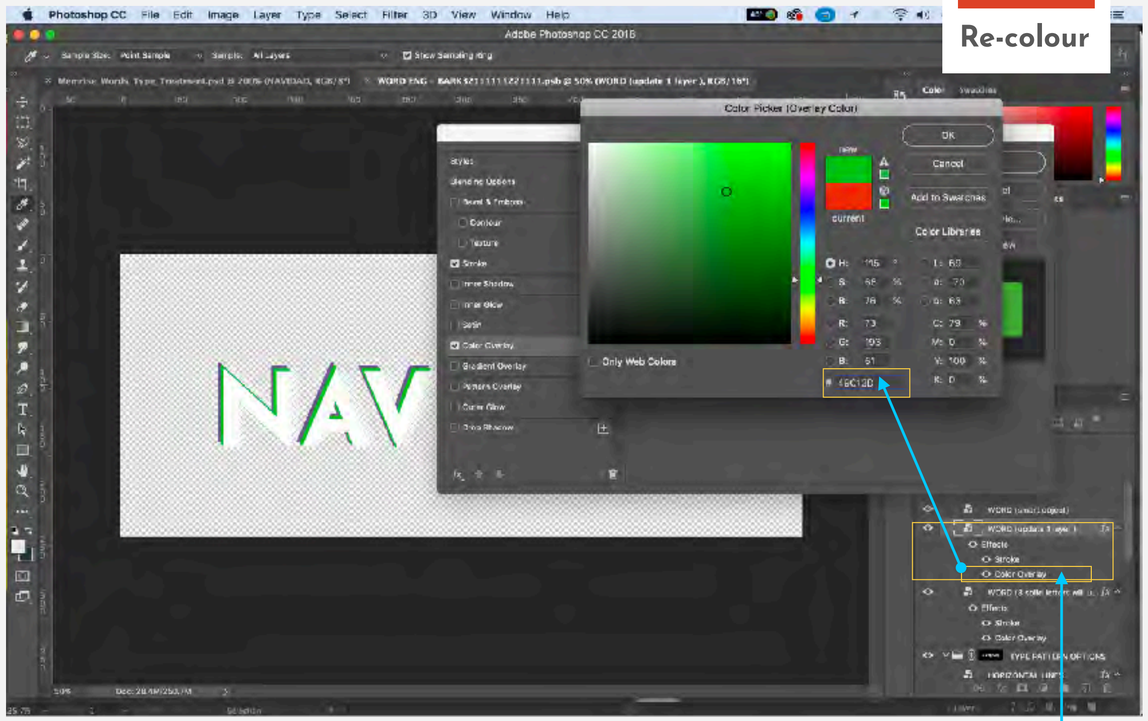
WALK-THROUGH >

Re-colour



3. First, we want to re-colour this layer to the chosen swatch for this concept. This theme is around Christmas, and we want to change the Spanish word for Christmas 'Navidad' into English. Our concept colour for the English word is the Memrise green and red. So, update layer 'stroke' to the green hex colour, as shown.

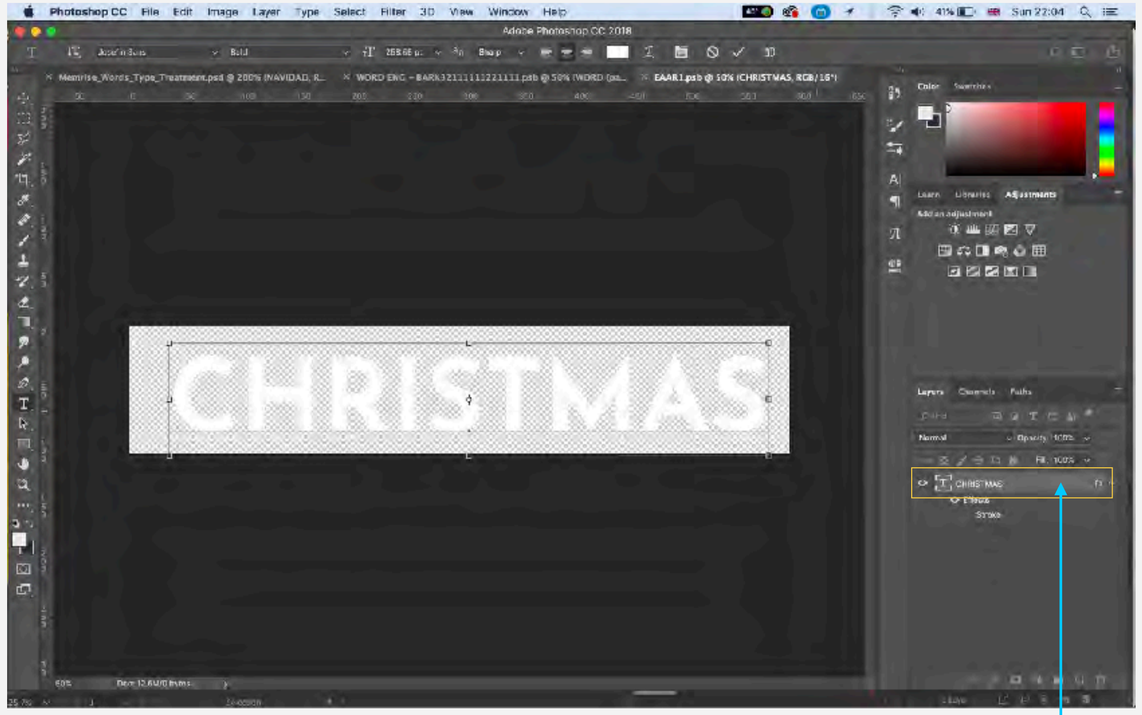
Re-colour



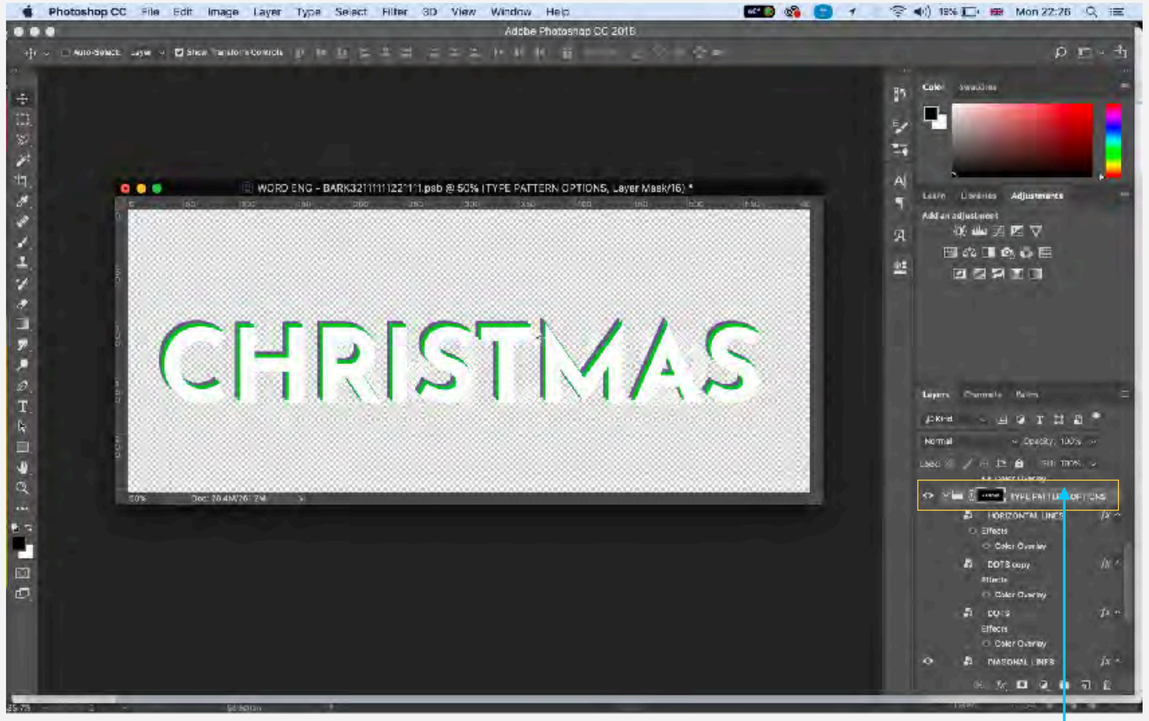
4. Then do the same for the 'colour overlay' effect.

EDITING TYPE COMPOSITION

WALK-THROUGH >



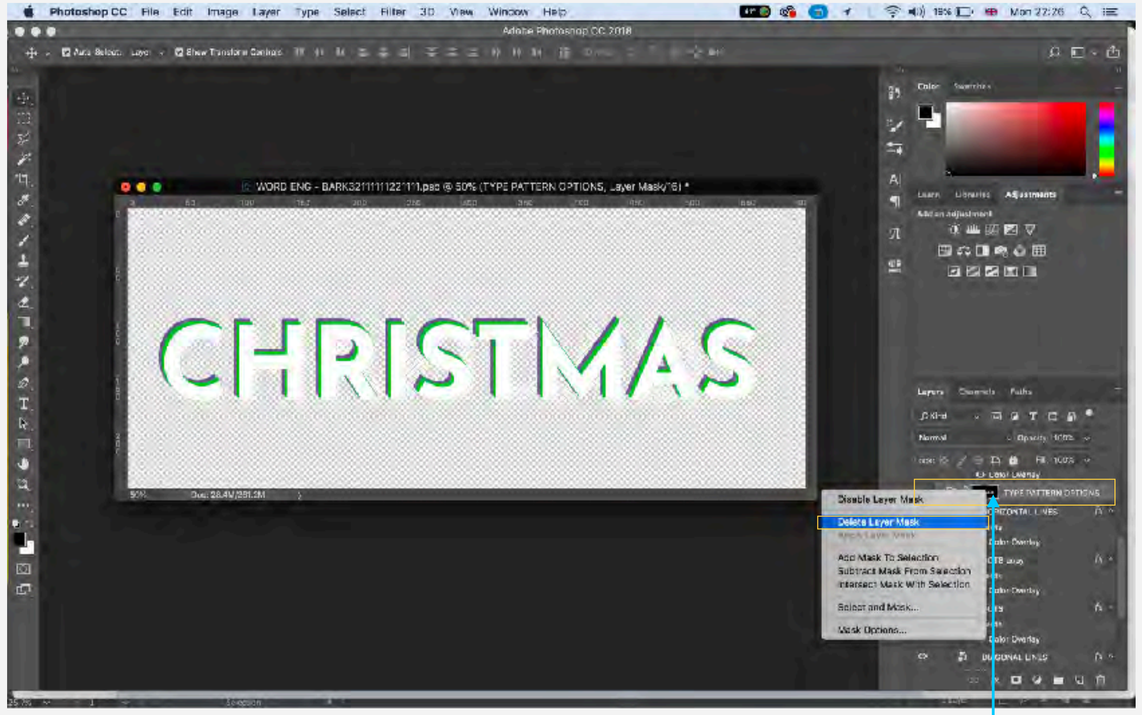
5. With the same layer selected, double click into the layer to edit the word. Here, we've overwritten 'NAVIDAD' to 'CHRISTMAS'.



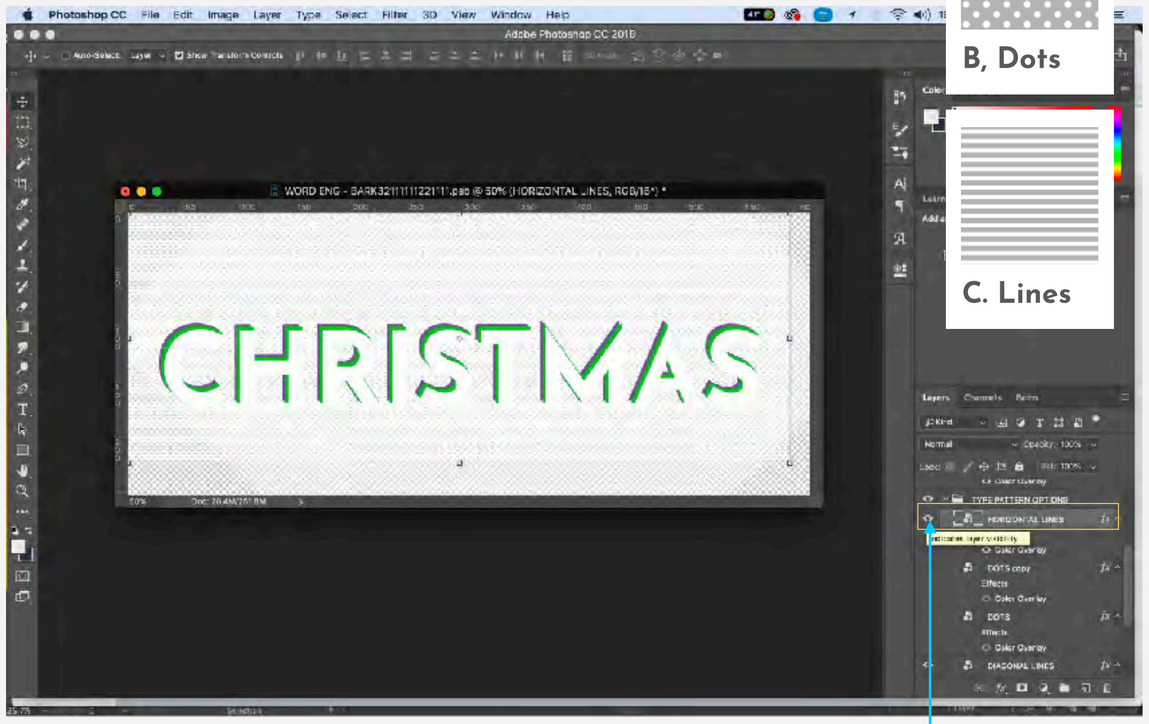
6. Now that we've updated the word. Let's amend the textured pattern layer. Go to the '***TYPE PATTERN OPTIONS***' later group.

EDITING TYPE COMPOSITION

WALK-THROUGH >

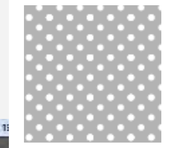


5. Select the mask on the layer, right click and then select '***DELETE LAYER MASK***'. As the word is changing, the masking of the pattern will need to match the new word.



8. If we want to change the texture pattern, we then '***switch on***' the desired pattern layer. Here, we have selected '***Horizontal lines***'.

A. Angles

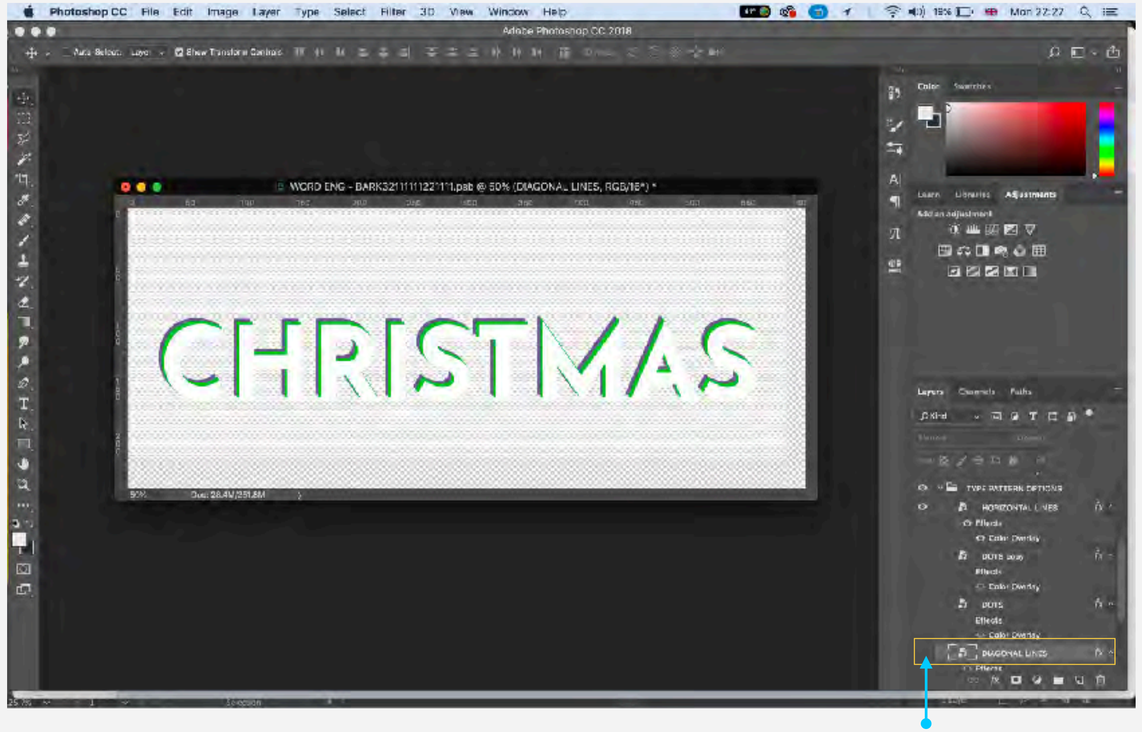


B, Dots

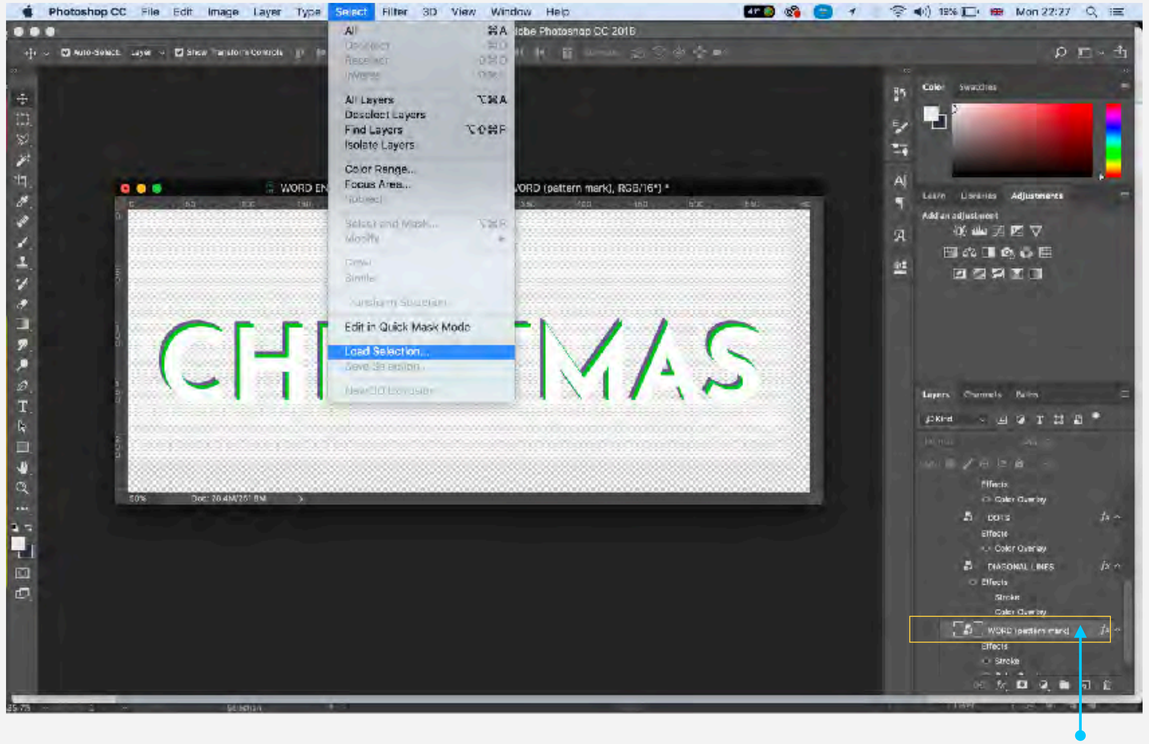
C. Lines

EDITING TYPE COMPOSITION

WALK-THROUGH >



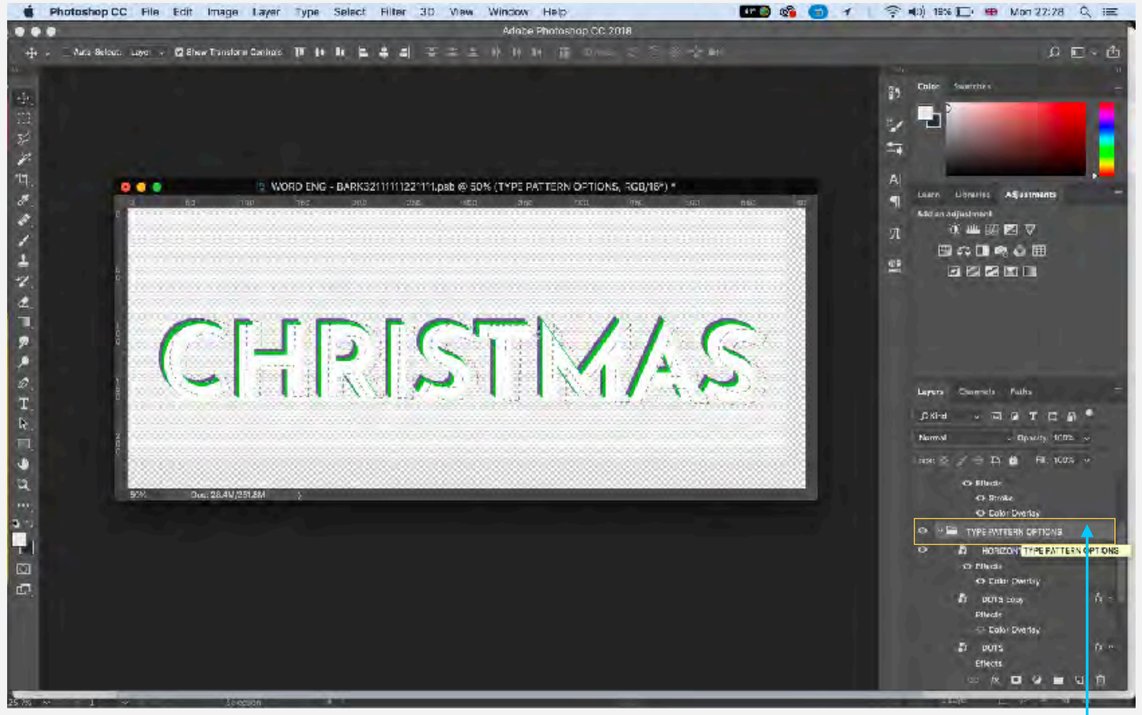
9. 'Switch off' the unwanted pattern layer.



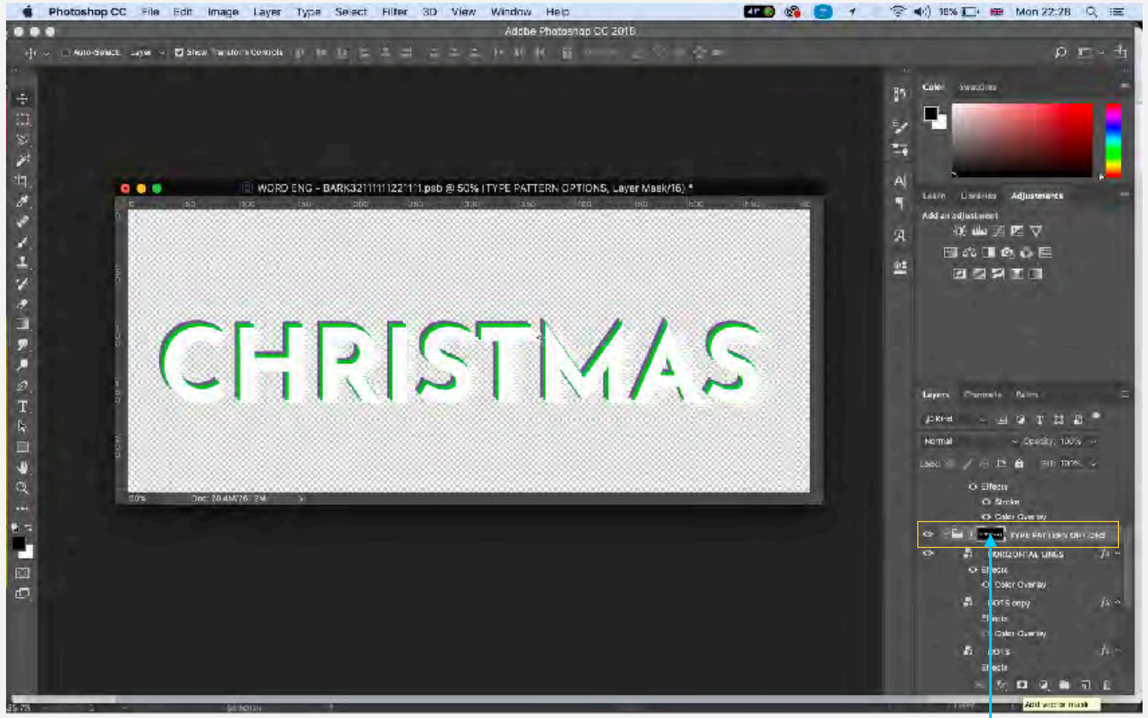
10. Then select the layer titled 'WORD (pattern mark)', then go to '***select***', then select '***Load selection***'.

EDITING TYPE COMPOSITION

WALK-THROUGH >



11. Now you have a selection for your new 'word pattern mask'. Now go back to the group layer 'TYPE PATTERN OPTIONS'.



12. Right click the group layer, then add a the new mask. Once that's done, save and close your smart object to update all your changes.

EDITING TYPE COMPOSITION

WALK-THROUGH >

13. Great... now let's change other words.

14. Now we change our word highlight to red.
Transcreation of type complete!

Typeadjective_JAPANESE_03.psd @ 66.7% (真っ赤, RGB/8*)
Typeadjective_JAPANESE_A1
赤い
AKAI
Typeadjective_JAPANESE_A2
真っ赤
MAKKA
Typeadjective_JAPANESE_A3
真っ赤っか
MAKKAKKA
PSD Templates
Typeadjective_JAPANESE_B1
ポツポツ
POTSU-POTSU
Typeadjective_JAPANESE_B2
パラパラ
PARA-PARA
Typeadjective_JAPANESE_B3
ザーザー
ZĀ-ZĀ
Color
Swatches
Learn
Libraries
Adjustments
Add an adjustment
Layers
Channels
Paths
Typeadjective_JAPANESE_C2
Typeadjective_JAPANESE_C1
Typeadjective_JAPANESE_B3
Typeadjective_JAPANESE_B2
Typeadjective_JAPANESE_B1
Typeadjective_JAPANESE_A3
Typeadjective_JAPANESE_A2
Words
真っ赤

FLATLAY

An image is worth a thousand words. But a thousand words can describe an image. We ‘translate’ still photography using eye-catching animation that highlights the individual items within a scene.

FLATLAY TEMPLATE >

WALK-THROUGH >

The flatlay template are a series of frames that stitches together to make a vocabulary video. The frames reveal the objects labelled with the words in the target language,:

<u>HOW TO CREATE A FLATLAY:</u>

1. You choose a theme for the target language, i.e: cultural, seasonal etc.
2. Source an image
3. Create the word translations in the target language
4. Decide theme colour
5. Edit template in photoshop to higlight objects with language word labels.
6. Output: 1 x video file and 2 x jpegs as a vocabulary cheat sheet that are placed at the end and accessed by swiping.

FLATLAY TEMPLATE >

WALK-THROUGH >

The fundamental elements for this particular flatlay:

TARGET LANGUAGE:
English speaking learning French

THEME:
Winter Fashion
NUMBER OF ADJECTIVES :
3

THEME COLOURS & PATTERN :
Reds and purples for Autumn/Winter feel

#442870 **#DD4126** **#EA5C4F** **A. Angles**

FLATLAY TEMPLATE >

WALK-THROUGH >

1. Title frames

The first 2 frames are the title frames for the theme.

Each frame is 1 second before moving onto highlighting objects.

Title frames

Highlighted Objects

Frame 1.
SOURCE LANGUAGE:
ENGLISH
1 sec

Frame 2.
TARGET LANGUAGE:
FRENCH
1 sec

Frame 3.
OBJECT HIGHLIGHT
A : 1 sec

FLATLAY TEMPLATE >

WALK-THROUGH >

2. Highlighted objects

The next frames should be a quick animation of the all the objects being highlighted without any words, each frame should be 0.5 seconds.

Title frames

Frame 3.
OBJECT HIGHLIGHT
A : 0.5 sec

Frame 4.
OBJECT HIGHLIGHT
B : 0.5 sec

Frame 5.
OBJECT HIGHLIGHT
C : 0.5 sec

FLATLAY TEMPLATE >

WALK-THROUGH >

Frame 6.
OBJECT HIGHLIGHT
D : 0.5 sec

Frame 7.
OBJECT HIGHLIGHT
E : 0.5 sec

Frame 8.
OBJECT HIGHLIGHT
F : 0.5 sec

Vocabulary

Frame 9.
WORDS & OBJECTS
A : 1.5 sec

FLATLAY TEMPLATE >

WALK-THROUGH >

3. Vocabulary: Words & objects in target language:

The following frames should be a 1.5 second per frame animation of the all the objects being highlighted with the target language words

Vocabulary

Frame 10.
WORDS & OBJECTS
A : 1.5 sec

Frame 11.
WORDS & OBJECTS
B : 1.5 sec

Frame 12.
WORDS & OBJECTS
C : 1.5 sec

FLATLAY TEMPLATE >

WALK-THROUGH >

Frame 13.
WORDS & OBJECTS
D : 1.5 sec

Frame 14.
WORDS & OBJECTS
E : 1.5 sec

Frame 15.
WORDS & OBJECTS
F : 1.5 sec

VOCAB SUMMARY

Static – Swipe to access
VOCAB CHEAT SHEET
A : Target language

FLATLAY TEMPLATE >

WALK-THROUGH >

4. Vocabulary Cheat Sheets:

These are the vocabulary summary cheat sheets. They are accessed after the video animation, accessed by swiping.

VOCAB SUMMARY

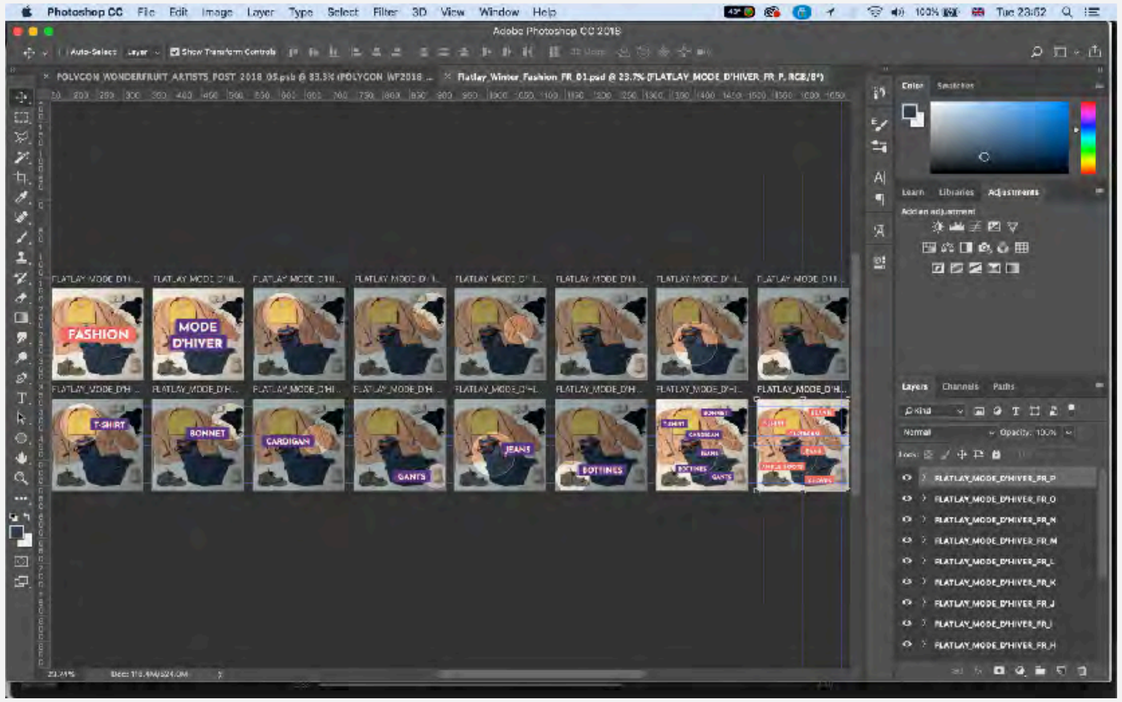
Static – Swipe to access
VOCAB CHEAT SHEET
A : Target language

Static – Swipe to access
VOCAB CHEAT SHEET
B : Source language

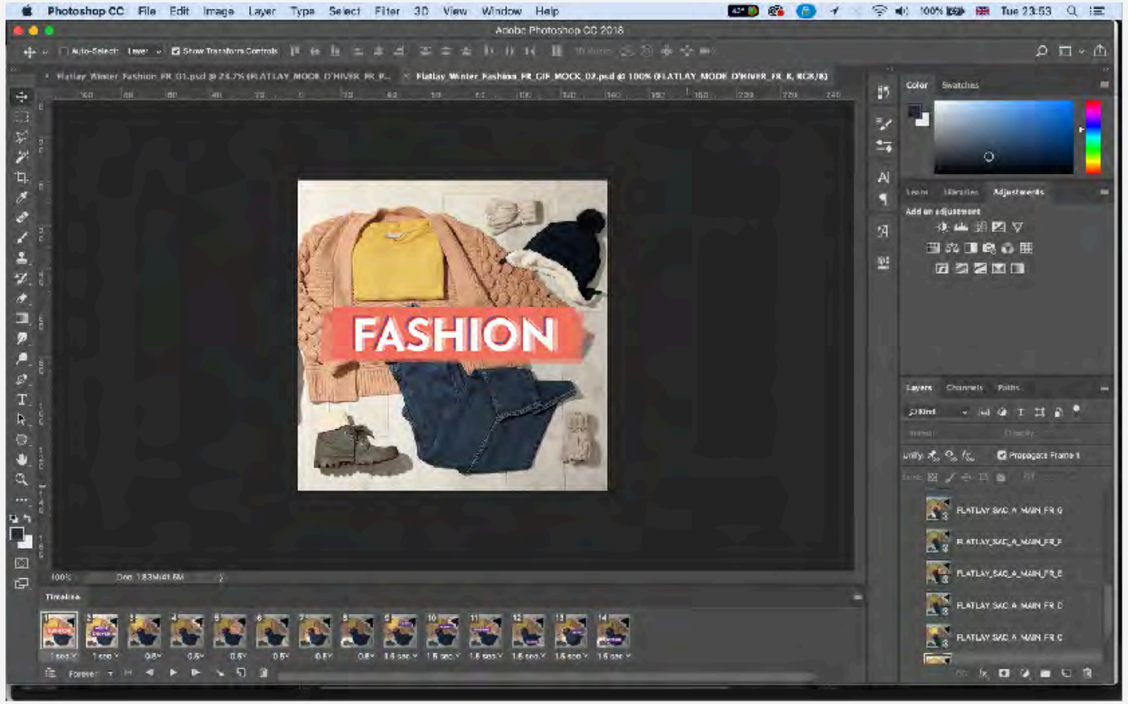
FLATLAY TEMPLATE >

EDITING PSDS >

There are two PSD files that are needed to create a new flatlay.



1. Type and image composition



2. The video PSD

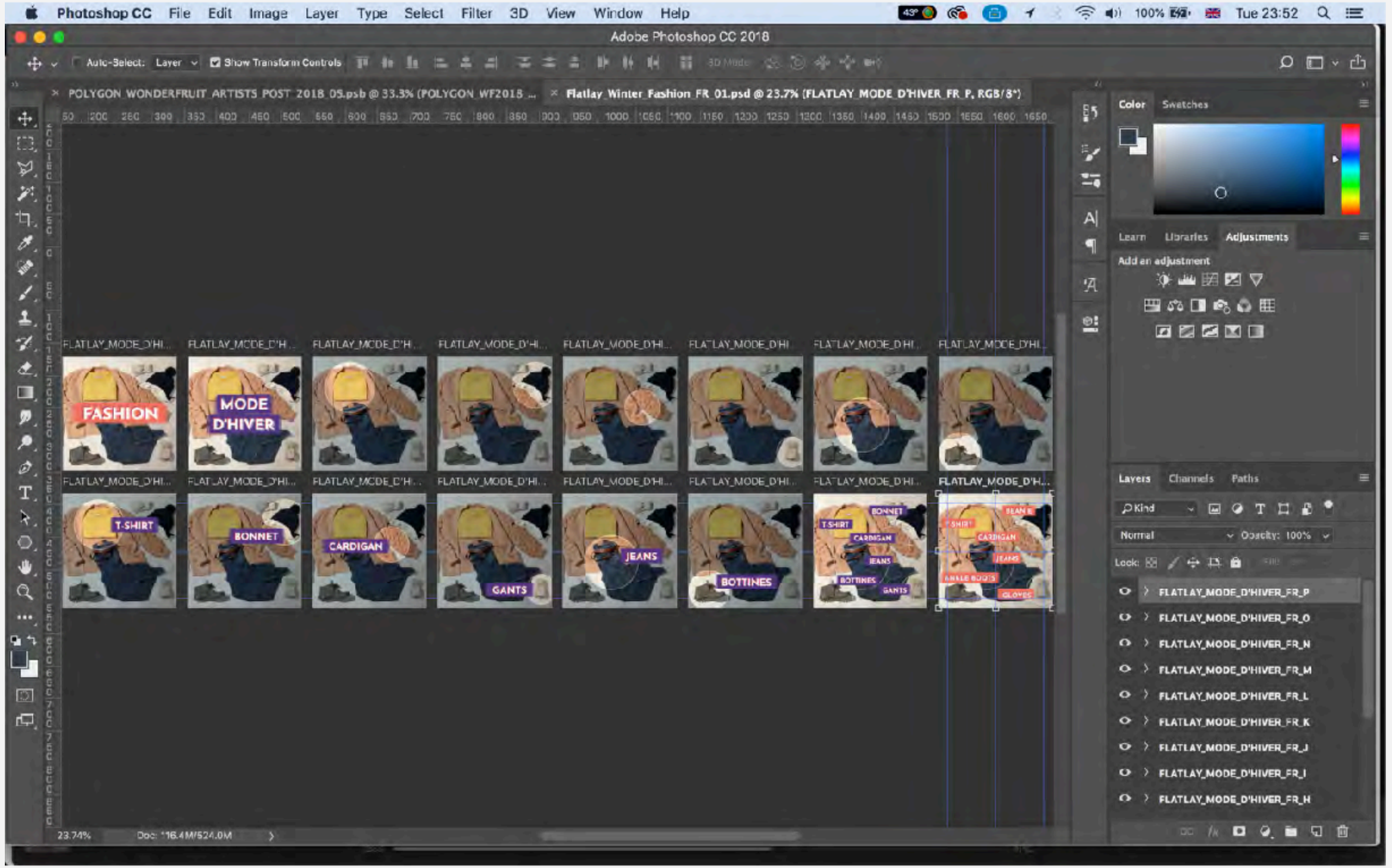
FLATLAY TEMPLATE >

EDITING PSDS >

1. Type & Image Composition:

This PSD is made up of all the stills that is required to make the animation. The PSD has been setup as artboards per frame

PSD File: **D_OT_01_FR_01_EN**
Availble upon request.



1. Type and image composition

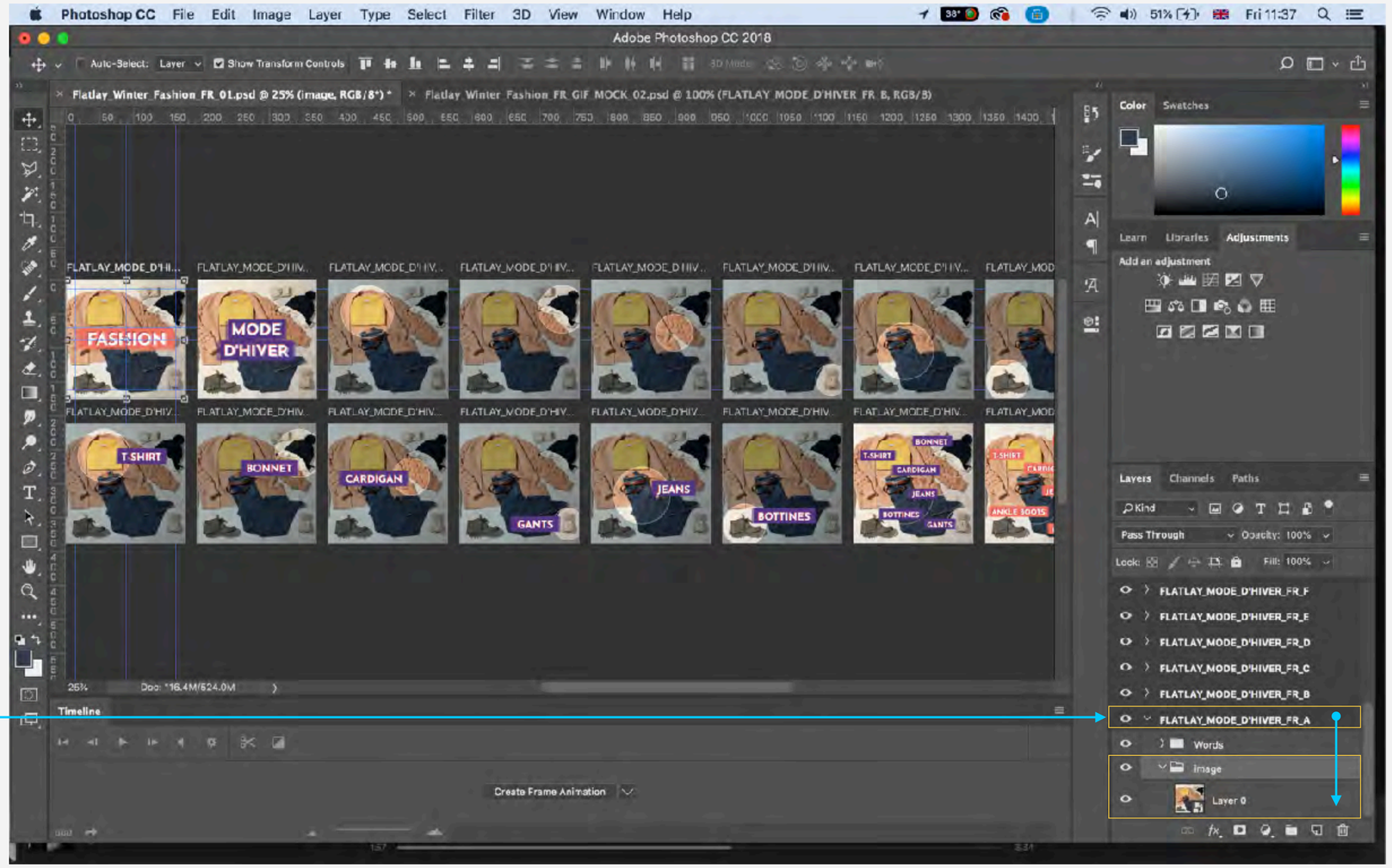
FLATLAY TEMPLATE >

EDITING PSDS >

1. Type & Image Composition:

SMART OBJECT IMAGE REPLACEMENT
Go to any one of the image smart objects and double click to change. You just need to update one layer and the rest of the images in the file will update automatically across all the artboards.

1. Smart object image
Double click to change the flatlay image to new replacement



1. Type and image composition

FLATLAY TEMPLATE >

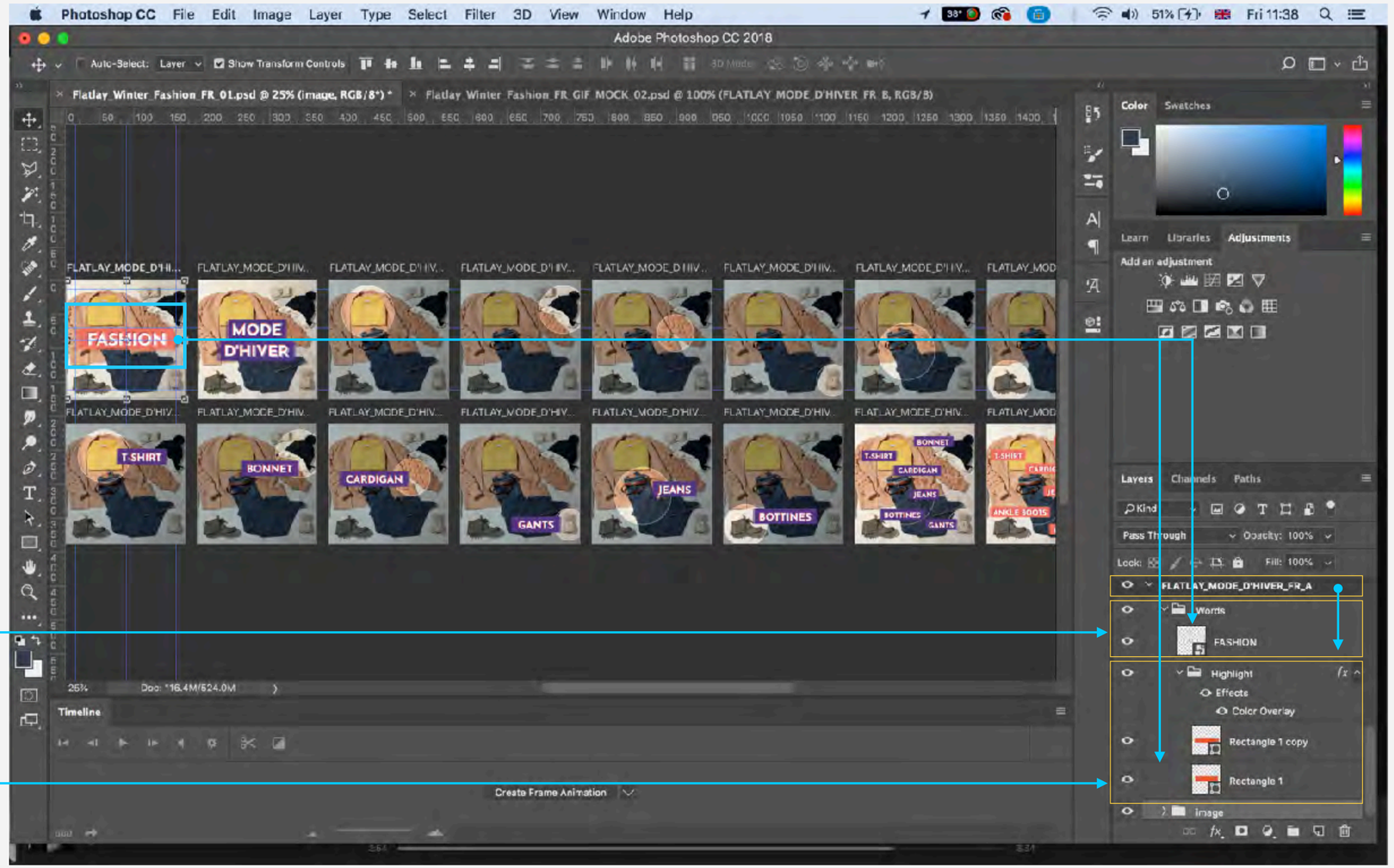
EDITING PSDS >

1. Type & Image Composition:

CHANGE WORDS & TYPE COLOUR HIGHLIGHT
Update your words to now one by accessing the layer group 'Words'. And update type highlight colours to new theme colours.

2. Change words
Update words to new ones over your new image.

3. Word highlight
Change the colour of your highlight here nested in the words group.



1. Type and image composition

FLATLAY TEMPLATE >

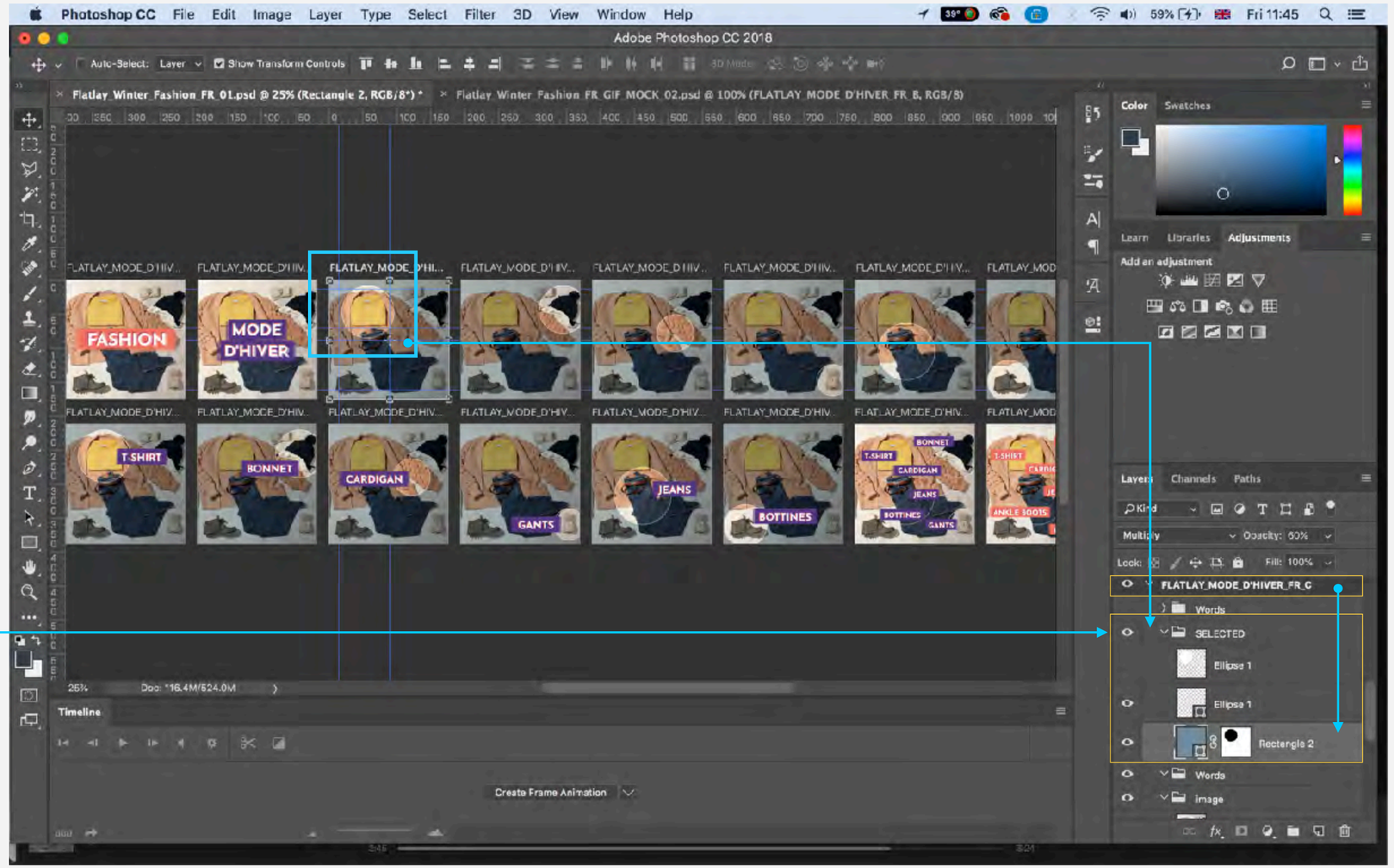
EDITING PSDS >

1. Type & Image Composition:

HIGHLIGHTING OBJECTS

Now go through each object and adjust the circles highlighting the objects. This are done with circle highlights created as mask on a colour overlay.

4. Highlighting objects
Adjust placement and selection og objects the 'selected' layer group.



1. Type and image composition

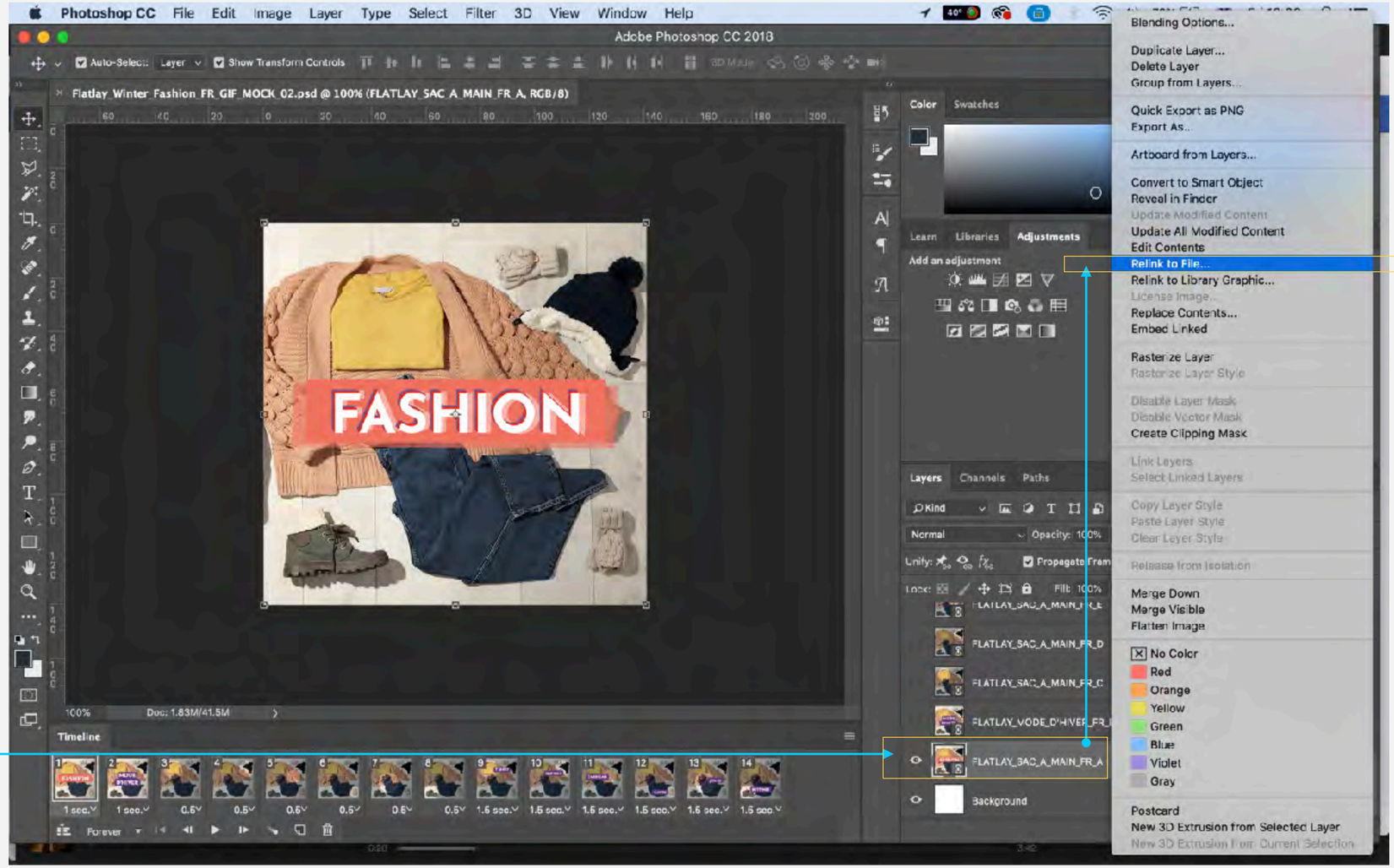
FLATLAY TEMPLATE >

EDITING PSDS >

2. Video PSD:

UPDATE VIDEO PSD:
For rendering the output file for publishing, open the video PSD, then update individually the contents by replacing each image layer by 'relinking' to your newly exported PNGs/Jpegs from your type and image composition PSD.

1. Import your exported image
Relink to file by right clicking on each image layer.



2. The video PSD

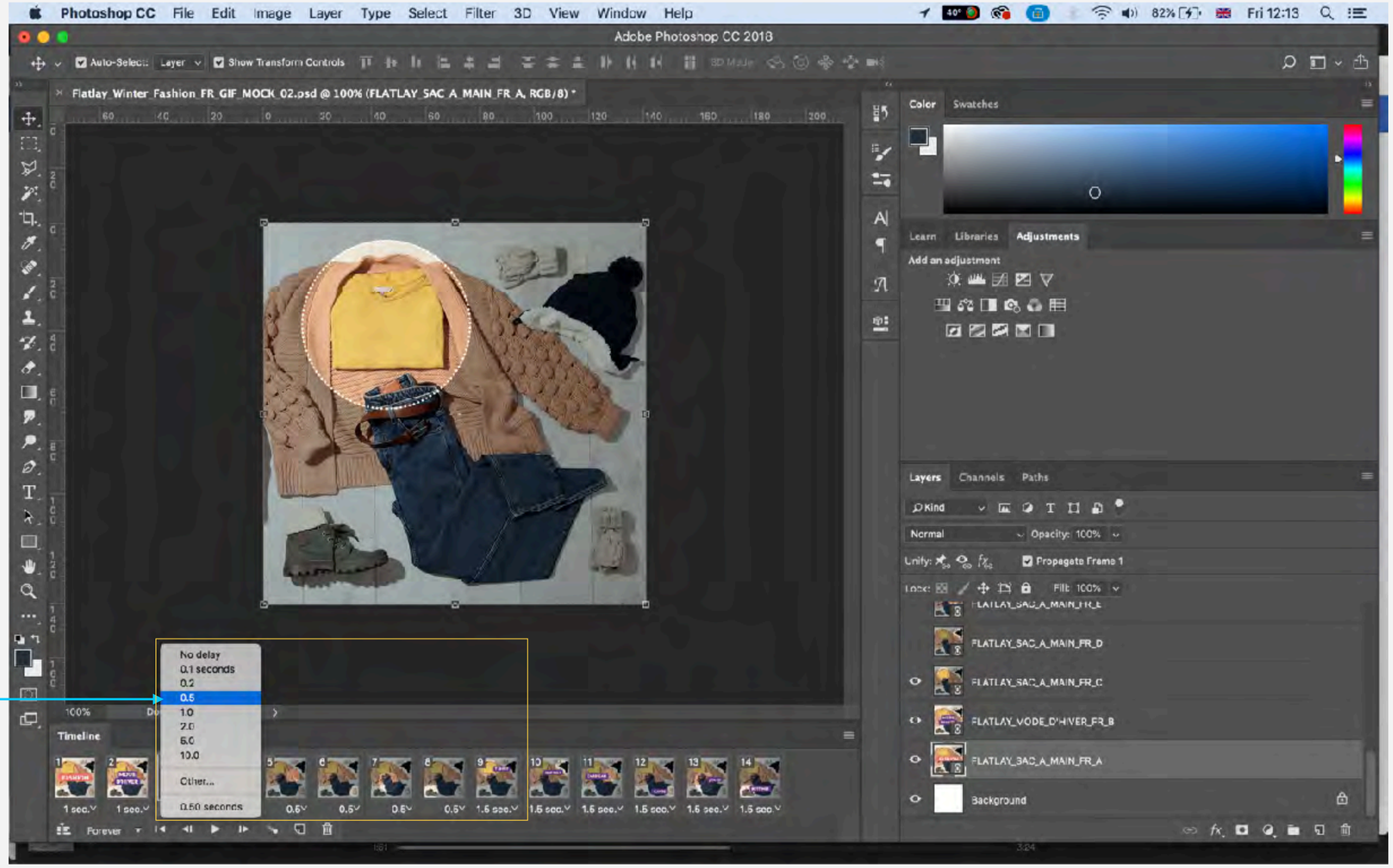
FLATLAY TEMPLATE >

EDITING PSDS >

2. Video PSD:

CHECK TIMELINE TIMINGS:
Adjust the timing on each frame so they correlate to the timings as shown in the walk-through of this guide in the previous pages.

2. Adjust frame time
Go through each frame on the timeline to adjust timings per frame are correct.



2. The video PSD

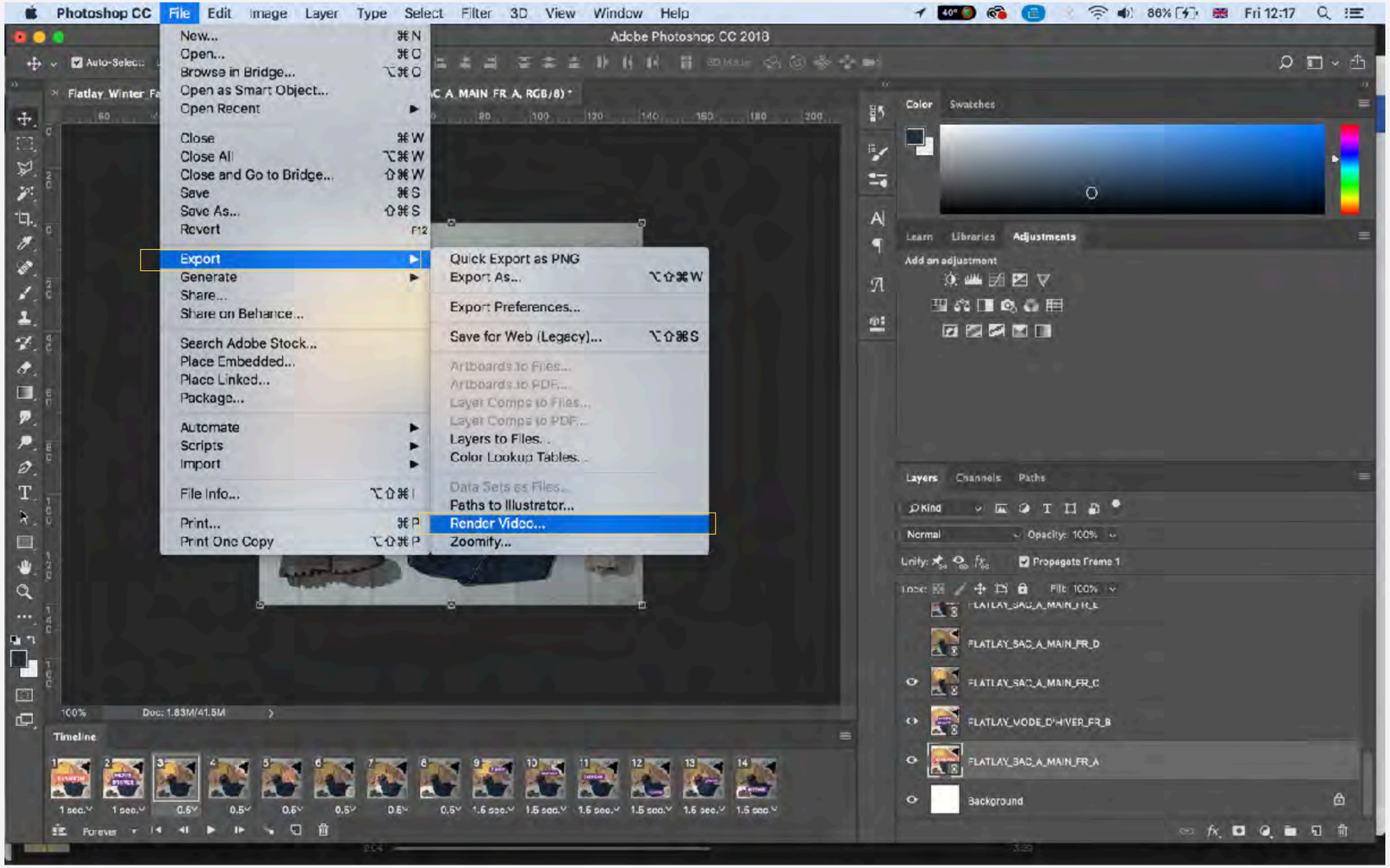
FLATLAY TEMPLATE >

EDITING PSDS >

2. Video PSD:

RENDERING VIDEO FOR OUTPUT:
Once all in finalised in the editing. Go to file > Export > Render video.

Export to a size suitable for online viewing.



2. The video PSD

TYPEADJECTIVE

Combining witty typographic executions and playful use of IG formats to land the meaning of different adjectives.

TYPEADJECTIVES TEMPLATE >

WALK-THROUGH >

Typeadjectives are formatted for insta/FB carousels. There are usually 3 words that are designed to visually play on the meanings of the adjectives, using typography and simple illustrations, when appearing sequencially makes the post appear connected when swiping through them:

<u>HOW TO CREATE TYPEADJECTIVES:</u>

1. You choose a theme for the target language, i.e: fun words in Spanish related to being drunk.
   See example on the right.
2. Decide theme colour and adjectives
3. Create the word translations in the target language using the PSD template
4. Output JPEGs for publishing on Instagram or Facebook.

TYPEADJECTIVES TEMPLATE >

WALK-THROUGH >

The fundamental elements for this particular Typeadjective:

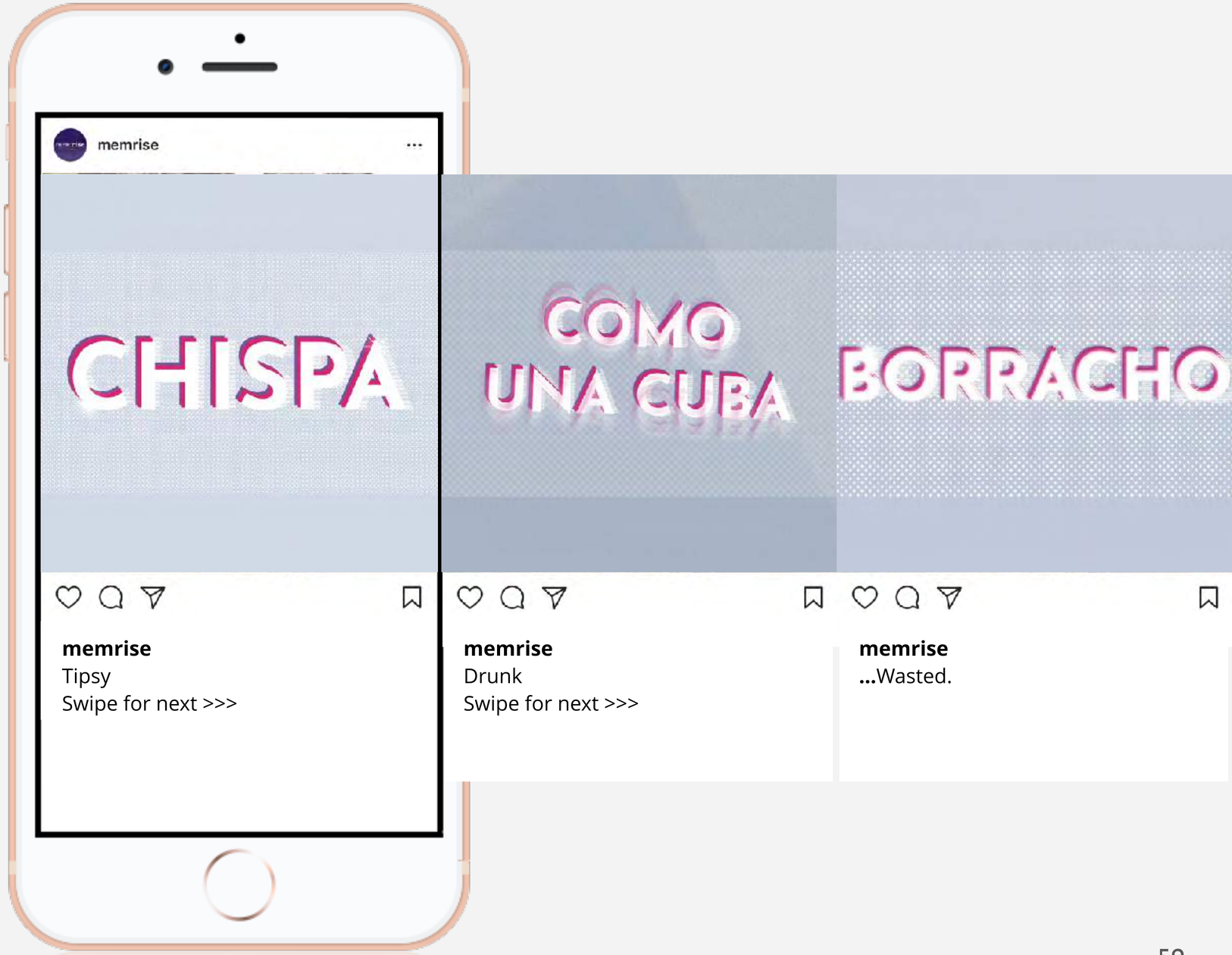
TARGET LANGUAGE:
English speaking learning Spanish

THEME:
Words related to being drunk

NUMBER OF ADJECTIVES :
3

POST COLOURS & PATTERNS :

#C72B70	**#E4E9F4**	**B, Dots**



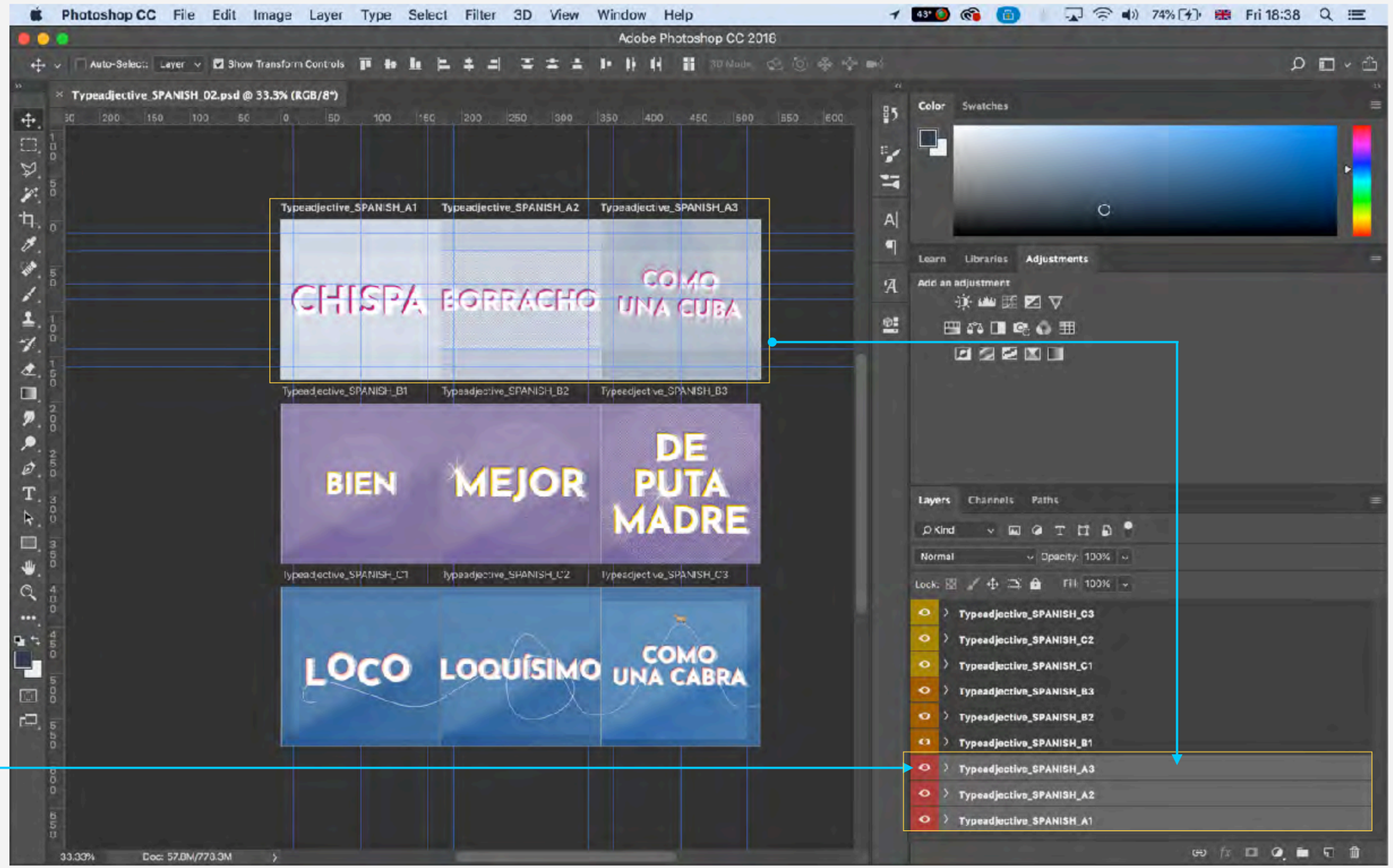
TYPEADJECTIVES TEMPLATE >

EDITING PSDS >

1. PSD Setup

You'll see that the typeadjectives are arranged in artboards in sets of 3. Delete any artboards that are not needed.

PSD File: **D_OT_02_SP_01_EN**
Availble upon request.



1. Artboards sets of 3
This is a set of typeadjectives.

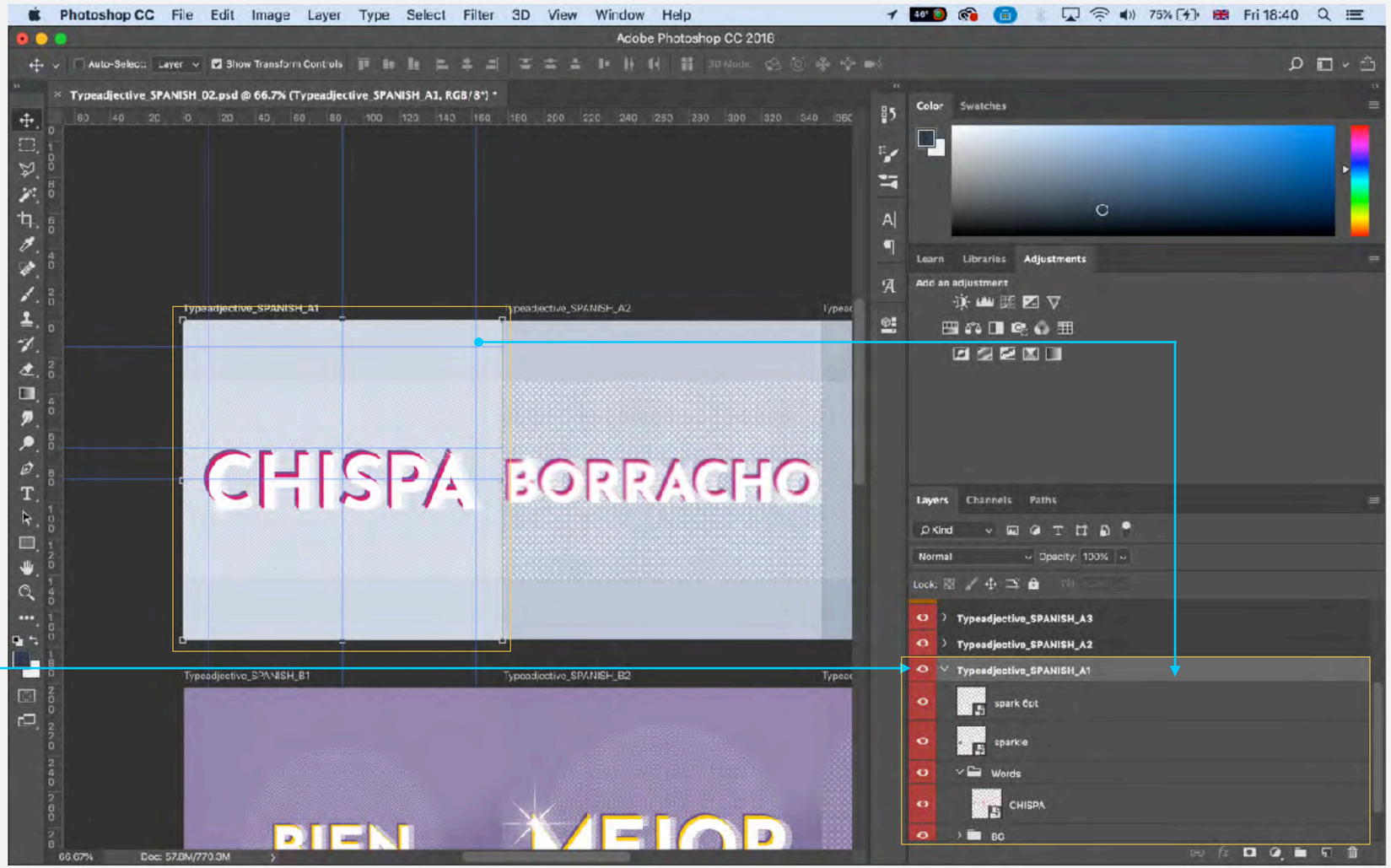
TYPEADJECTIVES TEMPLATE >

EDITING PSDS >

2. EDITING THE TEMPLATE:

As the Typeadjective assets are all different, it requires illustration creation and typographic arrangement bespoke to each Typeadjective concept.

This will require some design thought and creation.
So everything will change accordingly to the concept.
But the templates contain all the fundmental elements that are required to create new typeadjectives.



2. Editing artboards
Your artboards contain type/word smart objects and background colour with texture.

DICTIONARY SLANG

We take the most popular slang words from a country and break down their meaning with a definition and etymology.

SLANG DICTIONARY TEMPLATE >

WALK-THROUGH >

Slang Dictionary are comprised of 3 jpeg outputs placed one after another in a carousel format that gives you detailed insight into a slang word. Each Slang Dictionary is laid out in a stylised template using a dictionary format that's easy to follow:

<u>SLANG DICTIONARY ARE MADE UP OF THE FOLLOWING 3 FRAMES:</u>

1. Slang word in target language
2. Definition in target language and source language, include a relevant emoji.
3. Image accompanied by etymology of the slang word.

SLANG DICTIONARY TEMPLATE >

WALK-THROUGH >

The fundamental elements for this particular slang:

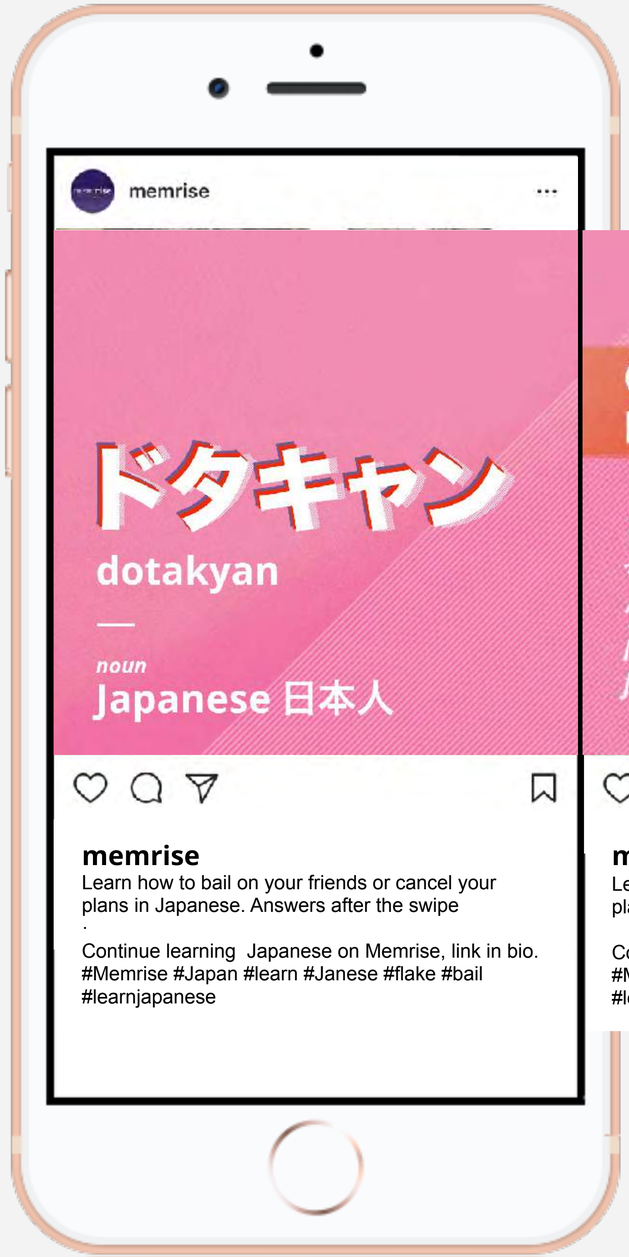
TARGET LANGUAGE:
English speaking learning Japanese

THEME:
To cancel last minute

IMAGERY:
- Emoji on second image output
- Photography that summarises slang word

POST COLOURS & PATTERNS :

#EA5392	#DD4126	#EA5C4F	A. Angles



memrise
Learn how to bail on your friends or cancel your plans in Japanese. Answers after the swipe
.
Continue learning Japanese on Memrise, link in bio. #Memrise #Japan #learn #Janese #flake #bail #learnjapanese

memrise
Learn how to bail on your friends or cancel your plans in Japanese. Answers after the swipe
.
Continue learning Japanese on Memrise, link in bio. #Memrise #Japan #learn #Janese #flake #bail #learnjapanese

SLANG DICTIONARY TEMPLATE >

WALK-THROUGH >

1. Title frames

The first 2 frames are the title frames for the theme.

Each frame is 1 second before moving onto highlighting objects.

SLANG WORD

Artboard 1.
SLANG DICTIONARY
in JAPANESE & ROMAJI
in stylised dictionary layout

DEFINITION & EMOJI

Artboard 2.
DEFINITION
In source and target language supported by an emoji.

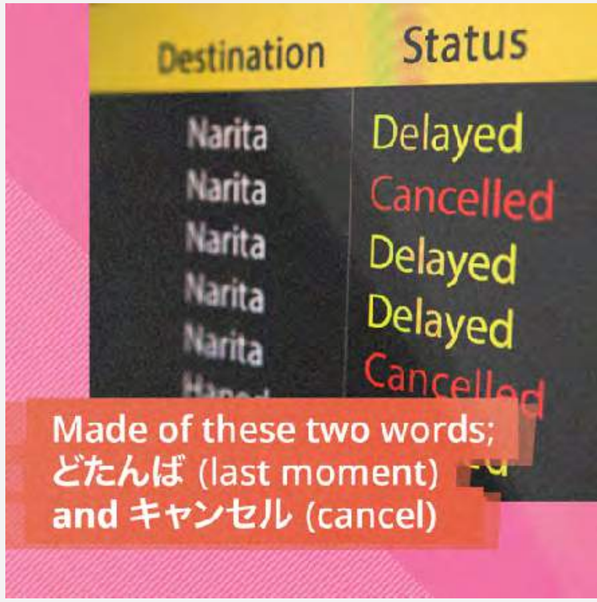


IMAGE & ETYMOLOGY

Artboard 3.
IMAGE & ETYMOLOGY
A supporting image with etymology text.

SLANG DICTIONARY TEMPLATE >

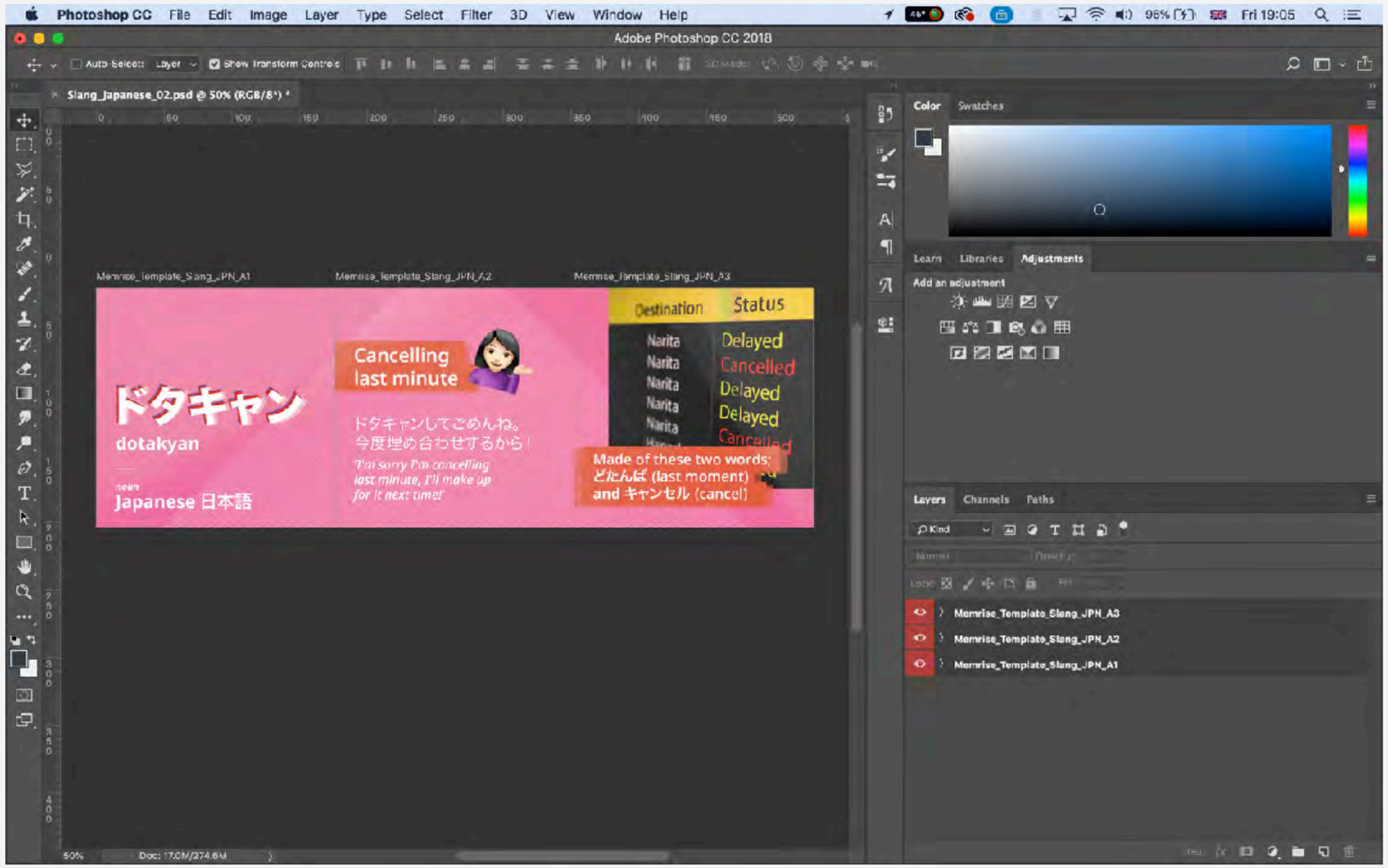
EDITING PSDS >

1. PSD Setup

You'll see that the Slang Dictionary PSDs are arranged in artboards in sets of 3.

For the slang dictionary, the background texture pattern is always the same. So no change on this element.

PSD File: **D_OT_03_JP_01_EN**
As this one is in Japanese, please use Spanish or French for latin based languages for the correct font. These are availble upon request.

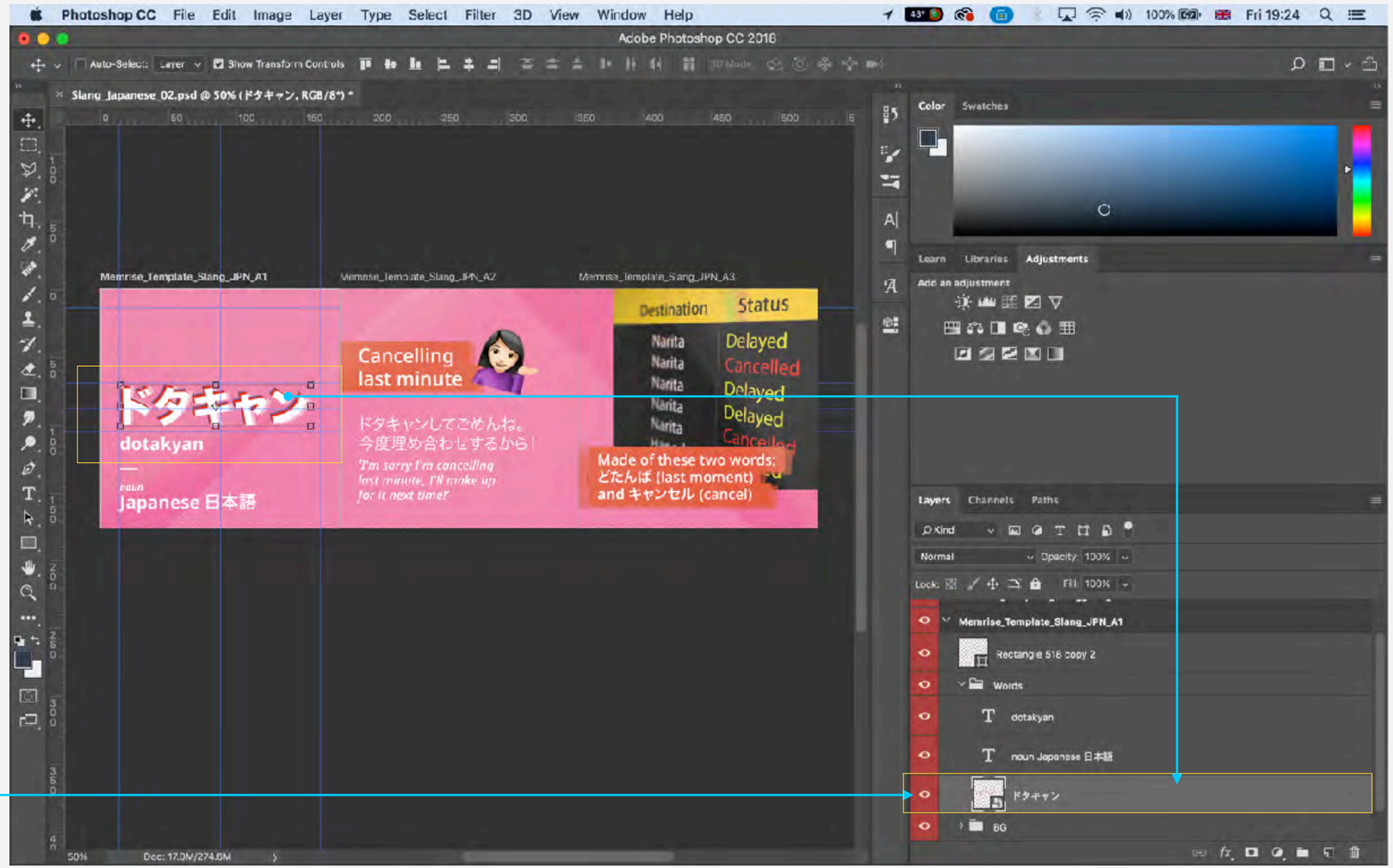


SLANG DICTIONARY TEMPLATE >

EDITING PSDS >

2. CHANGE SLANG WORD

Update your slang word using the word smart object.



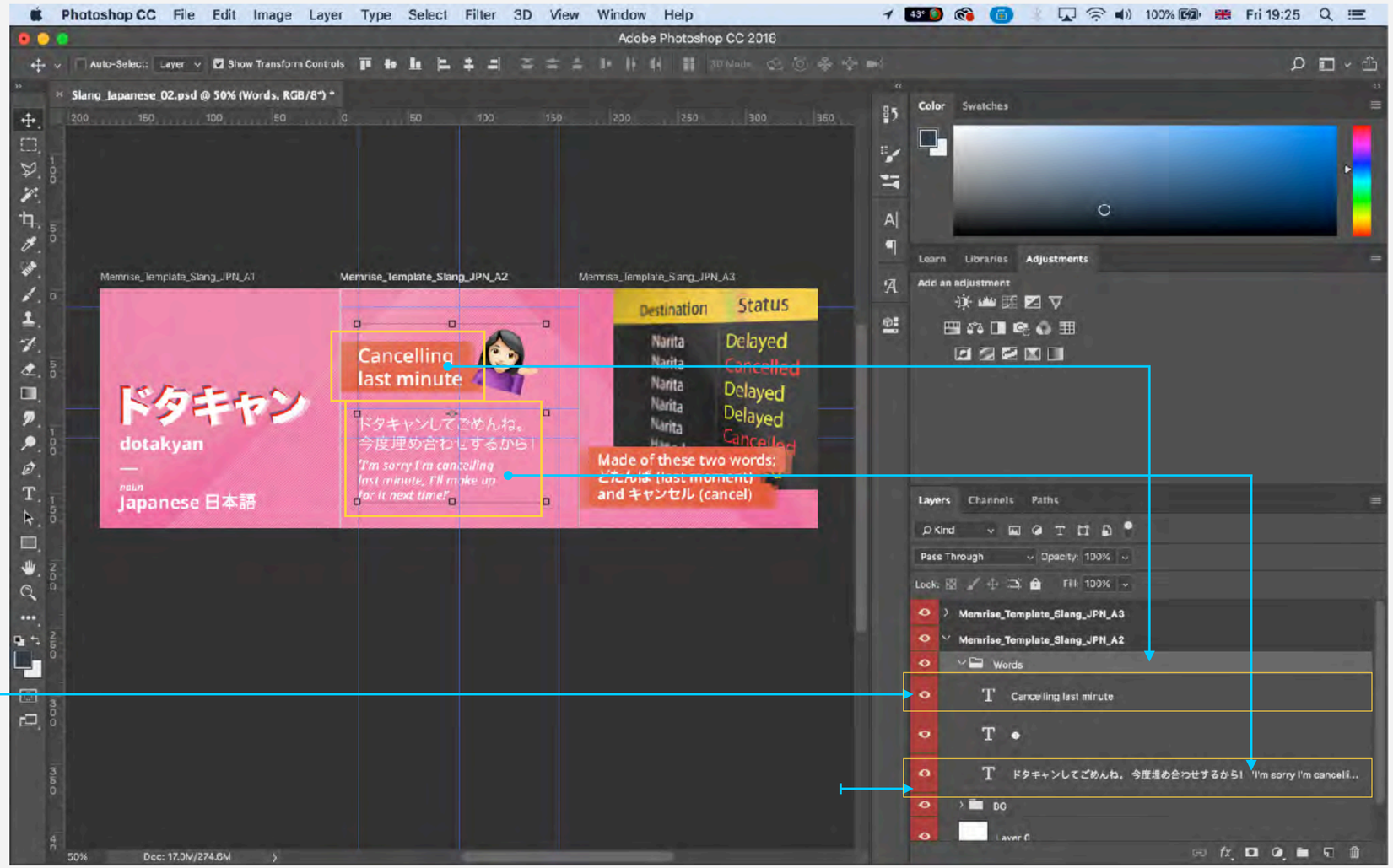
1. CHANGE SLANG WORD
Double click into the word smart object to change your slang word and type colours and pattern.

SLANG DICTIONARY TEMPLATE >

EDITING PSDS >

3. UPDATE DEFINITION & EMOJI

The second artboard is where you edit and update the definition of the slang word. Then add a relevant emoji that supports the definition. Adjust size and positioning, so it's easy on the eyes and creates a nice flow.



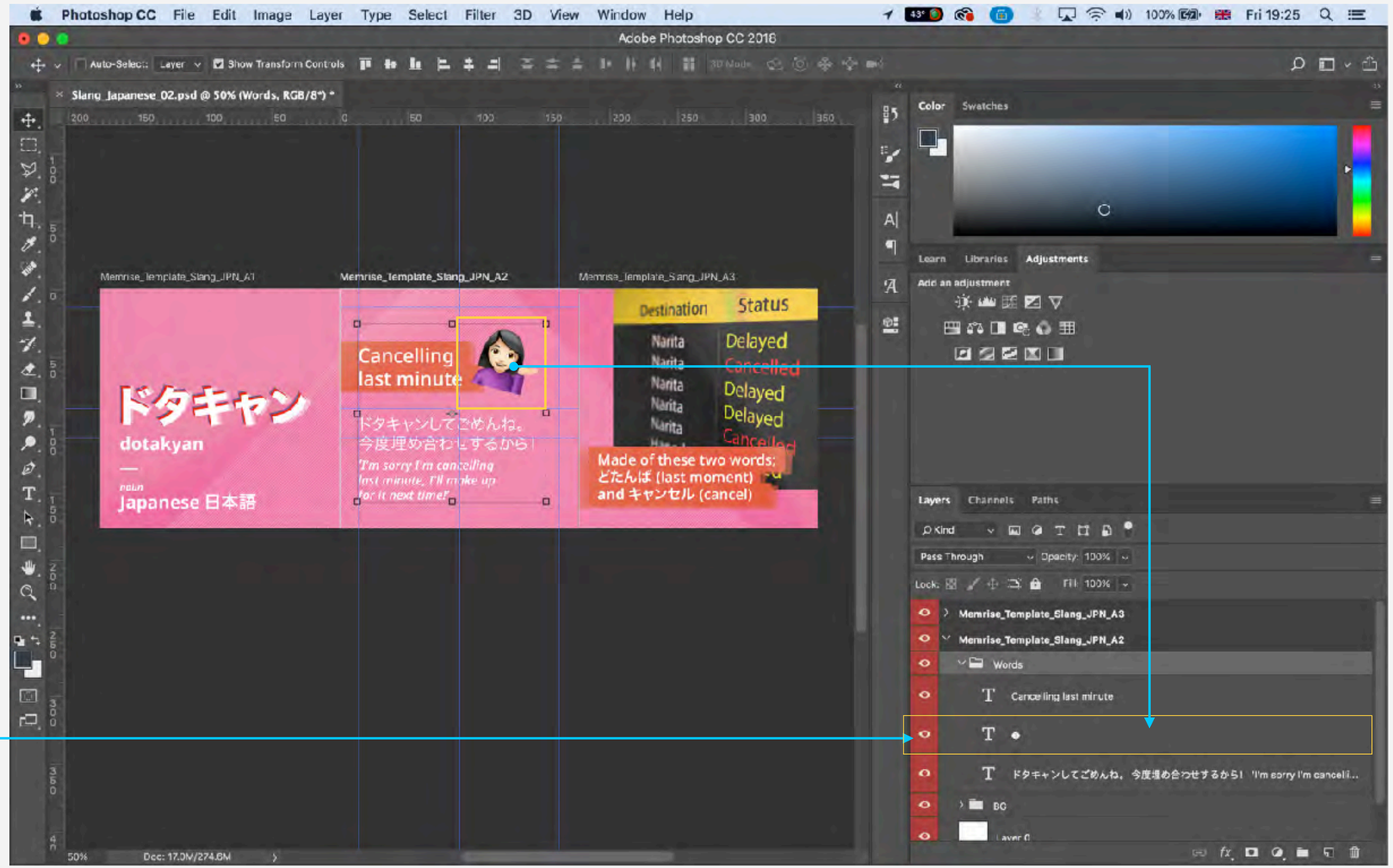
2. UPDATE DEFINTIONS
Edit the definitions with the text tool.

SLANG DICTIONARY TEMPLATE >

EDITING PSDS >

3. UPDATE DEFINITION & EMOJI

The second artboard is where you edit and update the definition of the slang word. Then add a relevant emoji that supports the definition. Adjust size and positioning, so it's easy on the eyes and creates a nice flow.



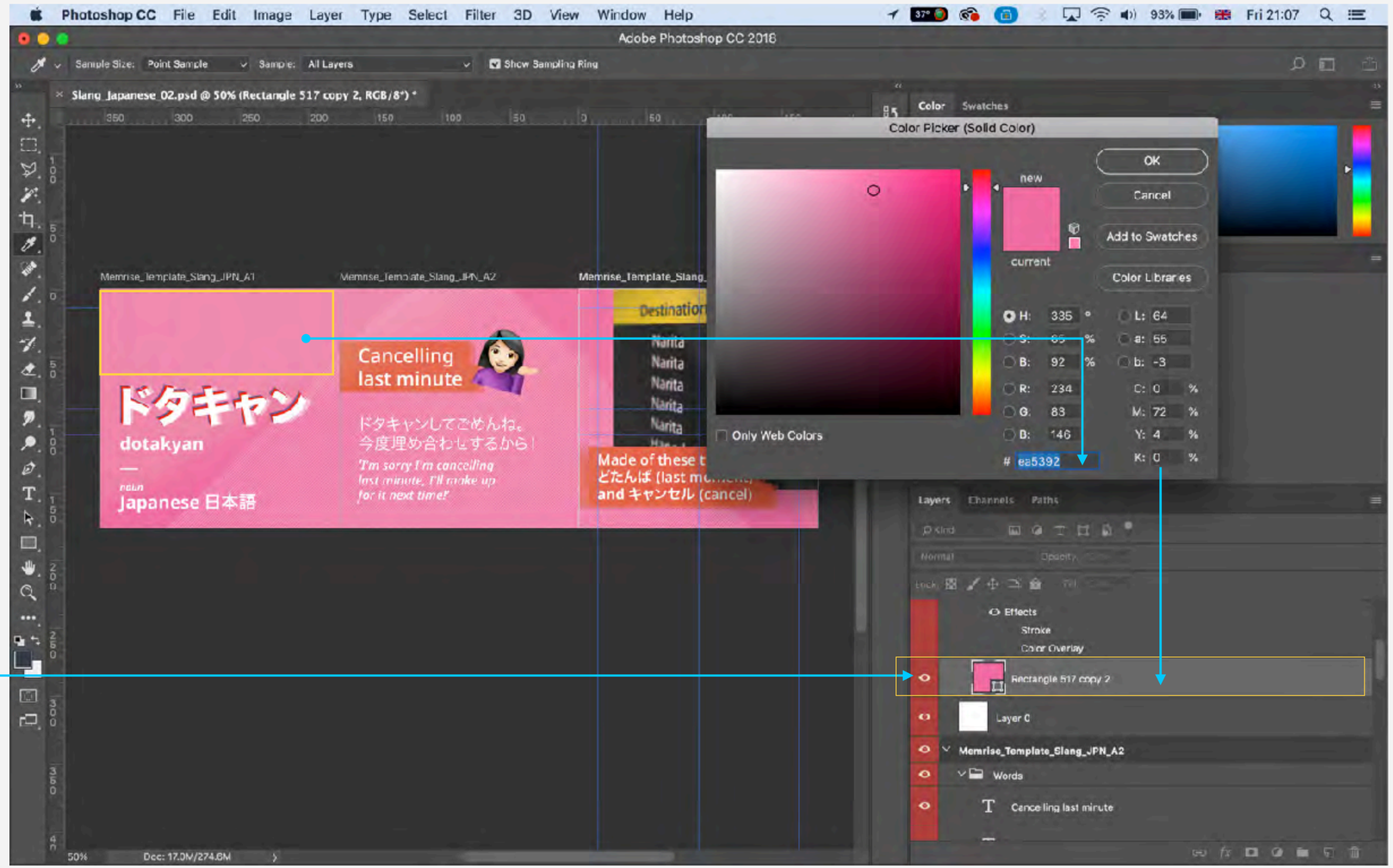
3. UPDATE EMOJI
Replace emoji to your chosen new emoji. Adjust size and positioning.

SLANG DICTIONARY TEMPLATE >

EDITING PSDS >

4. CHANGE THEME COLOURS

Easily change the colours of the text highlights and background.



4. CHANGE THEME COLOURS
Change the background colour to new ones.

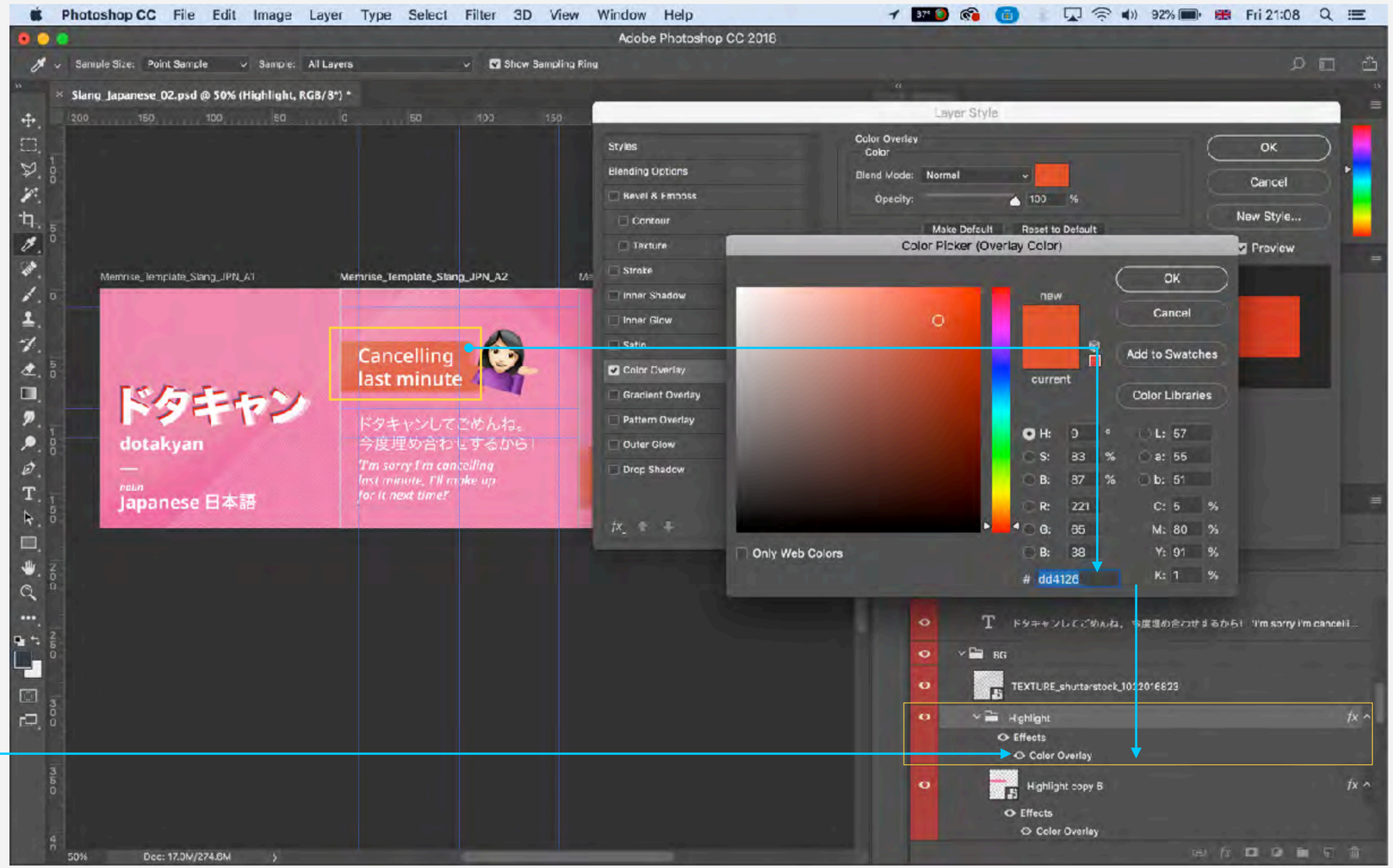
#EA5392

SLANG DICTIONARY TEMPLATE >

EDITING PSDS >

4. CHANGE THEME COLOURS

Easily change the colours of the text highlights and background.



4. CHANGE THEME COLOURS
Change the background colour to new ones.

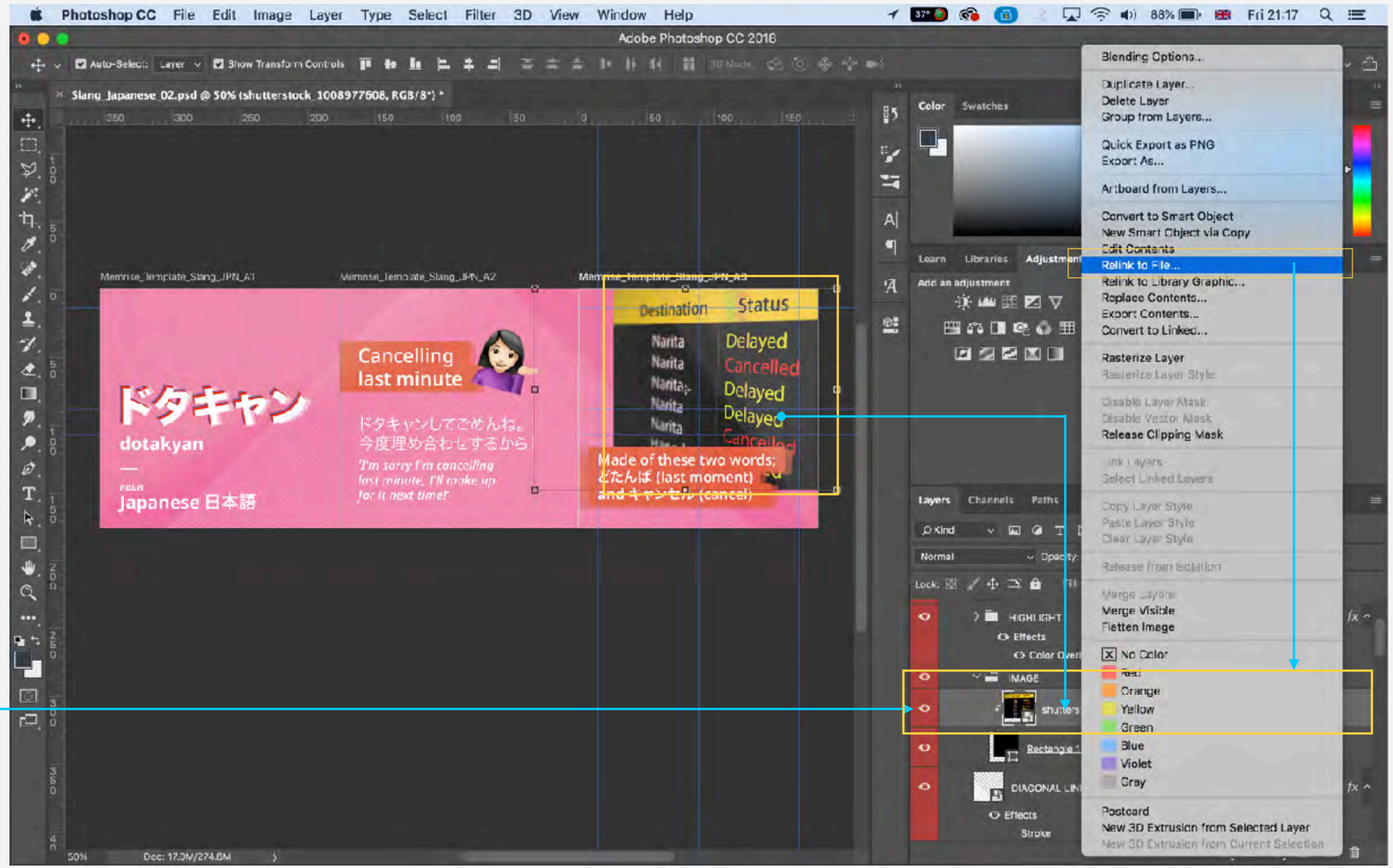
#DD4126

SLANG DICTIONARY TEMPLATE >

EDITING PSDS >

5. REPLACE IMAGE

Go to the third artboard and replace the old image by right clicking and selecting ‘Relink file...’



5. REPLACE IMAGE
Replace image by right clicking on the current image layer and selecting ‘relink to file...’

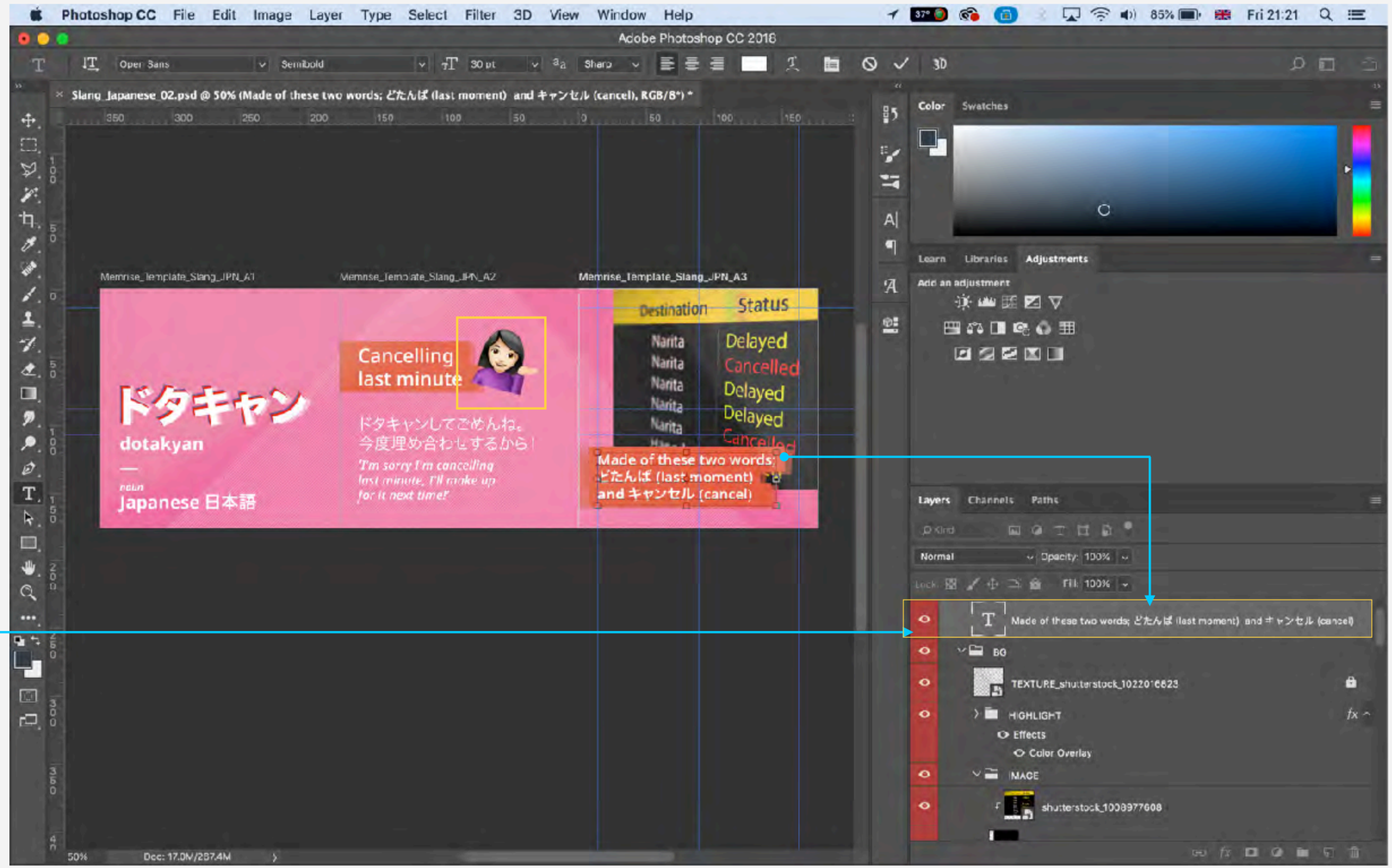
SLANG DICTIONARY TEMPLATE >

EDITING PSDS >

6. UPDATE SLANG ETYMOLOGY

Replace etymology text on the third artboard.

Once everything is done and you're happy with the layout and composition, output the 3 artboards as JPEGs or PNGs.

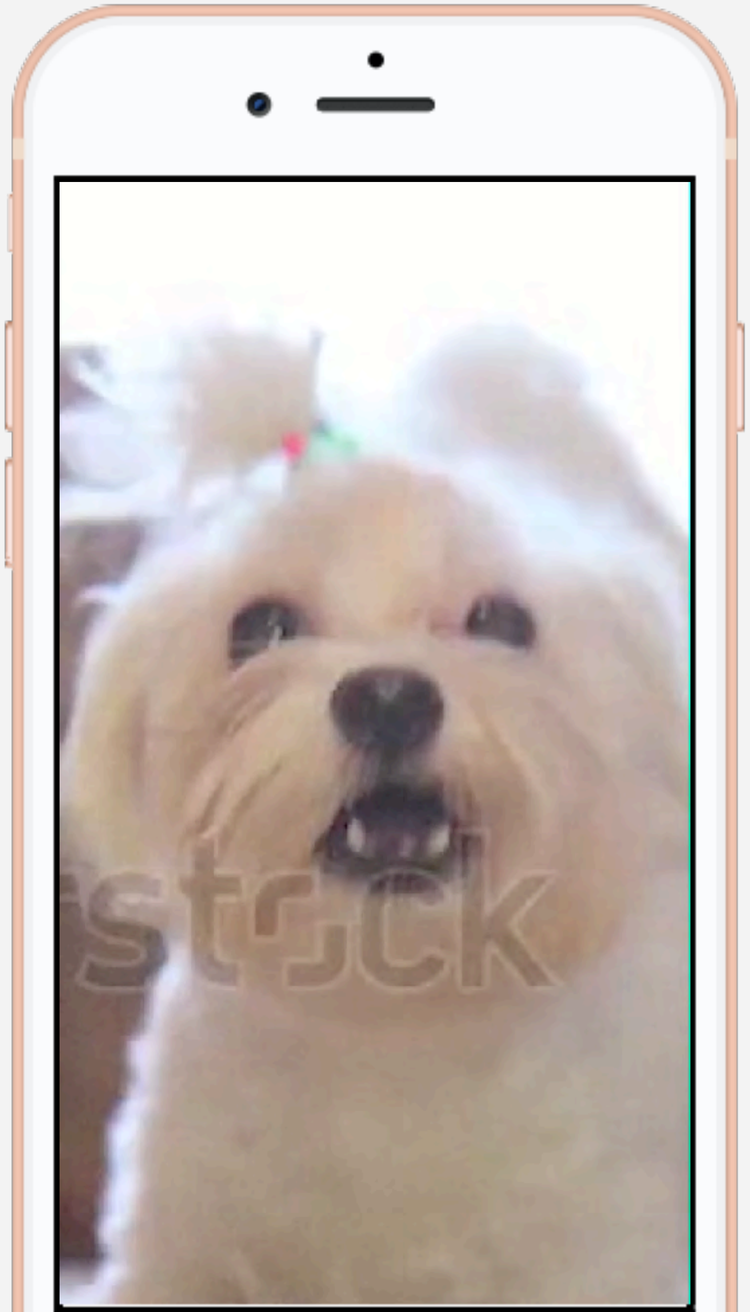


6. UPDATE ETYMOLOGY TEXT
Enter new etymology on this layer.

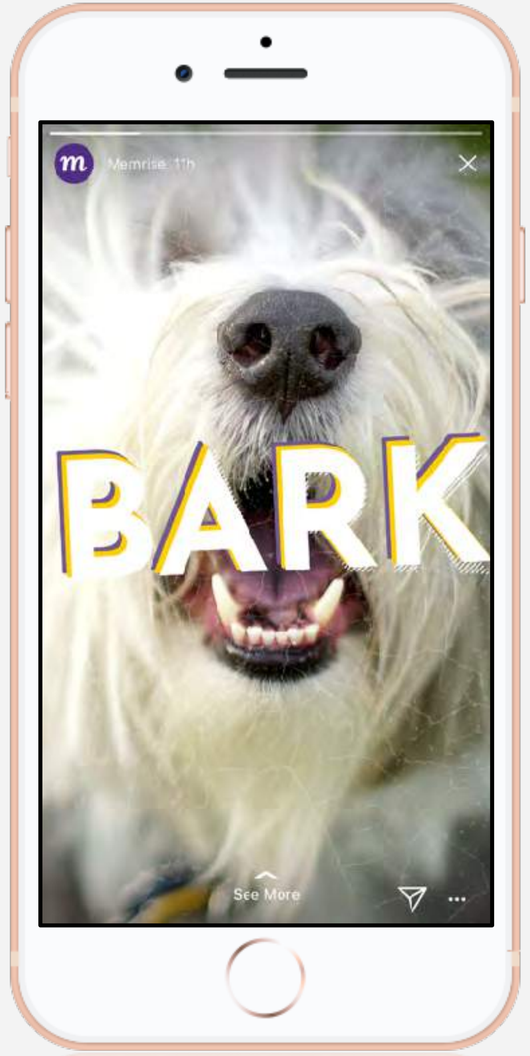
ANIMATED

HOMOGRAPH / INSTA STORY

TEMPLATE EXPLORATION
ROUND 02
OT 01 - DONE



TEMPLATE EXPLORATION
ROUND 02
OT 01 - DONE

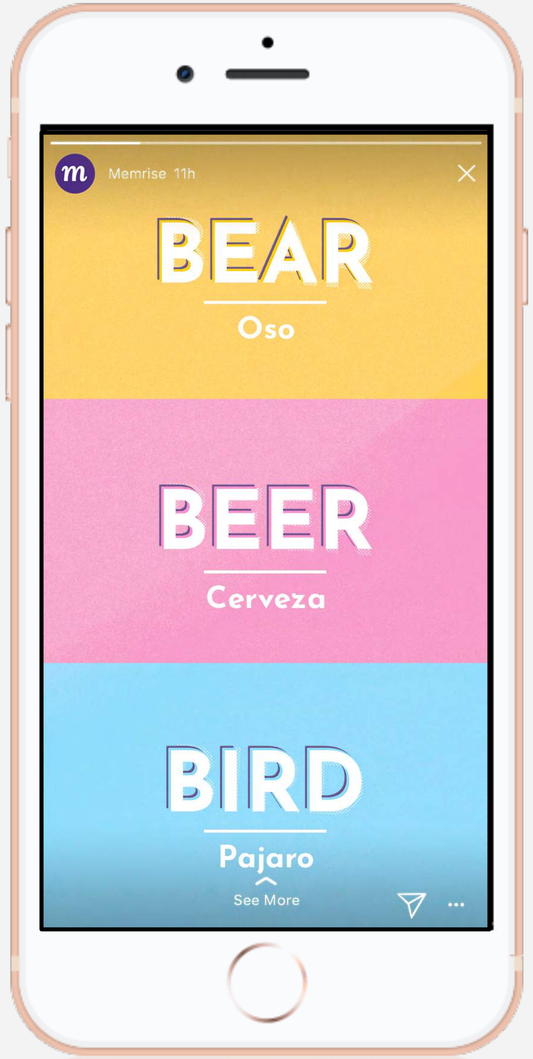


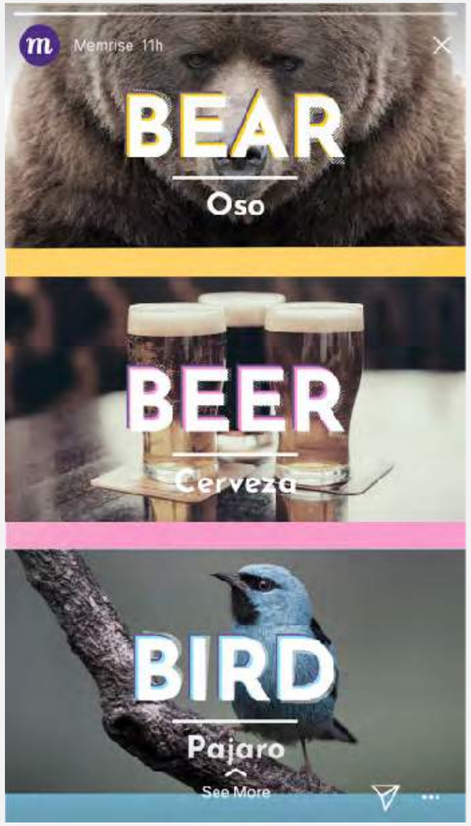
Opt 01

HOMONYMS/ HOMOGRAPHS

TEMPLATE EXPLORATION
ROUND 02
OT 01 - DONE

TEMPLATE EXPLORATION
HOMONYMS/ HOMOGRAPHS/ HOMONYMS
OT 02 - DONE

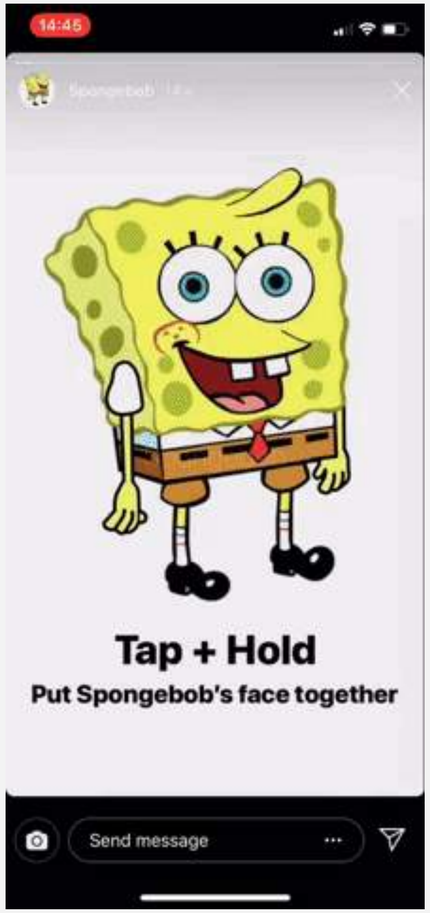


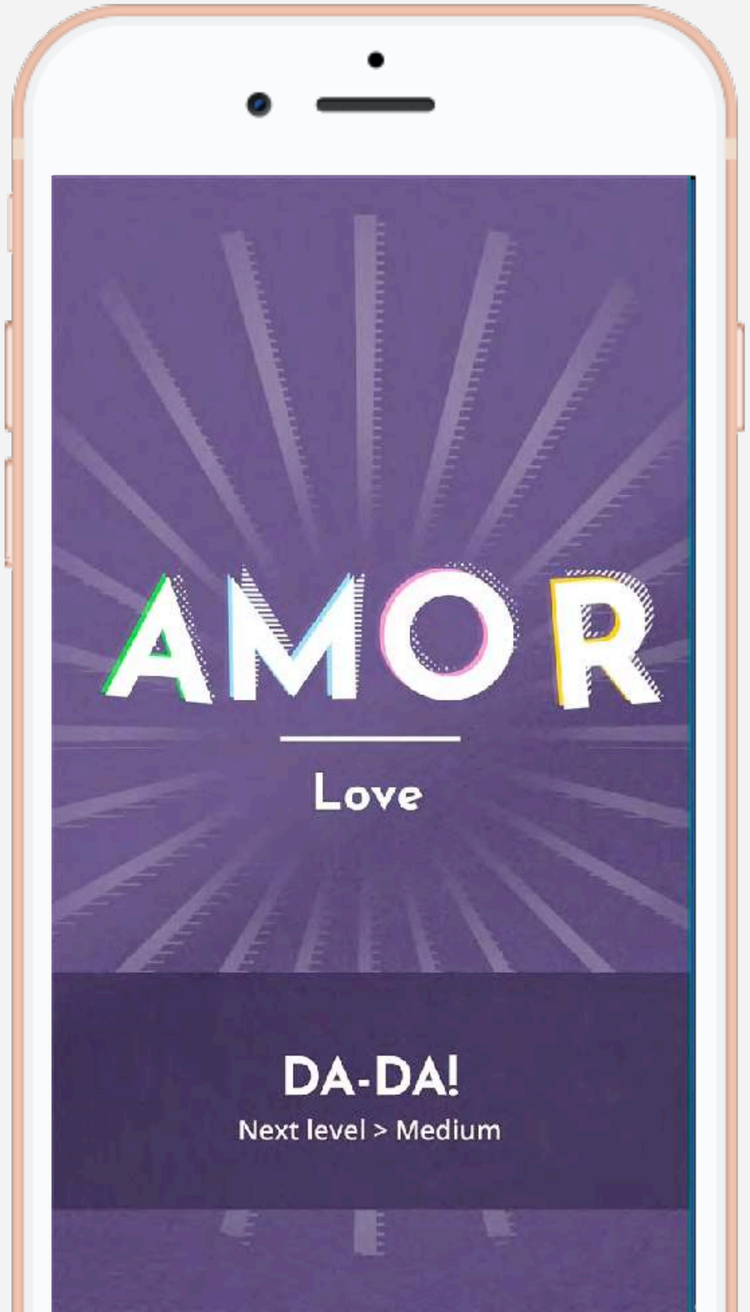


ANAGRAM

TEMPLATE EXECUTION
ANAGRAM
OT 03 - Missing code

Letters move at random.
Tap to stop when they spell the word correctly.





TEMPLATE EXECUTION
ANAGRAM
OT 03 - Missing code

Letters move at random.
Tap to stop when they spell the word correctly.

TEMPLATE EXECUTION
ANAGRAM
OT 03 - Missing code

Letters move at random.
Tap to stop when they spell the word correctly.

TEMPLATE EXECUTION
ANAGRAM
OT 03 - Missing code

Letters move at random.
Tap to stop when they spell the word correctly.

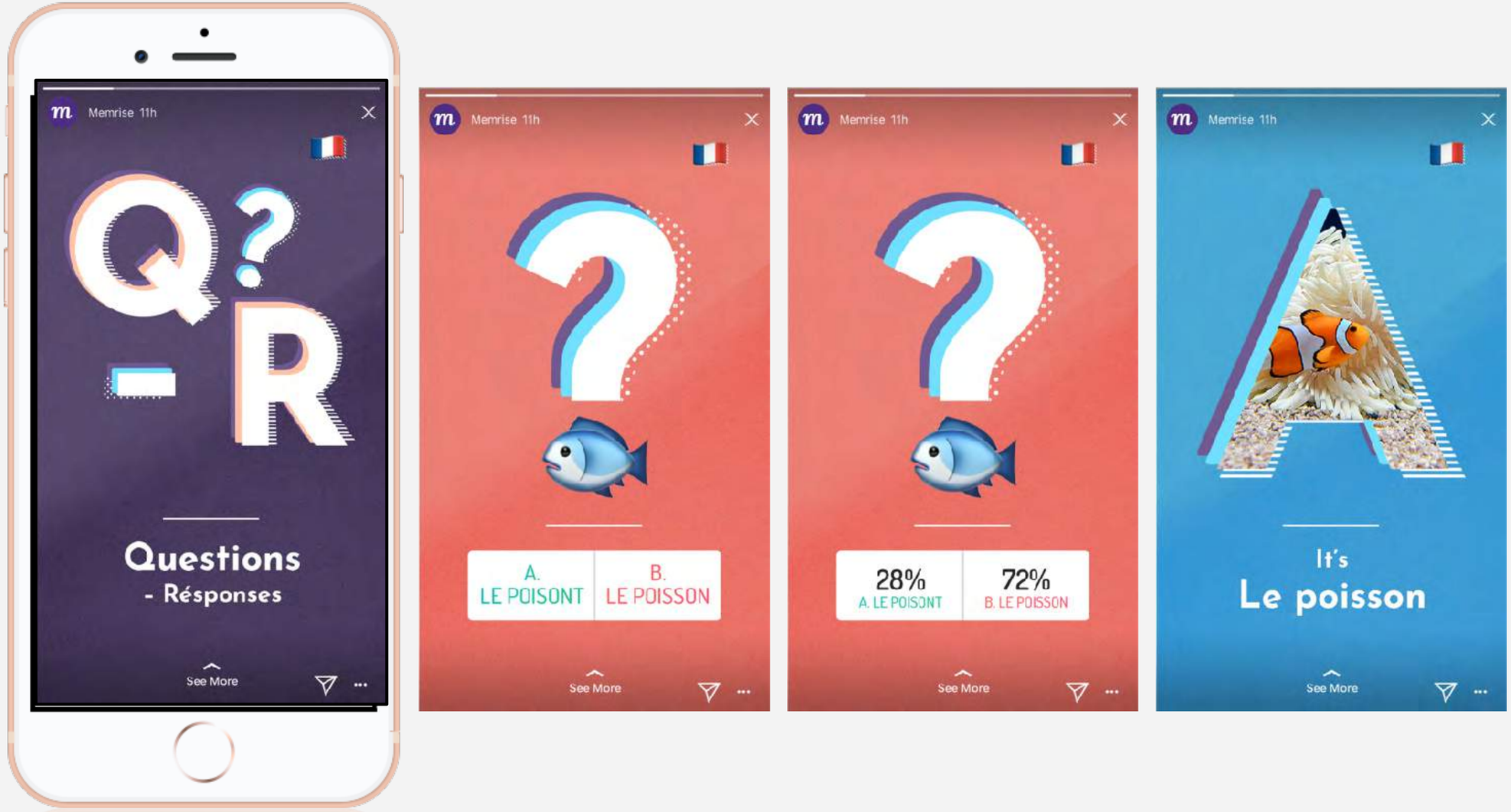
TEMPLATE EXECUTION
ANAGRAM

Q&A Test

TEMPLATE EXECUTION

Q&A Interactive Poll/ Translatable Animation Template

OT 04 - DONE

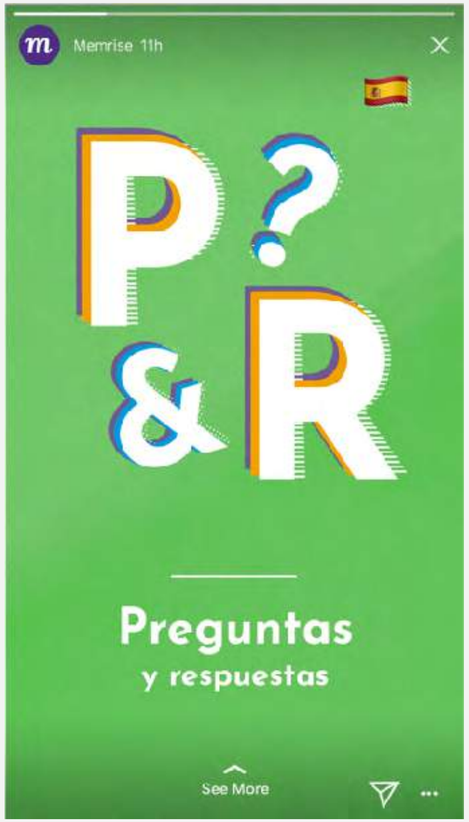


TEMPLATE EXECUTION

Q&A Interactive Poll/ Translatable Animation Template

ENGLISH

FRENCH

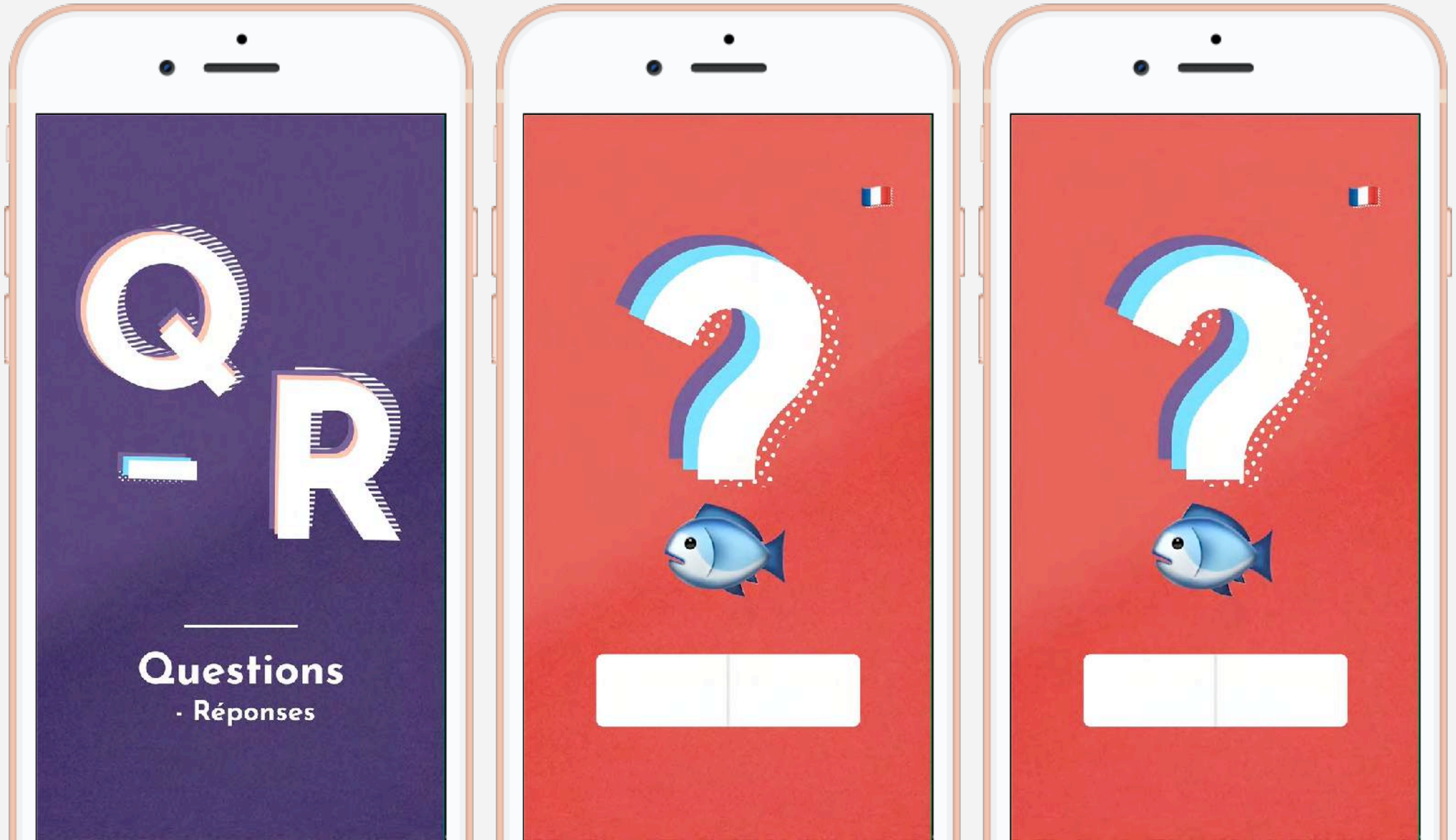


SPANISH

TEMPLATE EXECUTION

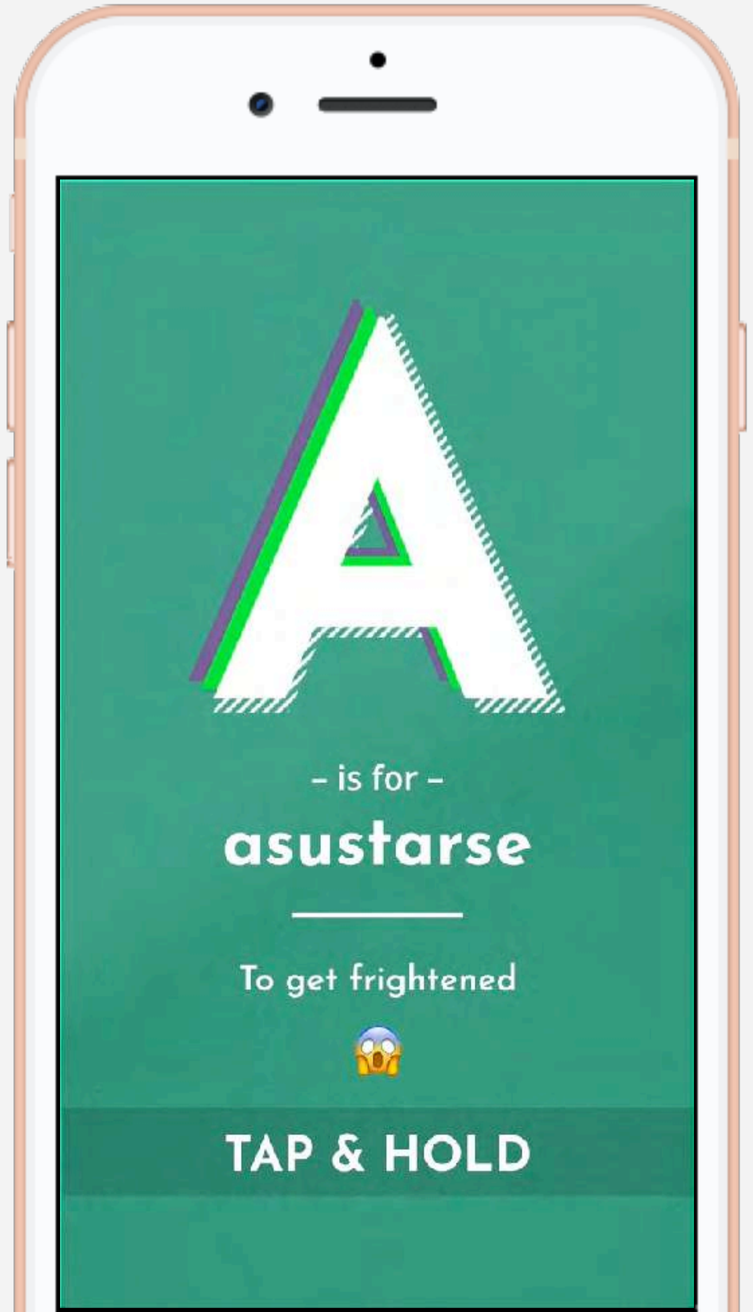
Q&A Interactive Poll/ Translatable Animation Template

OT 04 - DONE



Spanish Blink-a-bet Halloween

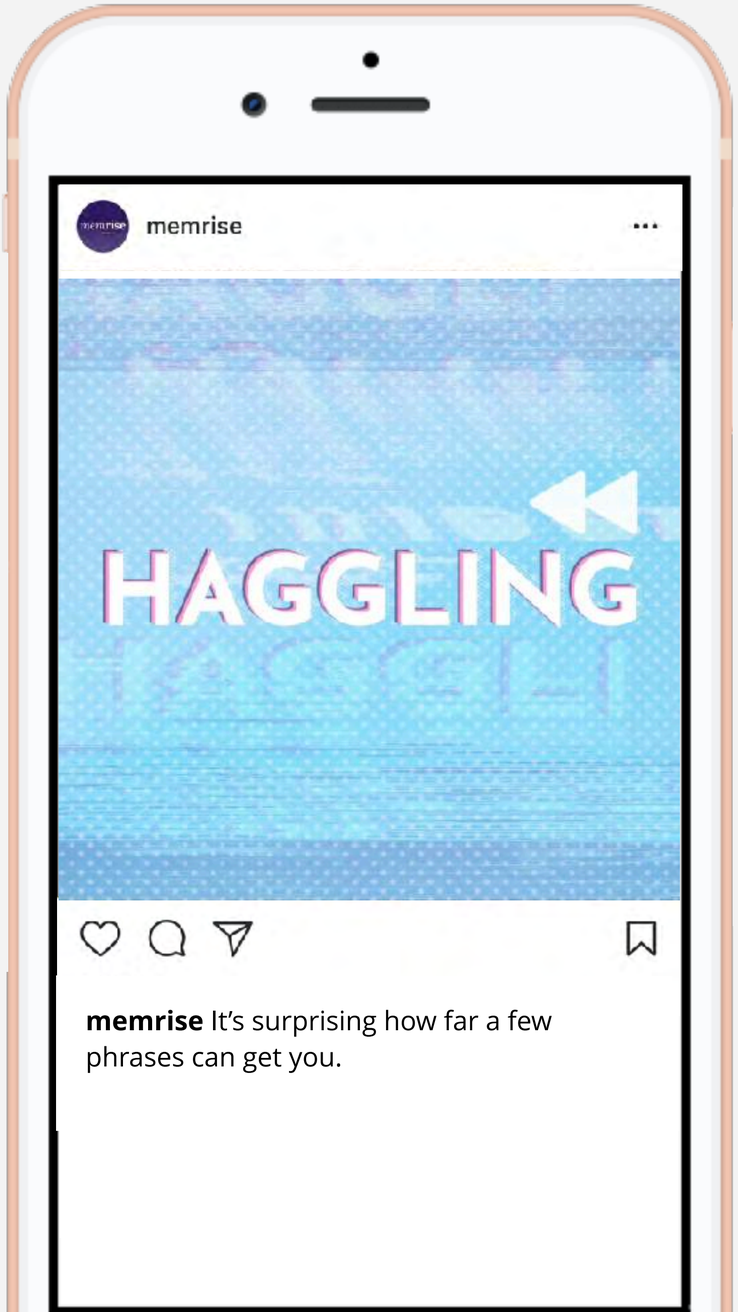
BLINK-A-BET
SPANISH HALLOWEEN
OT 05 - DONE



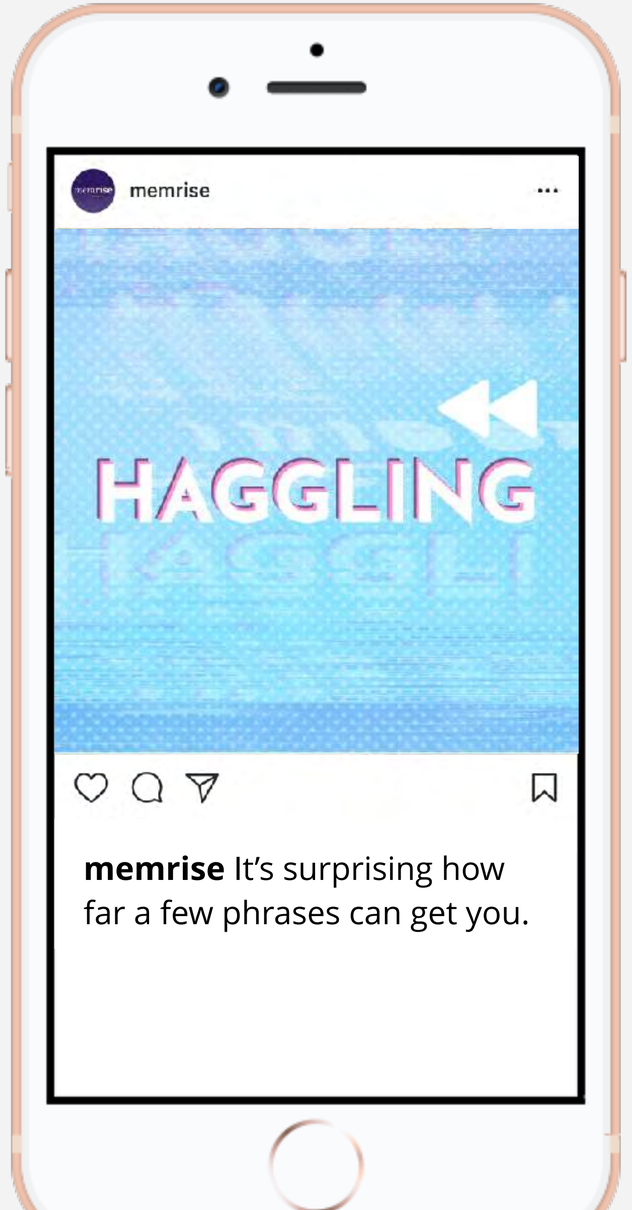
A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z

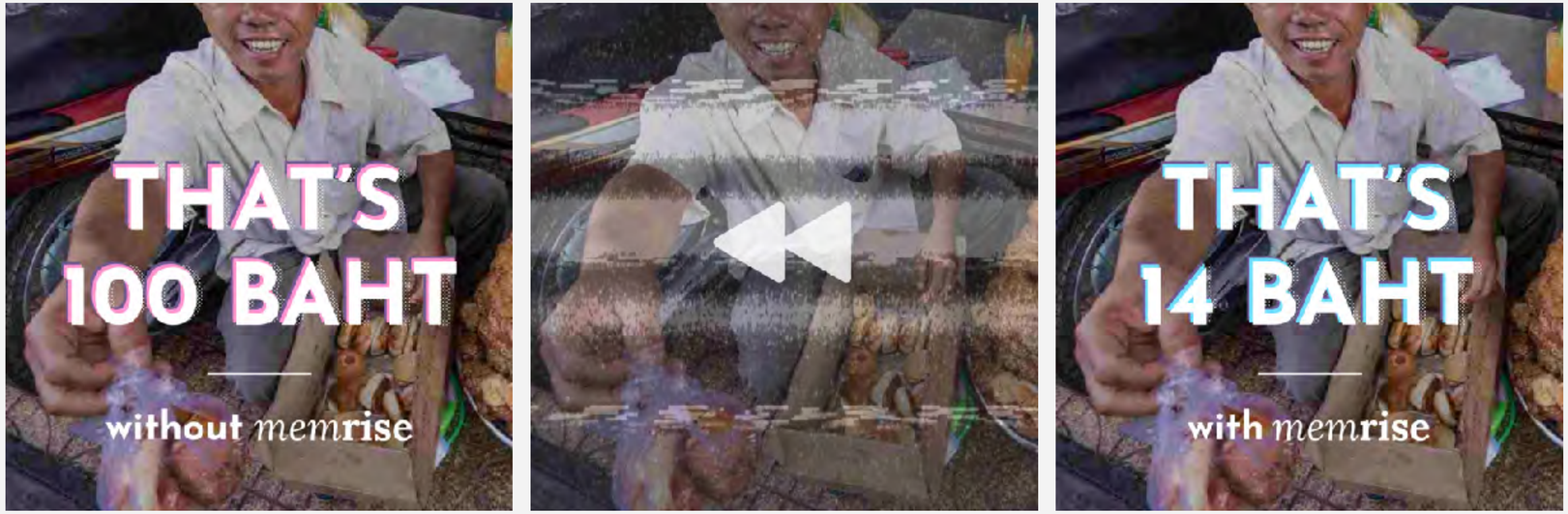
With / without Memrise

Original bitesize content that dramatises the benefit of being able to speak another language


memrise
HAGGLING
memrise It's surprising how far a few phrases can get you.

VIDEO POST
WITH / WITHOUT MEMRISE
OT 06 - WIP





Using stock we show moments where the viewer interacts with someone speaking another language.

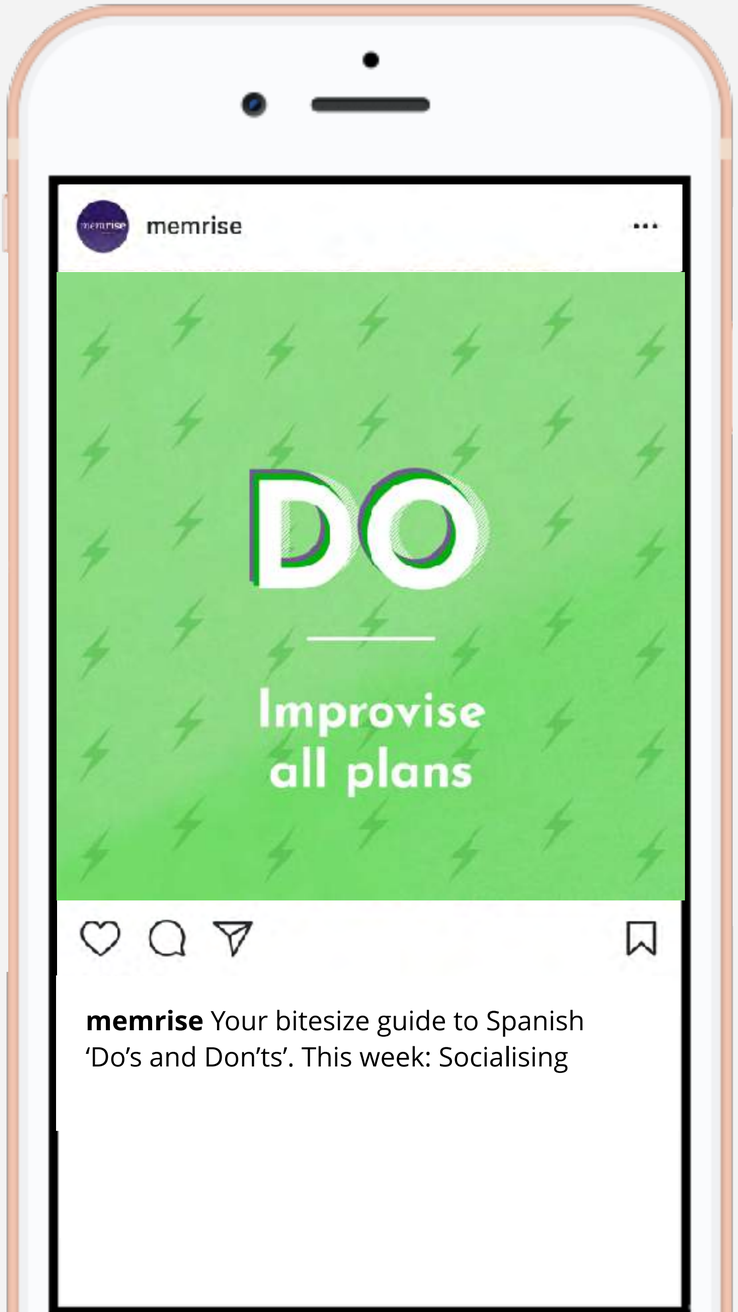
We pause at the moment they speak and show the world without memrise:

Eg. A Thai Street Food Vendor (in Thai with English SUPER):
"...that's 14 Baht"

We rewind the scene and show how it would play *with* Memrise language skills.

DO'S & DON'TS

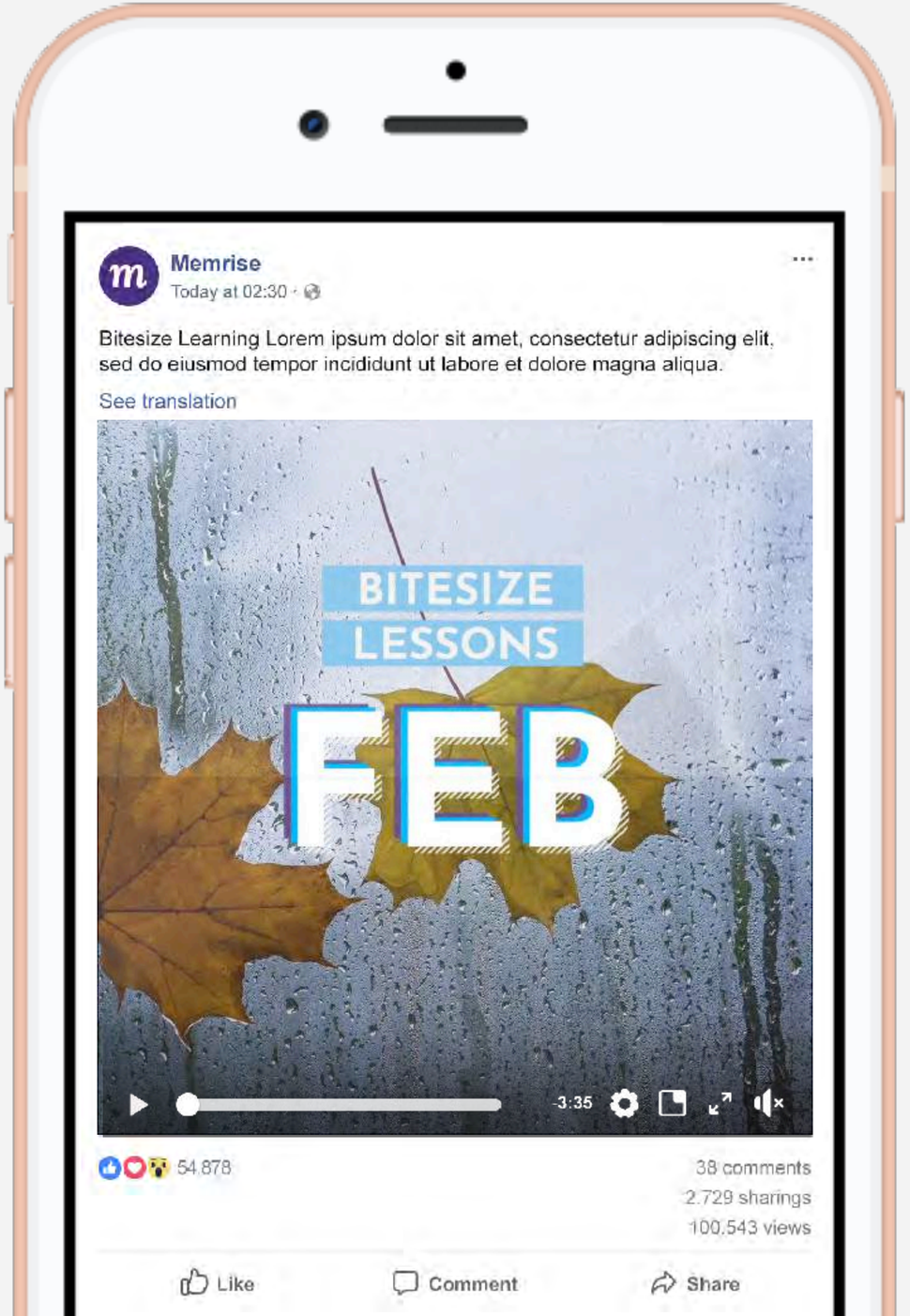
We use carousel posts to bring the social etiquettes of different cultures to life.

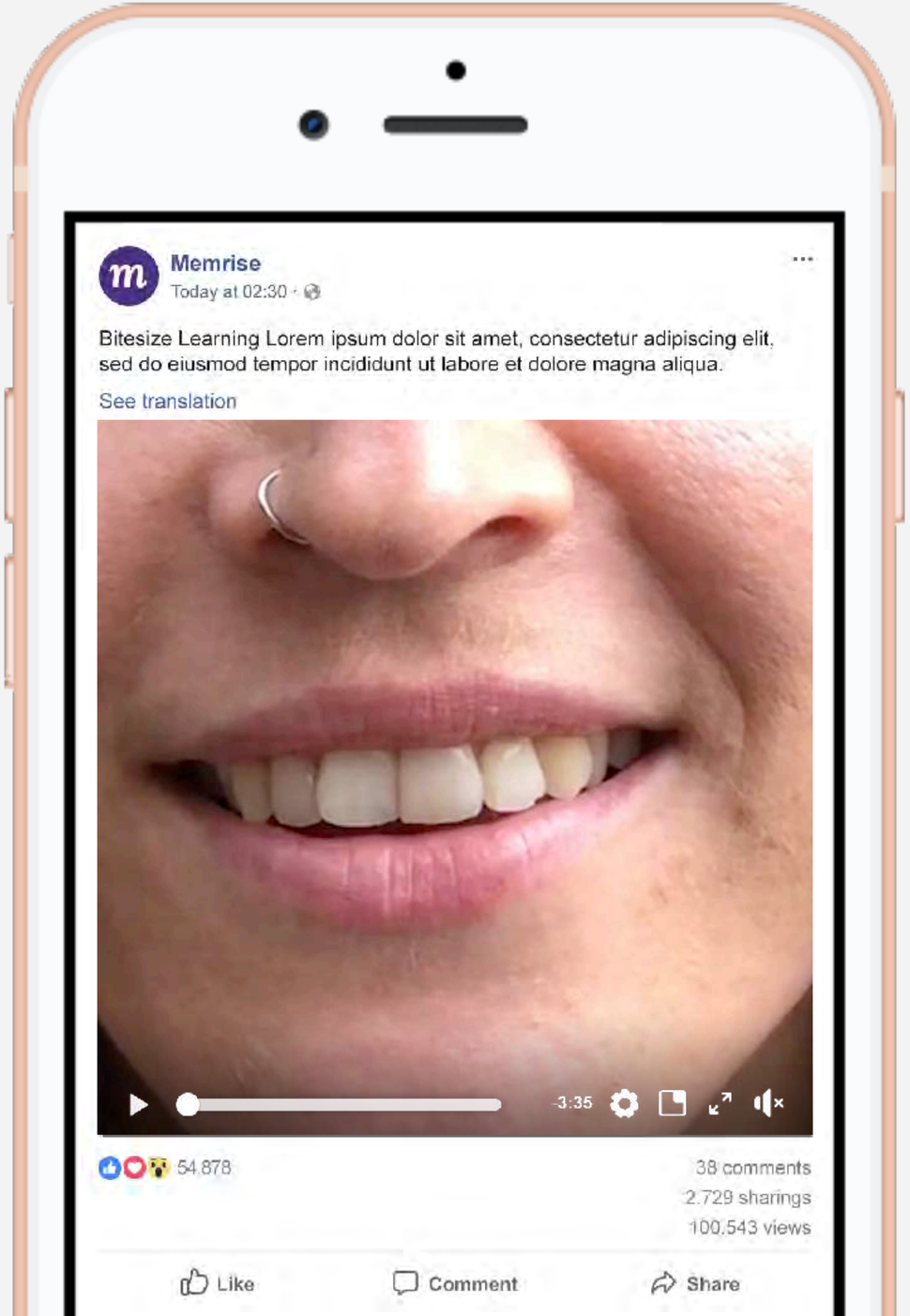

memrise
DO
Improvise
all plans
memrise Your bitesize guide to Spanish
'Do's and Don'ts'. This week: Socialising

DON'T
Expect anyone
to be on time

memrise
memrise Your bitesize guide to Spanish 'Do's and Don'ts'. This week: Socialising

Bitesize Lessons : Carousel


Memrise
Today at 02:30 ·
Bitesize Learning Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
See translation
BITESIZE
LESSONS
FEB
-3:35
54.878
38 comments
2.729 sharings
100.543 views
Like
Comment
Share


Memrise
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Bitesize Learning Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
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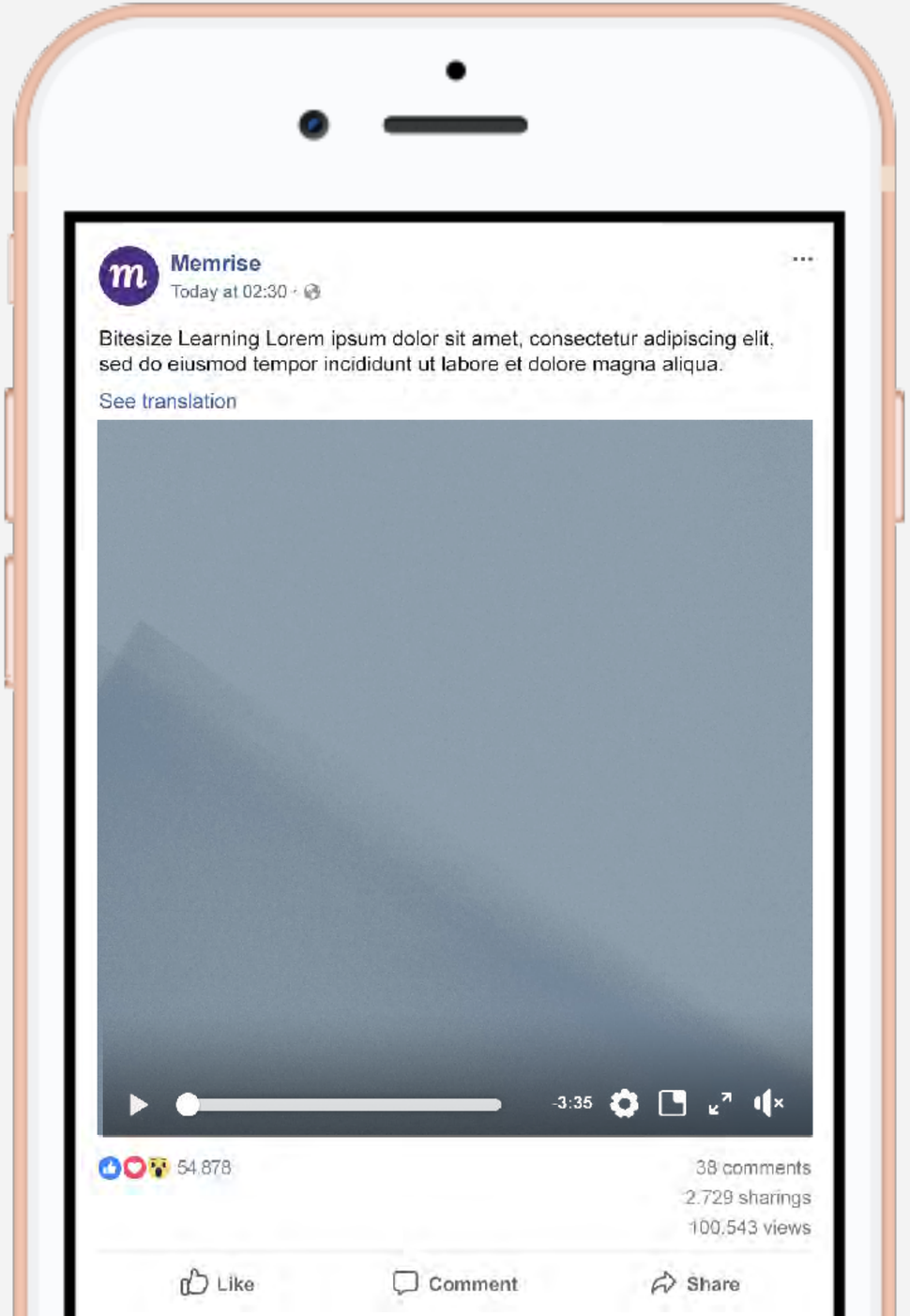
Memrise
Today at 02:30 ·
Bitesize Learning Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
See translation
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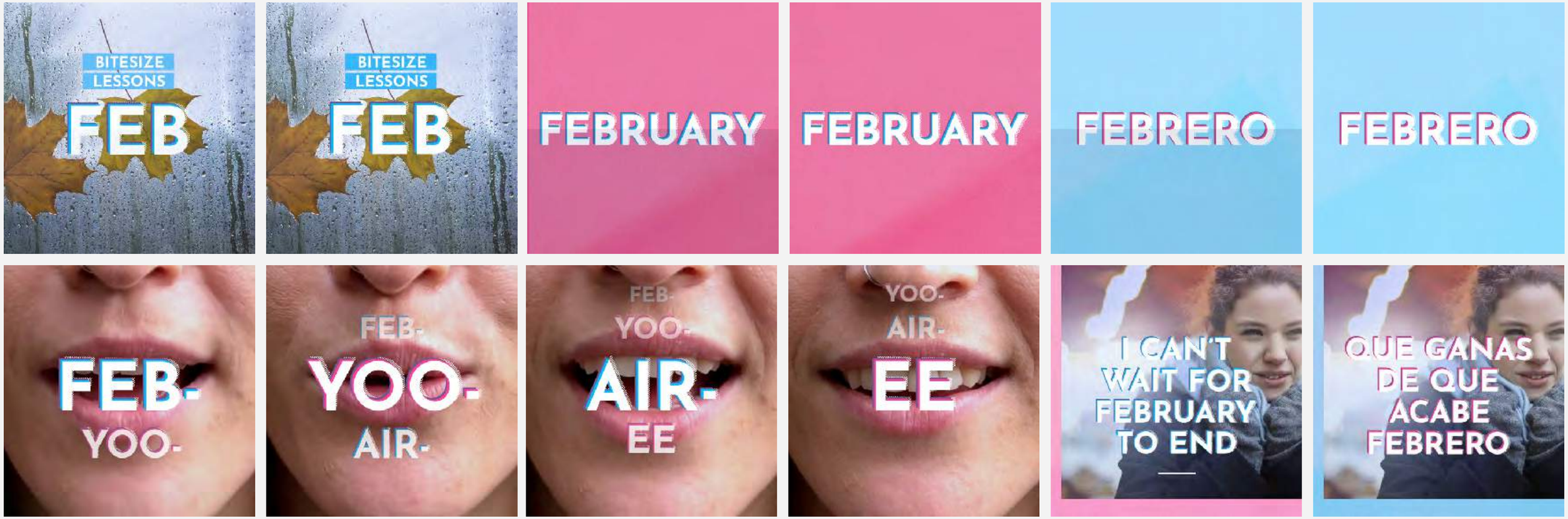
54.878
38 comments
2.729 sharings
100.543 views
Like
Comment
Share

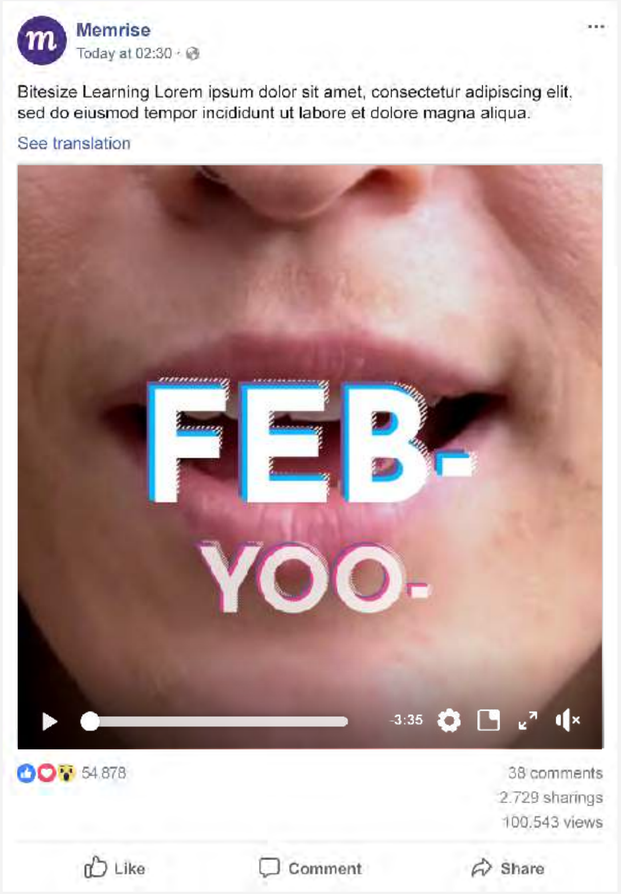
BITESIZE LESSONS
CAROUSEL
OT - 08 - WIP 90%



BITESIZE LESSONS
CAROUSEL

VOCAB

PRONUNCIATION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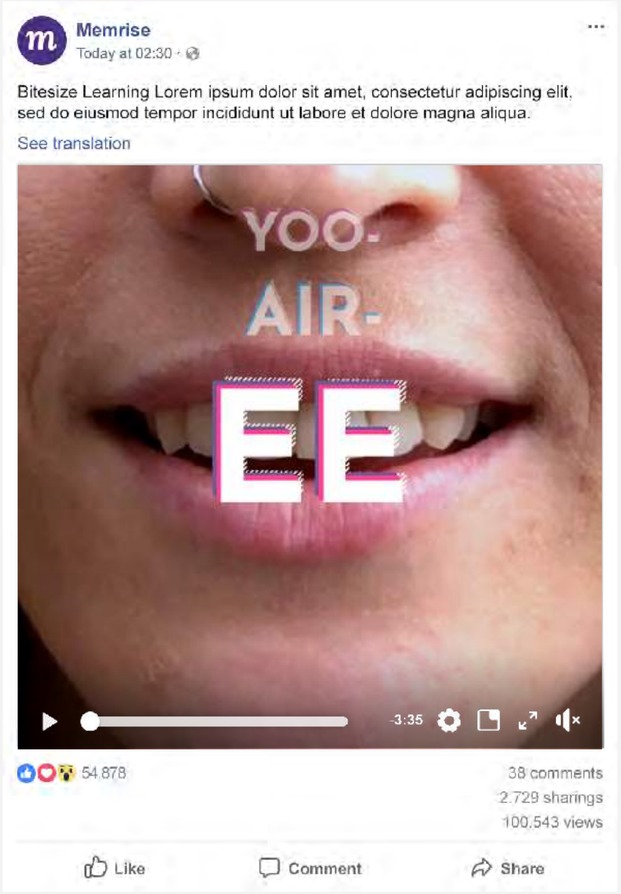
Memrise
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See translation
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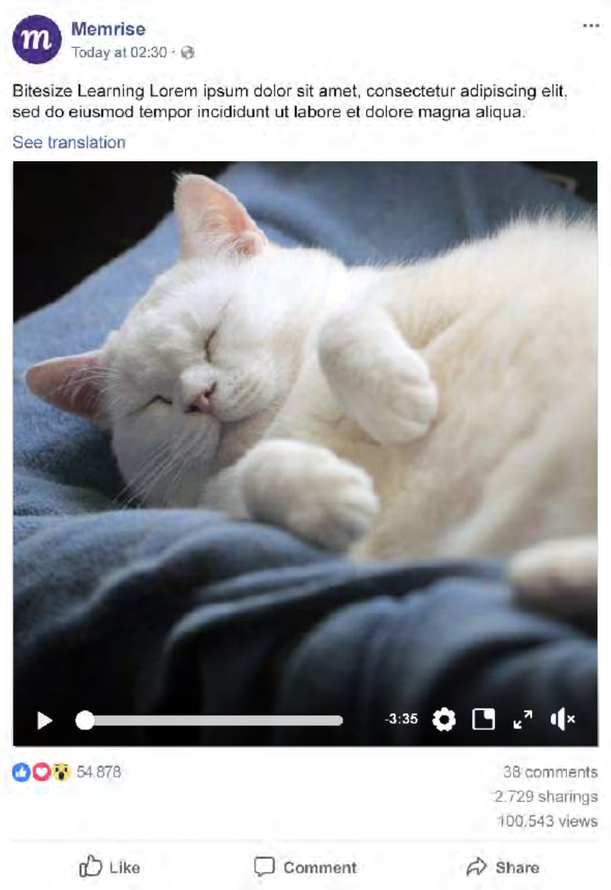
54.878
38 comments
2.729 sharings
100.543 views
Like
Comment
Share

PHRASE

I CAN'T
WAIT FOR
FEBRUARY
TO END

QUE GANAS
DE QUE
ACABE
FEBRERO

BITE SIZE LESSON CAROUSEL: COMFORTABLE



VOCAB

PRONUNCIATION

Memrise
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38 comments
2.729 sharings
100.543 views
Like
Comment
Share

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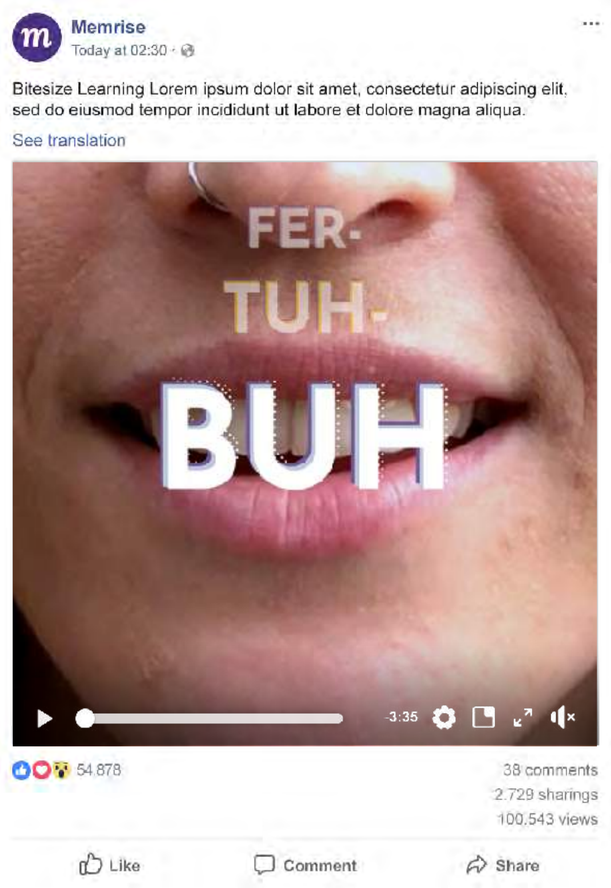
Memrise
Today at 02:30
Bitesize Learning Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
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-3:35
54.878
38 comments
2.729 sharings
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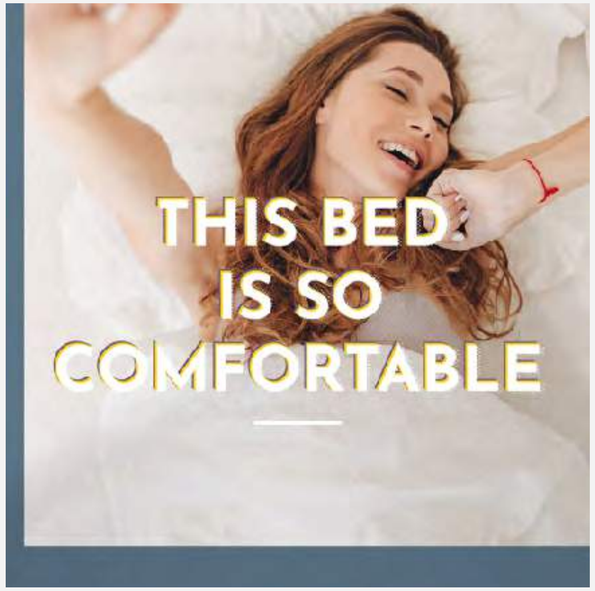
Like
Comment
Share

PHRASE


THIS BED
IS SO
COMFORTABLE

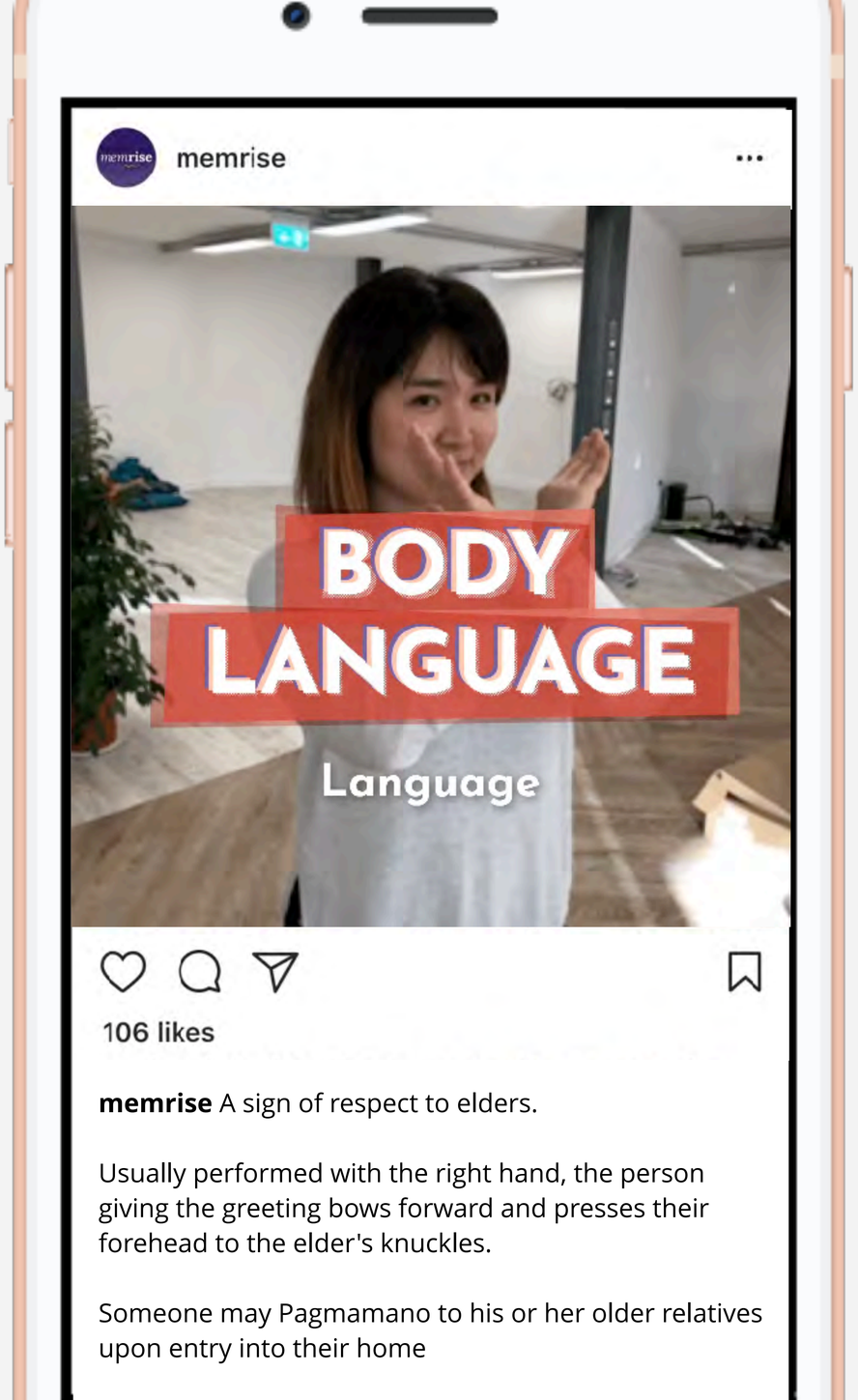
ESTA CAMA
ES SUPER
COMODO

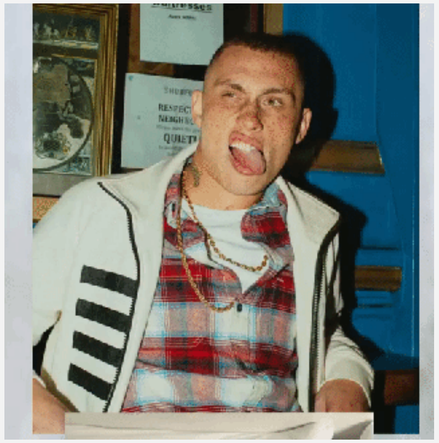
Language of body language

BOOMERANG POST
THE LANGUAGE OF BODY LANGUAGE
OT - 09 - Done (Missing footage)

‘PAGMAMANO’
(FILIPINO)

“A sign of respect to elders. Usually performed with the right hand, the person giving the greeting bows forward and presses their forehead to the elder's knuckles. In context, someone may Pagmamano to his or her older relatives upon entry into their home”





Boomerang Ref.

COLOURFUL POSTS

We have fun with the unique ways different countries curse.

Italian

Each Post is flagged with an ‘Age Restricted’ sign.

Users swipe right to uncensor the content.

Each swear word is accompanied by the literal translation, and how a local might use it. Often the semantics of the words has its own fascinating story.

Italian

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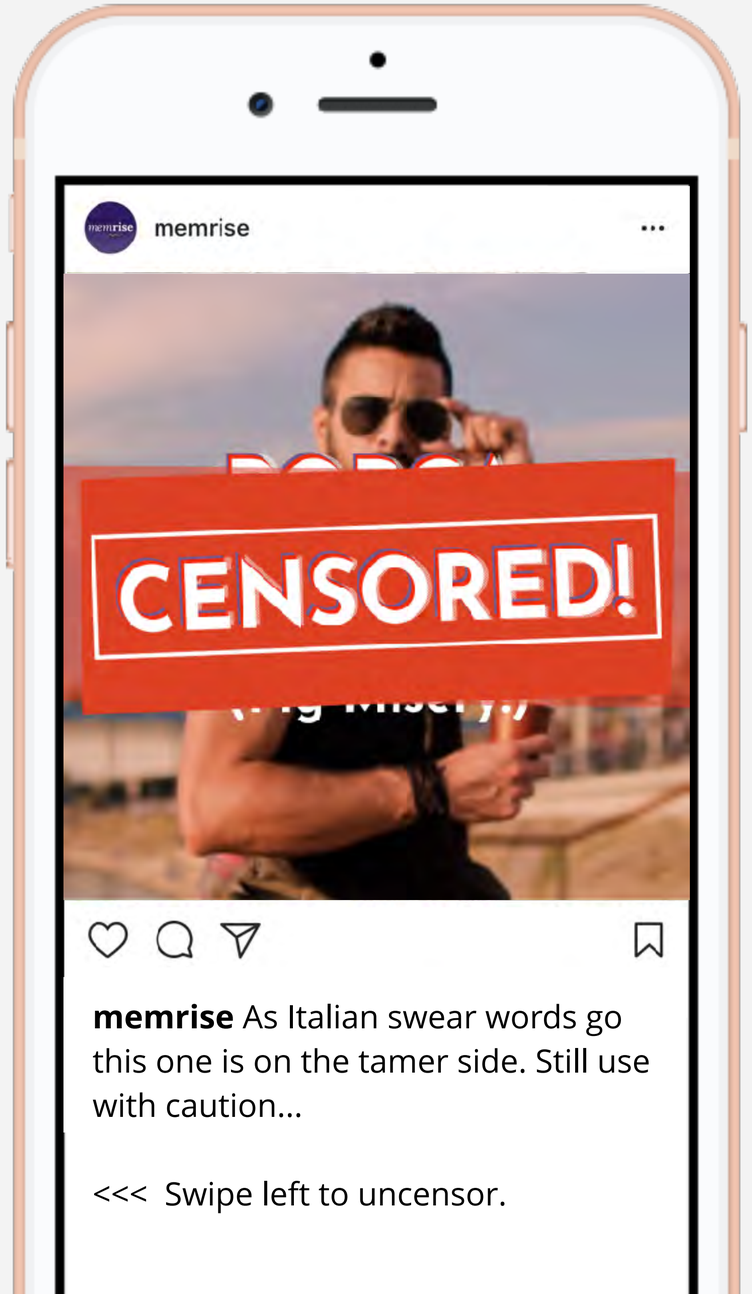

Italian

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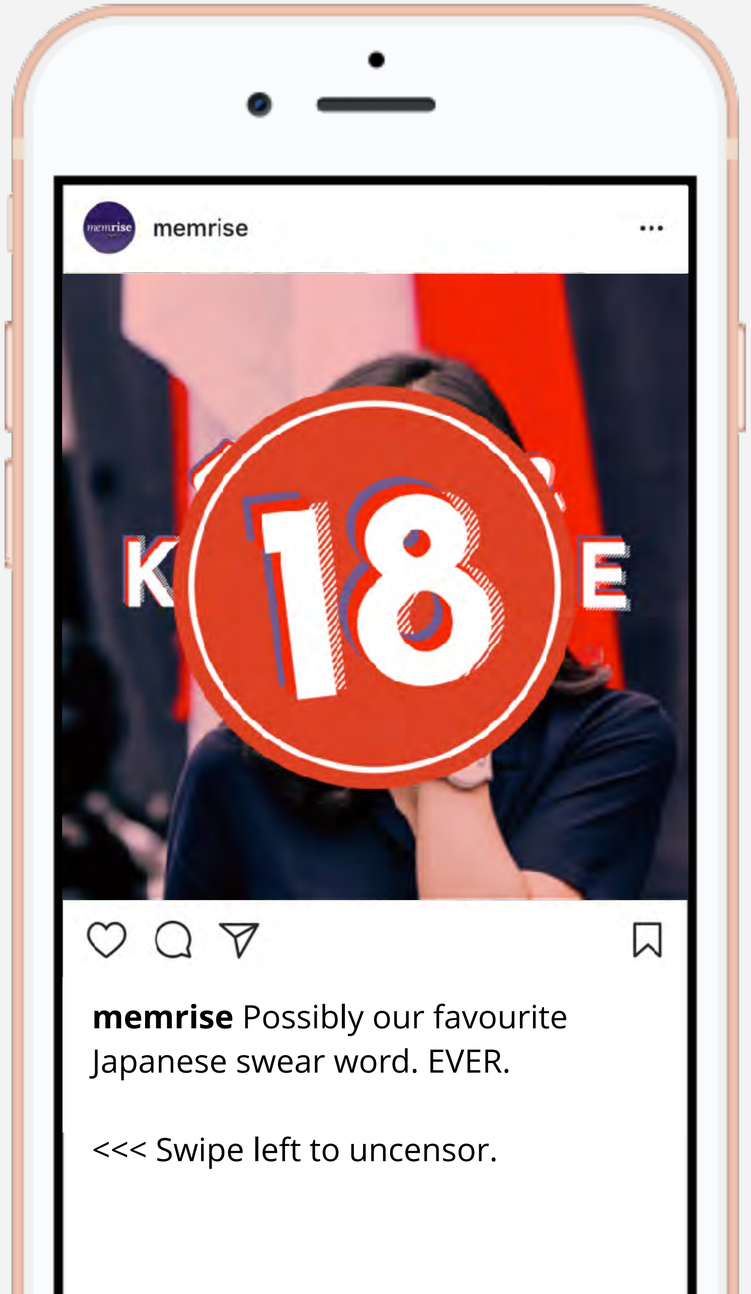
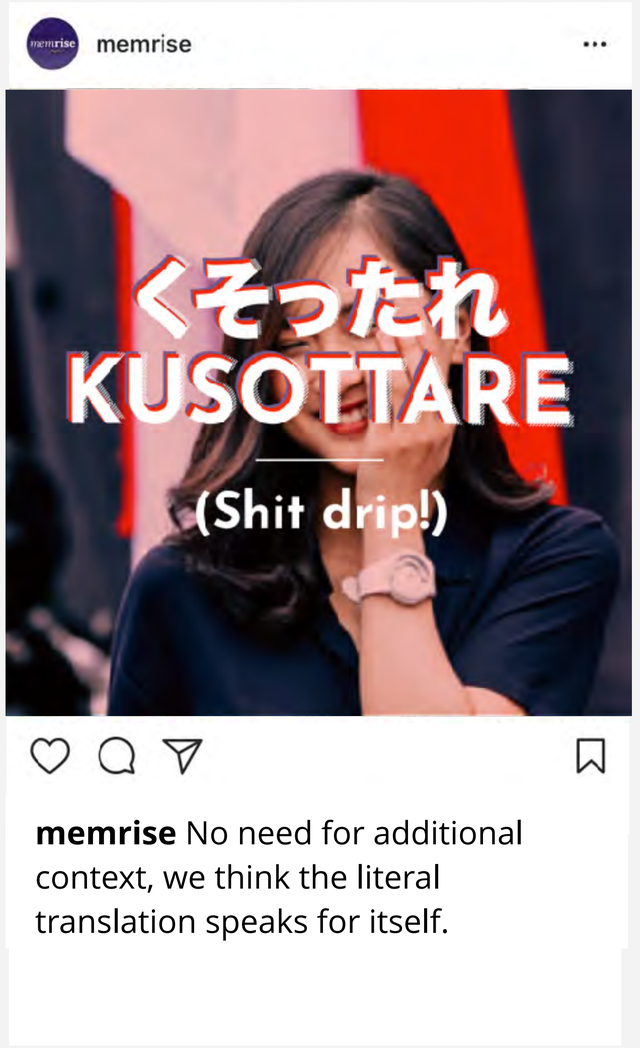
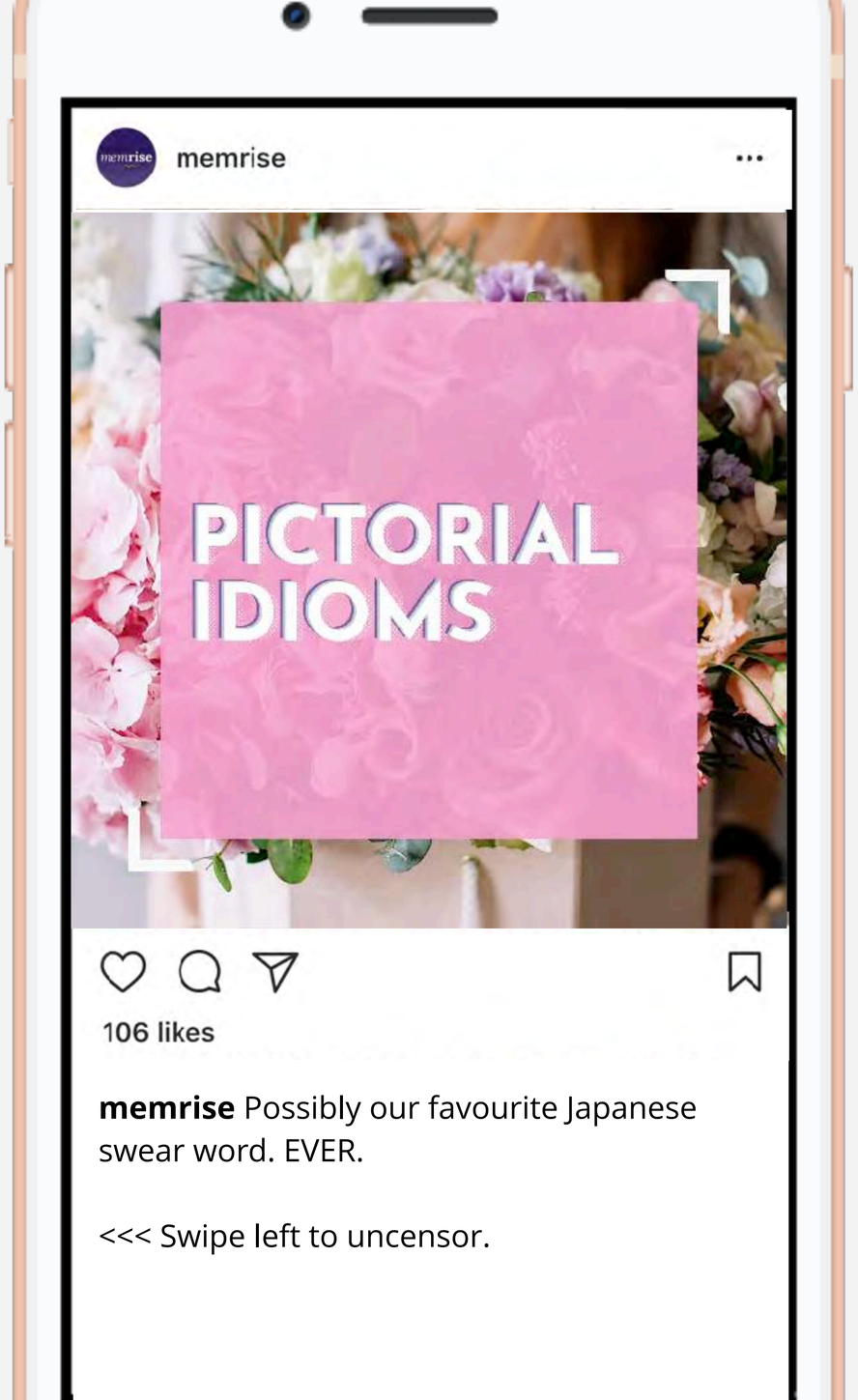
Each swear word is accompanied by the literal translation, and how a local might use it. Often the semantics of the words has its own fascinating story.





PICTORIAL IDIOMS

We use photo montage to describe an idiom. Users can guess what they think it is, before swiping left for the answer and context.


memrise
PICTORIAL
IDIOMS
106 likes
memrise Possibly our favourite Japanese swear word. EVER.
<<< Swipe left to uncensor.

INSTA POST
PICTORIAL IDIOMS
OT - 11 WIP

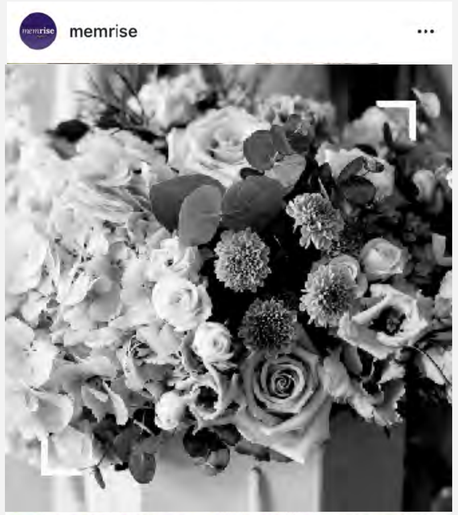
JAPANESE

memrise ‘Dumplings instead of flowers’**.** Can you guess the meaning of this typical Japanese idiom?

Swipe <---- left for the answer

memrise ‘Dumplings instead of flowers’. Can you guess the meaning of this typical Japanese idiom?

Swipe <---- left for the answer



memrise ‘Dumplings instead of flowers’. Can you guess the meaning of this typical Japanese idiom?

Swipe <---- left for the answer

memrise ‘Dumplings instead of flowers’. Can you guess the meaning of this typical Japanese idiom?

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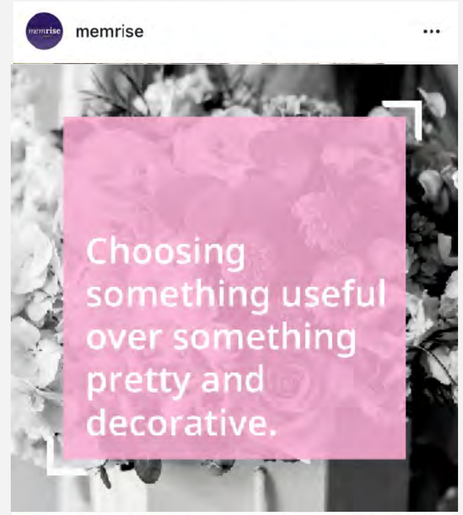
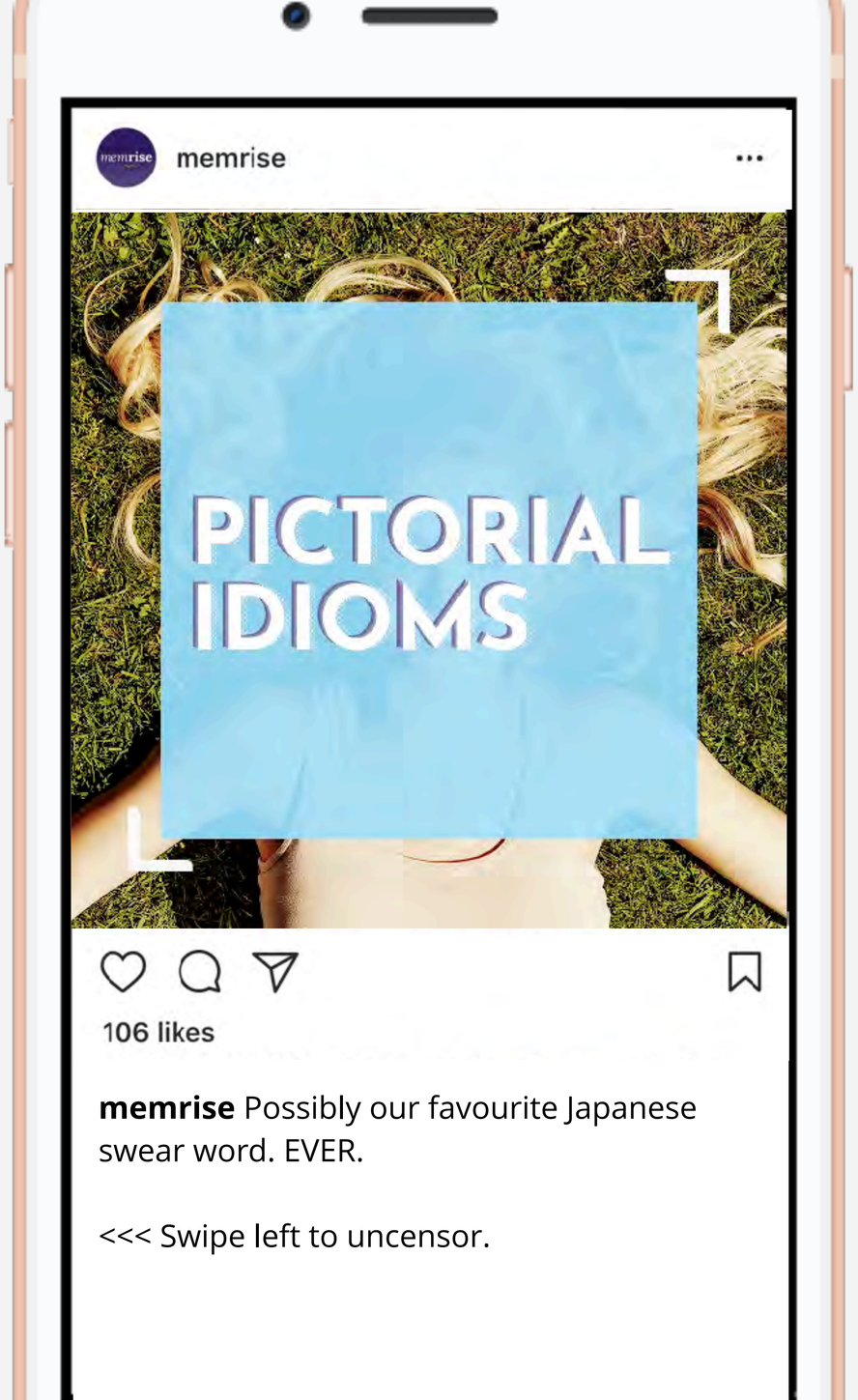


memrise Equivalent to the English phrase ‘function over form’ or ‘substance over style’.

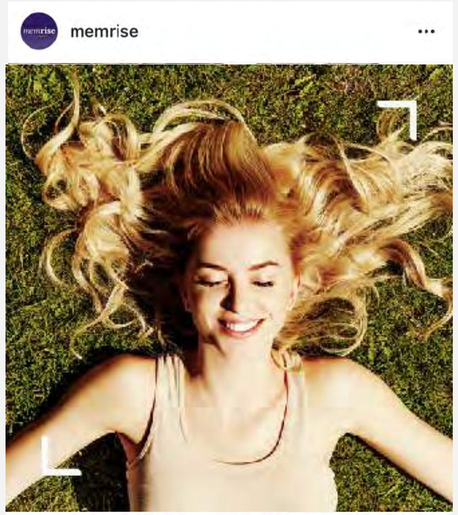

memrise
memrise
PICTORIAL
IDIOMS
106 likes
memrise Possibly our favourite Japanese swear word. EVER.
<<< Swipe left to uncensor.

INSTA POST
PICTORIAL IDIOMS
OT - 11 WIP

English

memrise
['Head in the Clouds']
Can you guess the meaning of this typical English idiom?

Swipe <---- left for the answer?



memrise
['Head in the Clouds']
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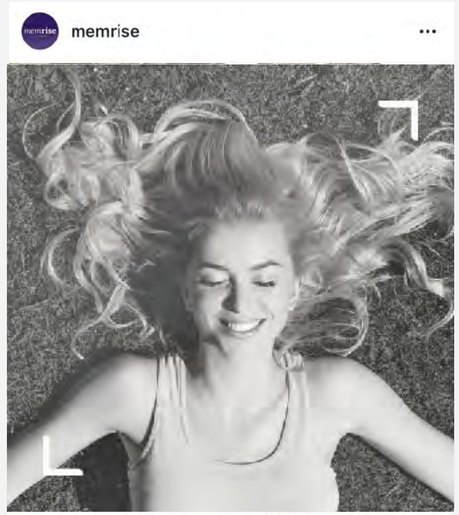
Swipe <---- left for the answer?



memrise
['Head in the Clouds']
Can you guess the meaning of this typical English idiom?

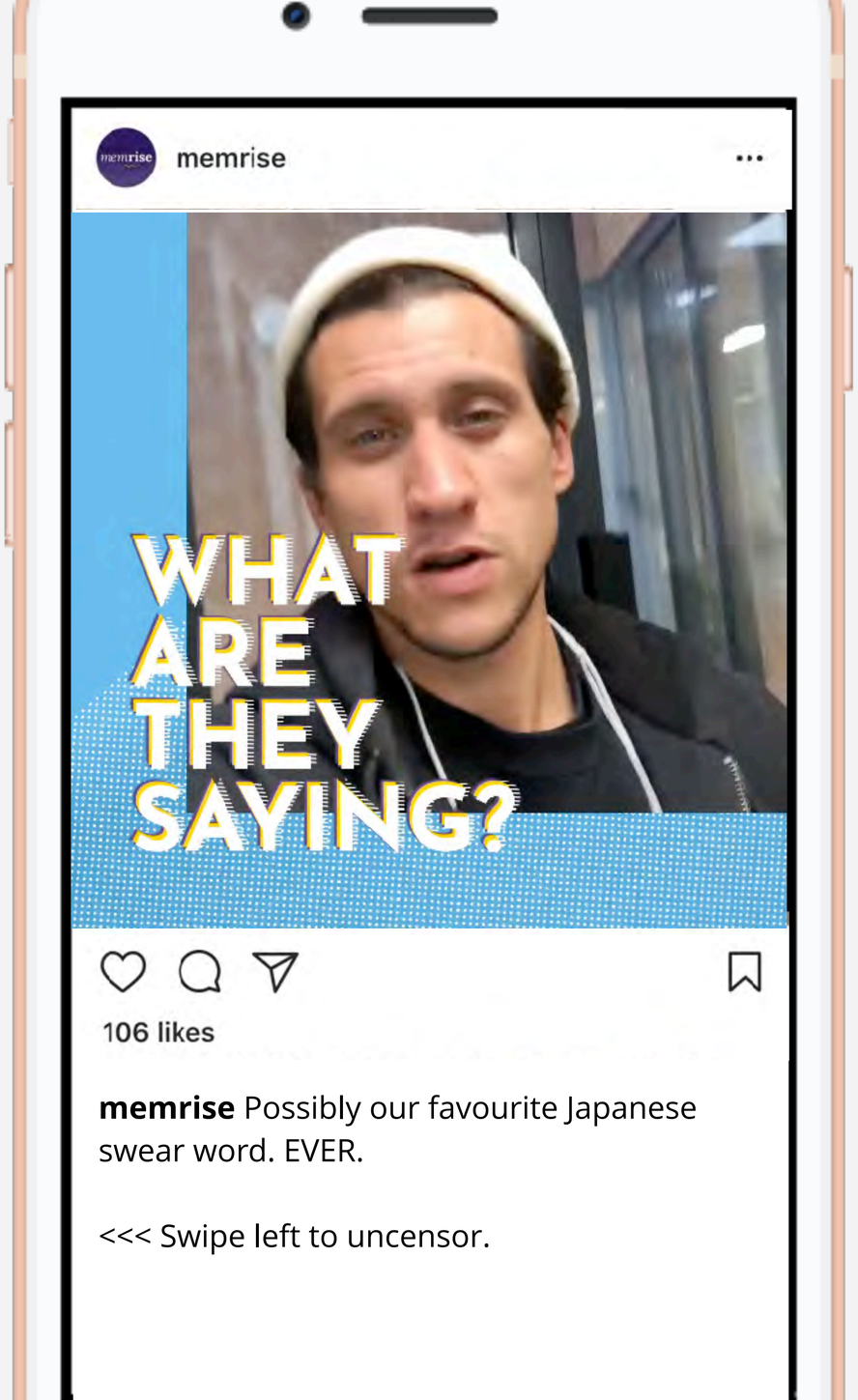
Swipe <---- left for the answer?

memrise [Having your attention on your own thoughts, or a head filled with unrealistic ideas]

memrise [Having your attention on your own thoughts, or a head filled with unrealistic ideas]

‘WHAT ARE THEY SAYING?’ CHALLENGE

Using repurposed LWL content we engage users with a simple competition.

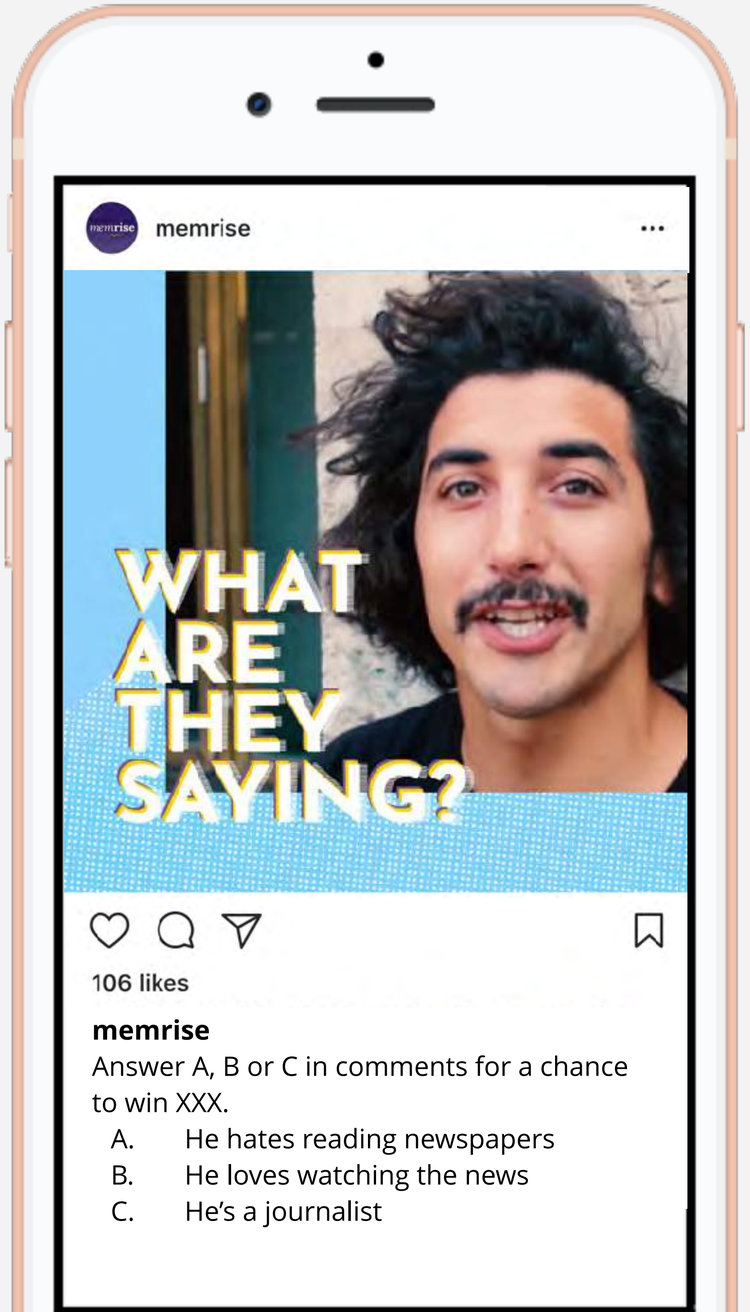

memrise
WHAT ARE THEY SAYING?
106 likes
memrise Possibly our favourite Japanese swear word. EVER.
<<< Swipe left to uncensor.

Using a simple 'reply in comments' mechanic we incentivise engagement with LWL's content.

Users hear a LWL phrase and answer what they think is being said.

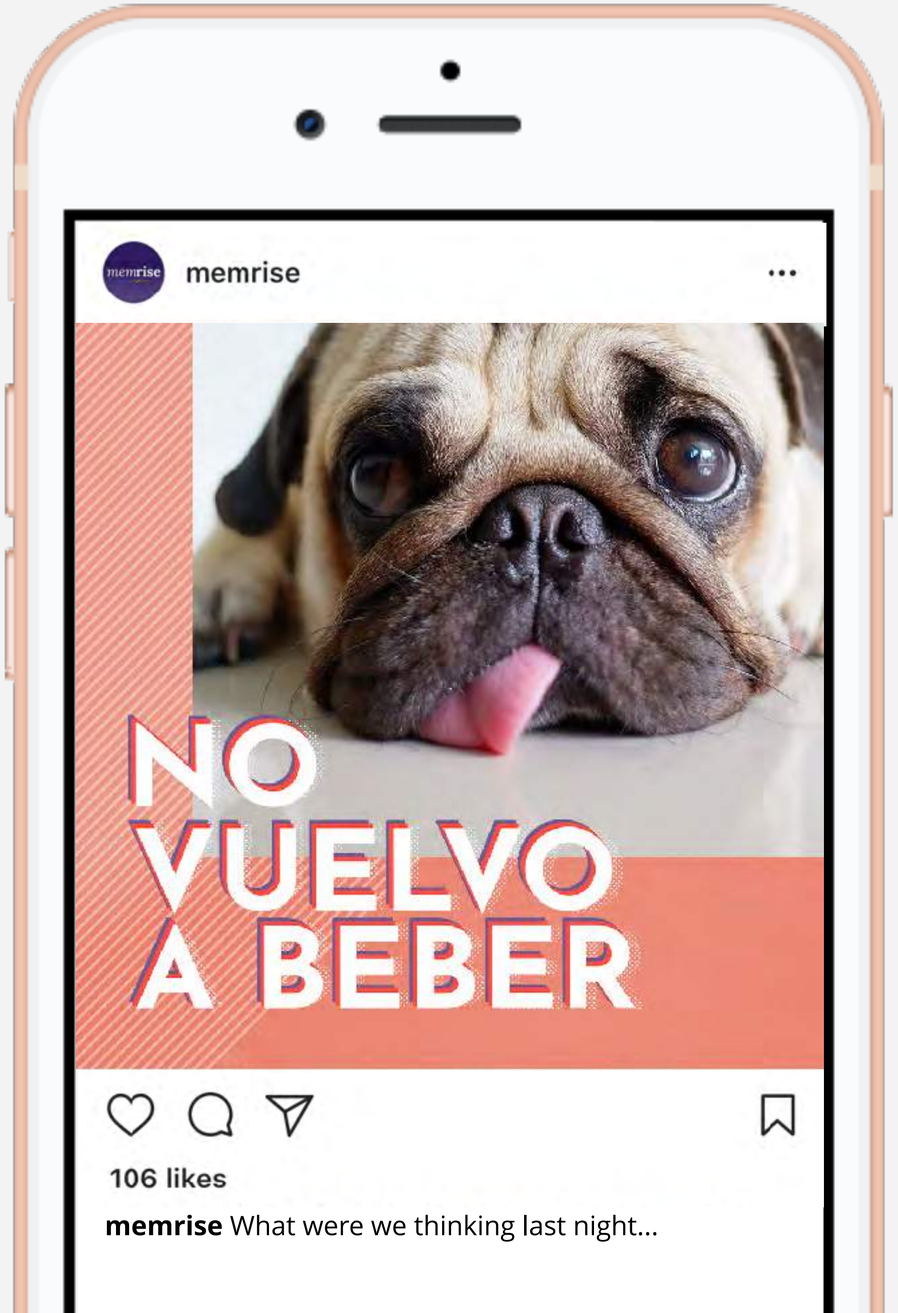
Correct answers are pooled for the chance to win a prize. Eg. a month od Memrise Pro.

Community Managers engage with respondents, for example liking the correct answers.

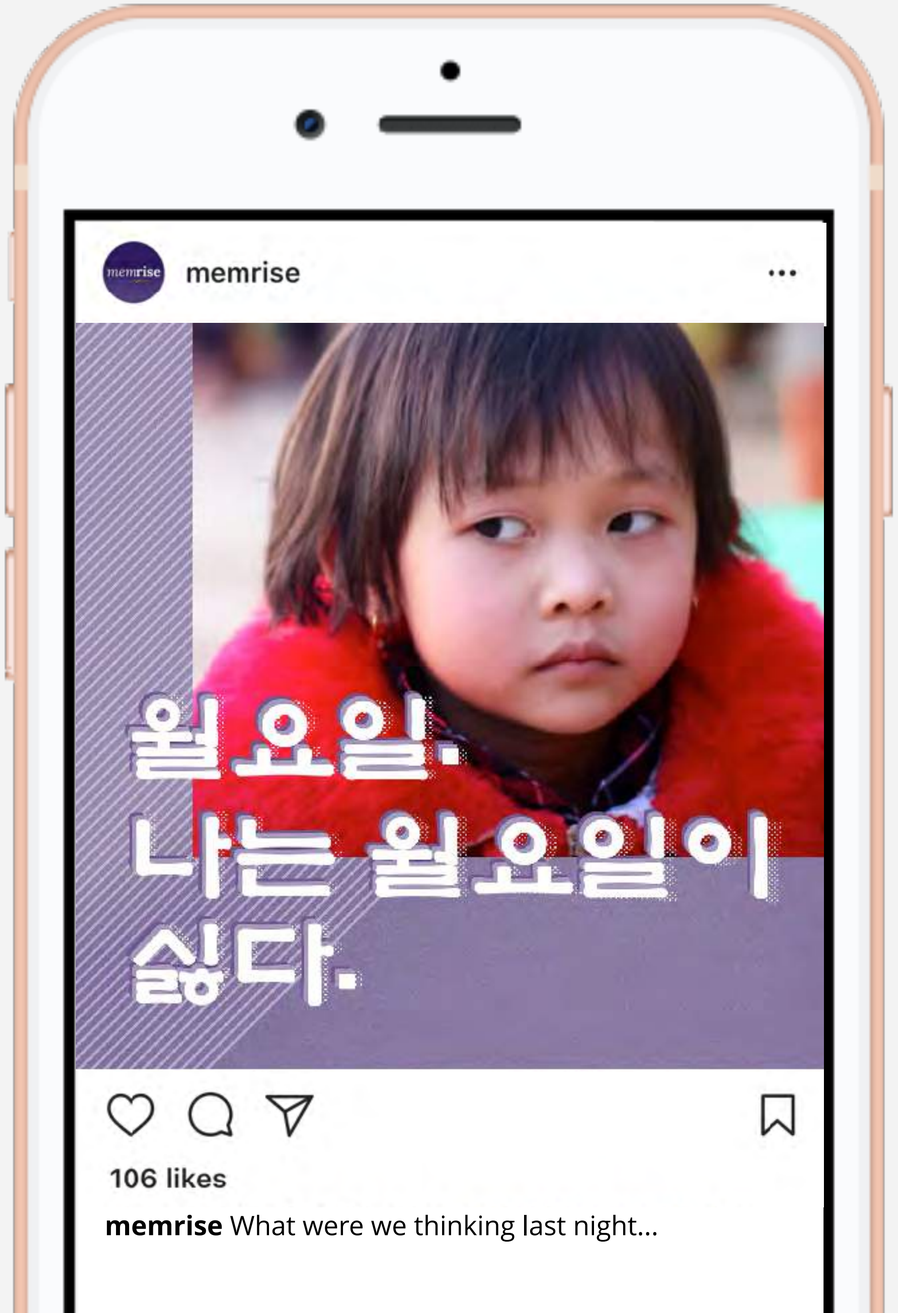


TAG A FRIEND

Timely, contextually relevant posts (translated into our target language) that encourage audience engagement.


memrise
NO VUELVO A BEBER
106 likes
memrise What were we thinking last night...

NO VUELVO A BEBER
Tag a friend
who should never drink again

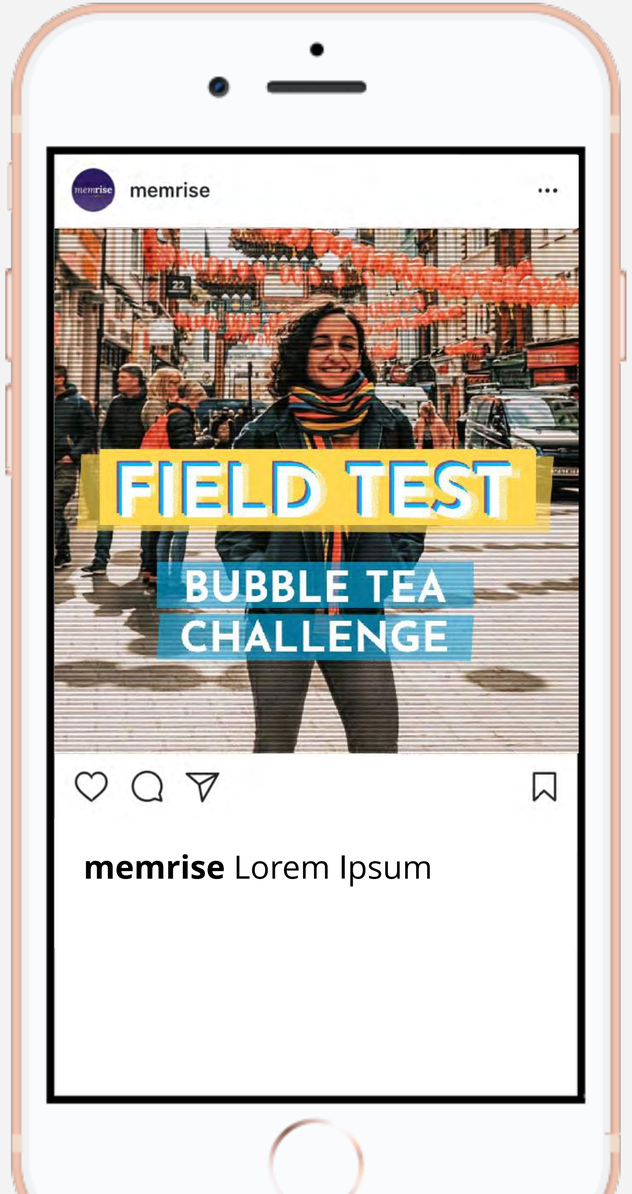

memrise
월요일.
나는 월요일이
싫다.
106 likes
memrise What were we thinking last night...

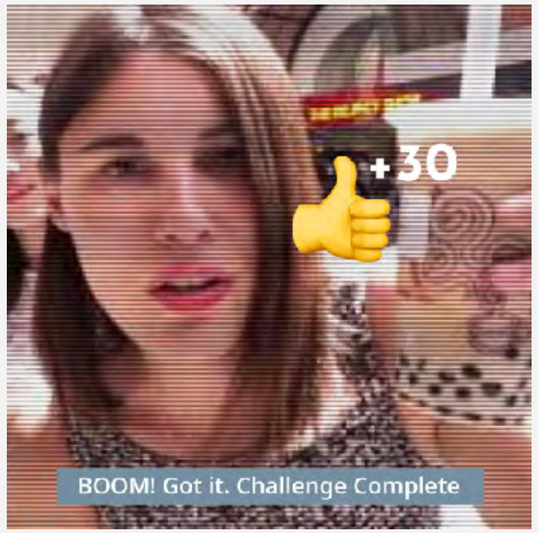
월요일.
나는 월요일이
싫다.
Share with a friend
who also hates Mondays

FIELD TEST

We take new Memrise learners out to field test what they’ve learned. Bitesize video shows their attempts to use their new found skills among the expat communities where they live.

INSTA POST
FIELD TEST
OT Titles - 01 WIP

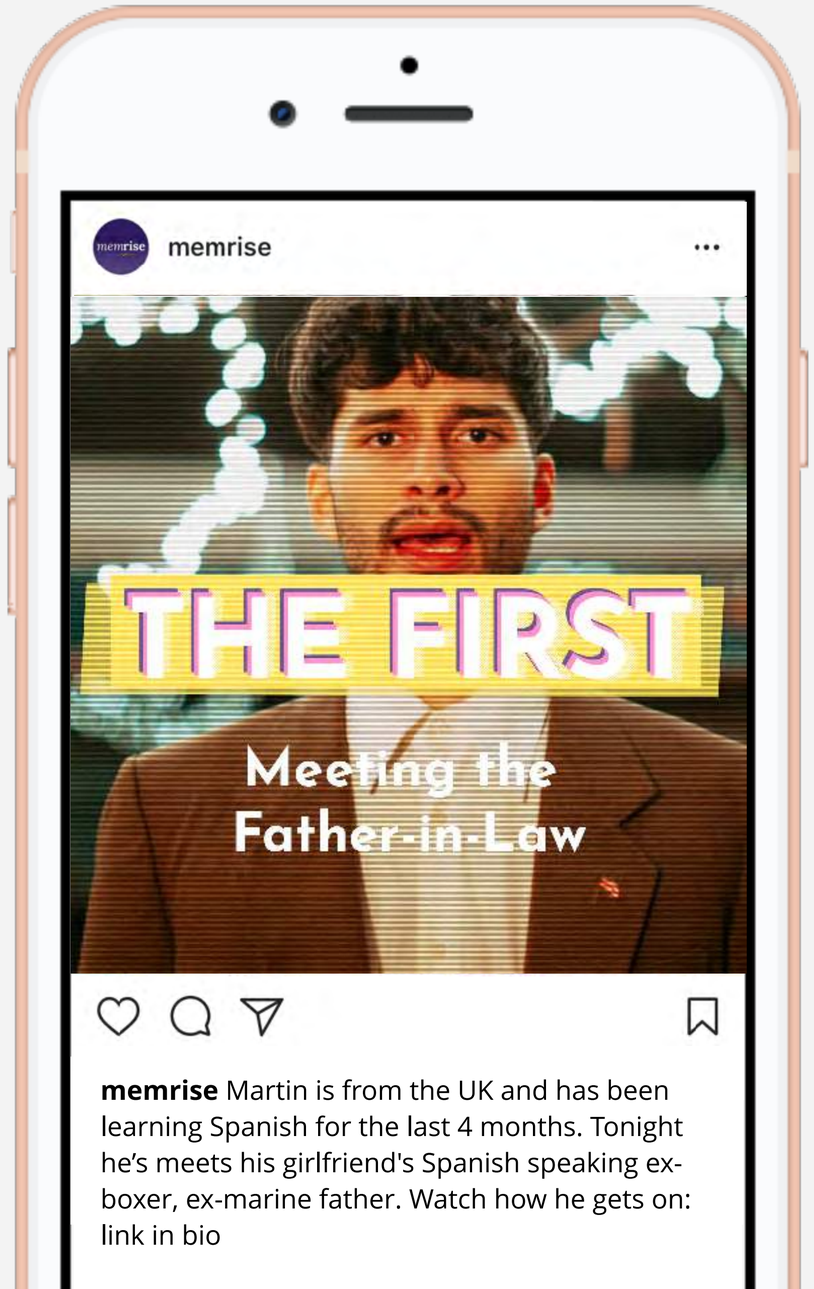


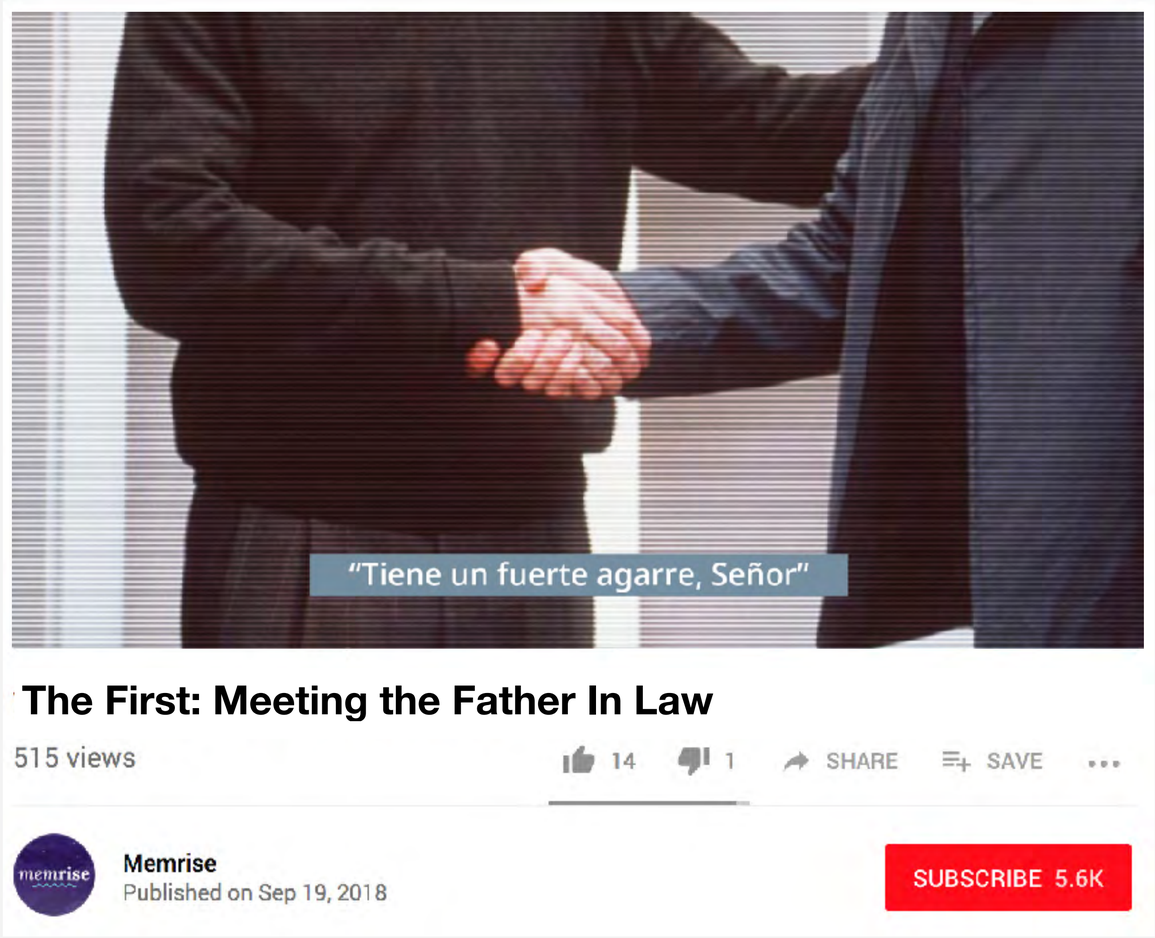


LANGUAGE UNDER PRESSURE

In longer form YouTube content we up the ante by showing more advanced Memrise learners using their language skills in high pressure situations.

In social we tease the longer form content with bitesize trailers





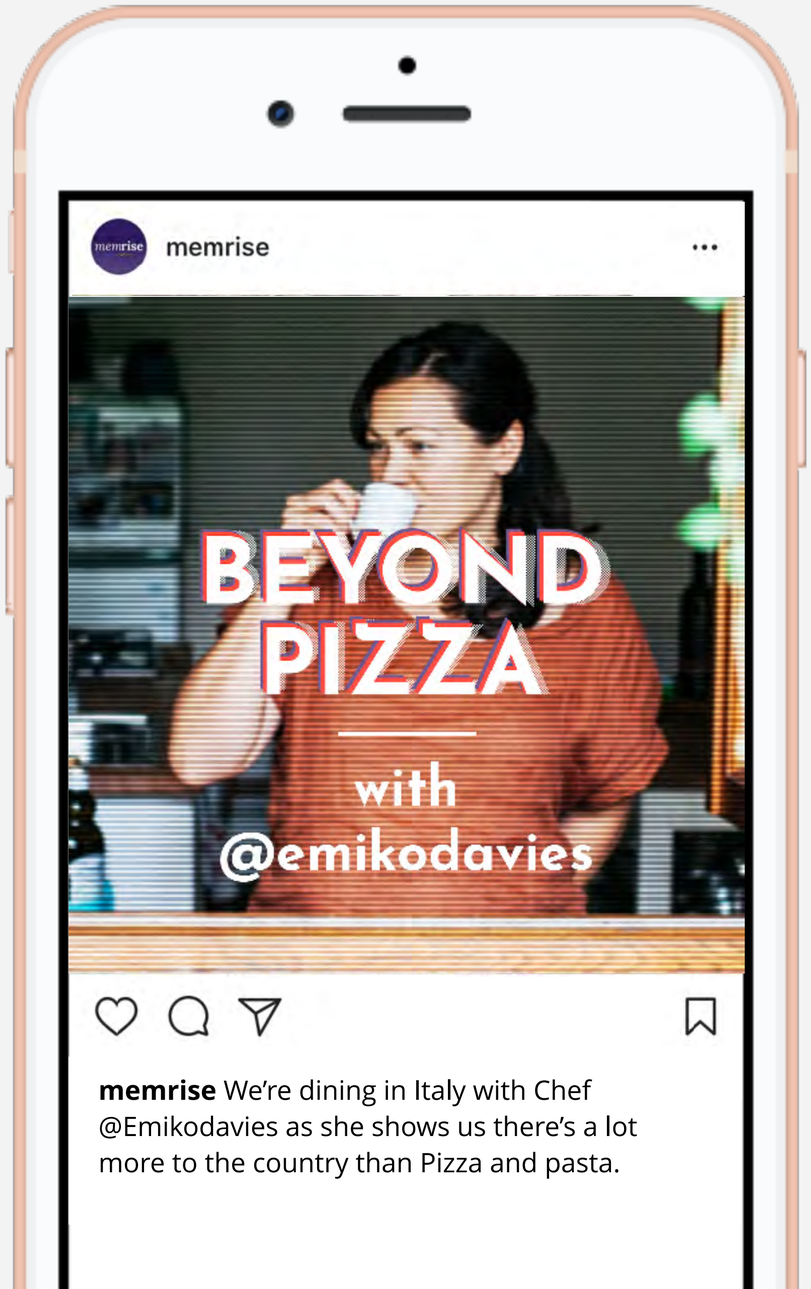
BEYOND THE STEREOTYPES

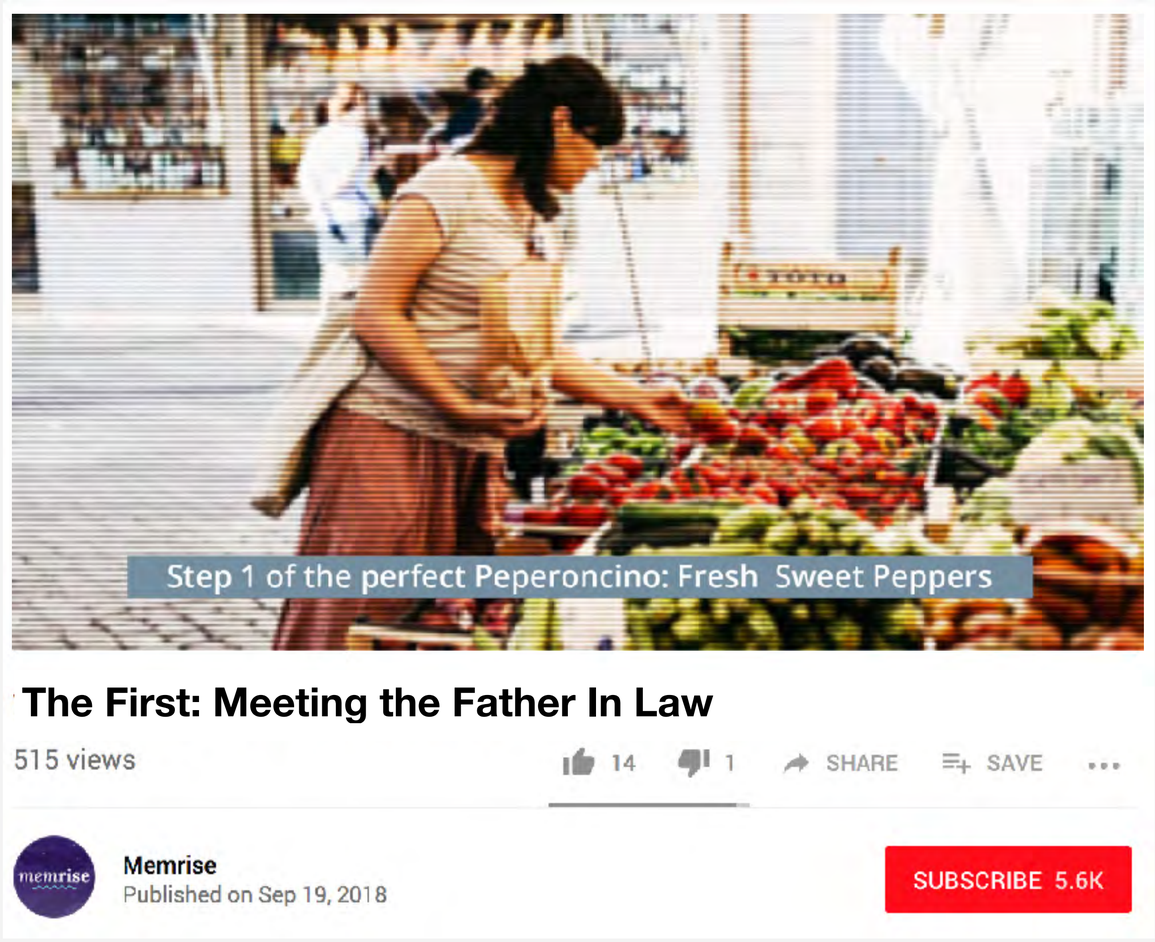
Bitesize, repeatable content that introduces users to more meaningful culturally relevant insights into the country whose language they’re learning.

INSTA POST
LANGUAGE UNDER PRESSURE
Ot Titles - 02 WIP

The content exists in longform on YouTube. We work with a relevant Influencer to create insightful films that go beyond the touristic stereotypes.

Each film is teased in social (in memrise and Influencer channels) with links to the longer form YT content.

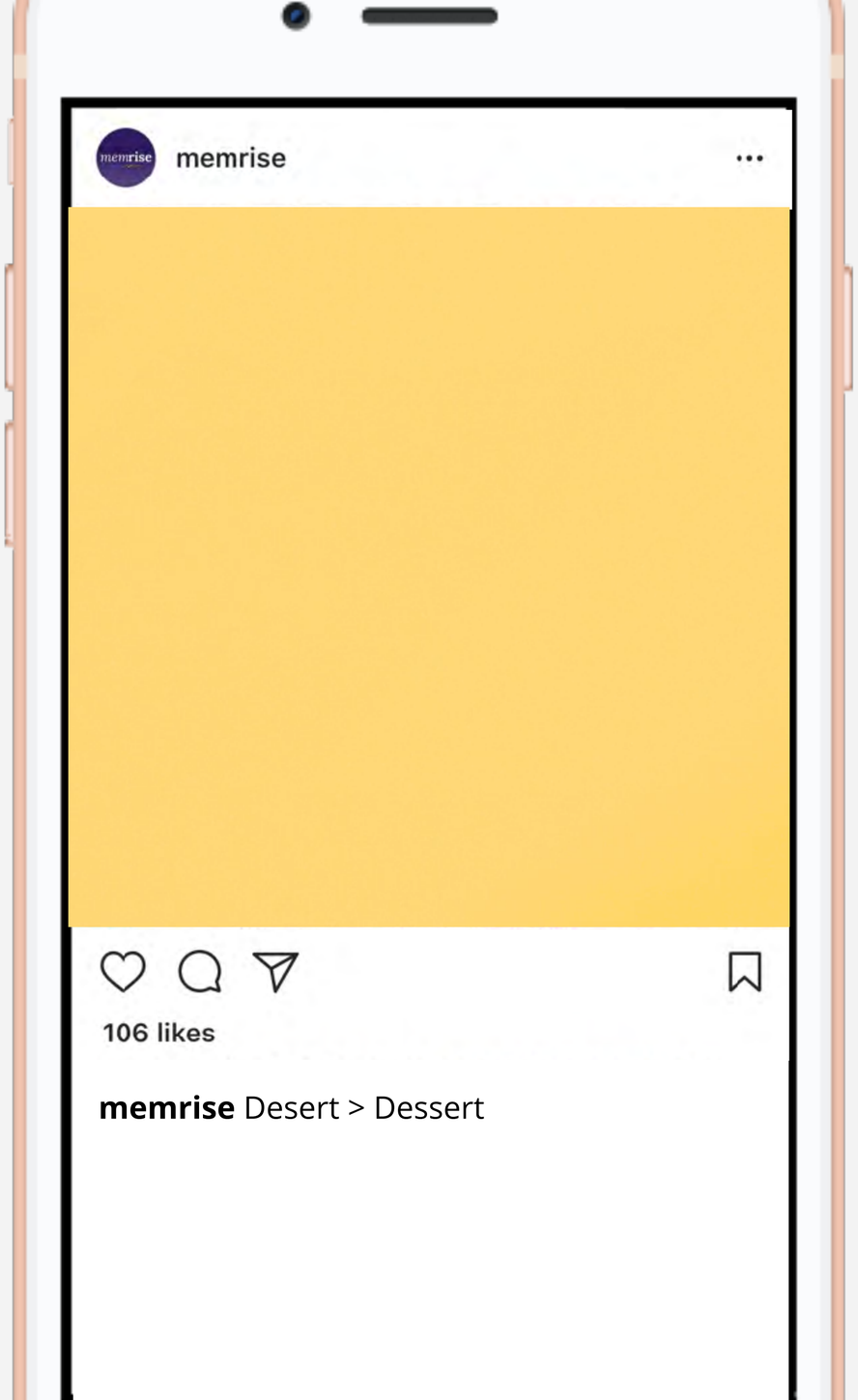




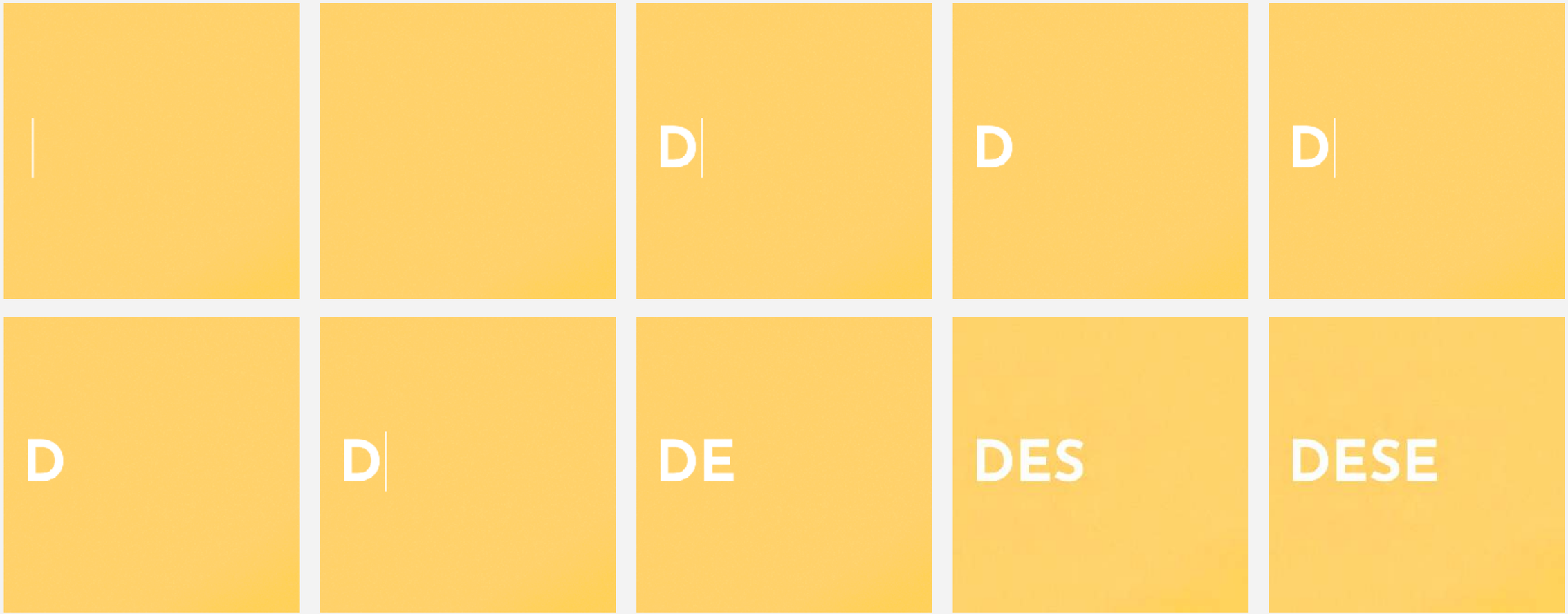
SIMILAR SPELLING

-

INSTA POST
SIMILAR SPELLING



INSTA POST
SIMILAR SPELLING



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