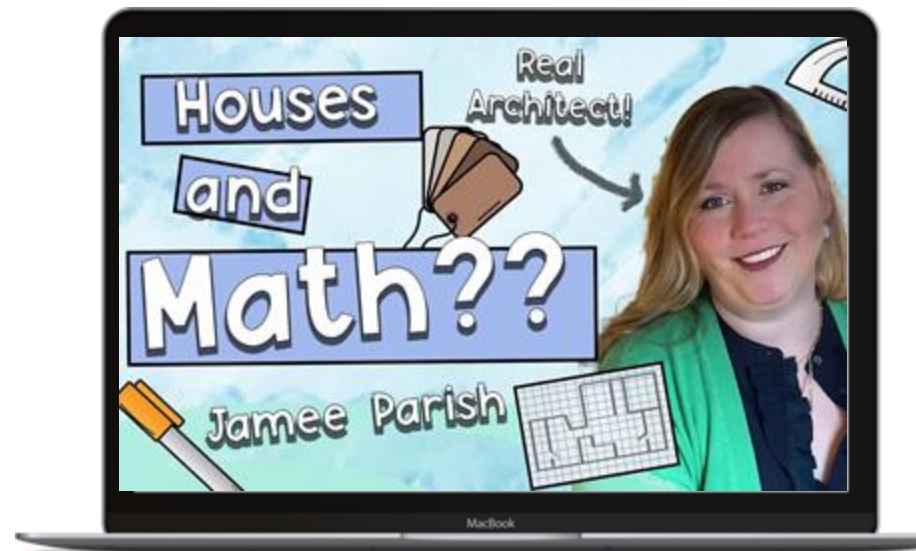


MEDIA KIT



Two Types of Content!

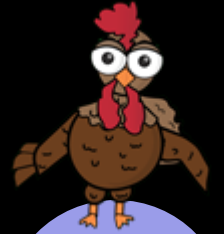


Math Video Explainers



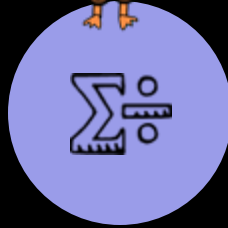
Real World Examples

Our Mission



Make Math Visual

Doodles and Digits create colorful math illustrations and math videos to make math visual. These resources are for teachers, parents, and students. We want all students to see the real-world math application.



Make Math Accessible

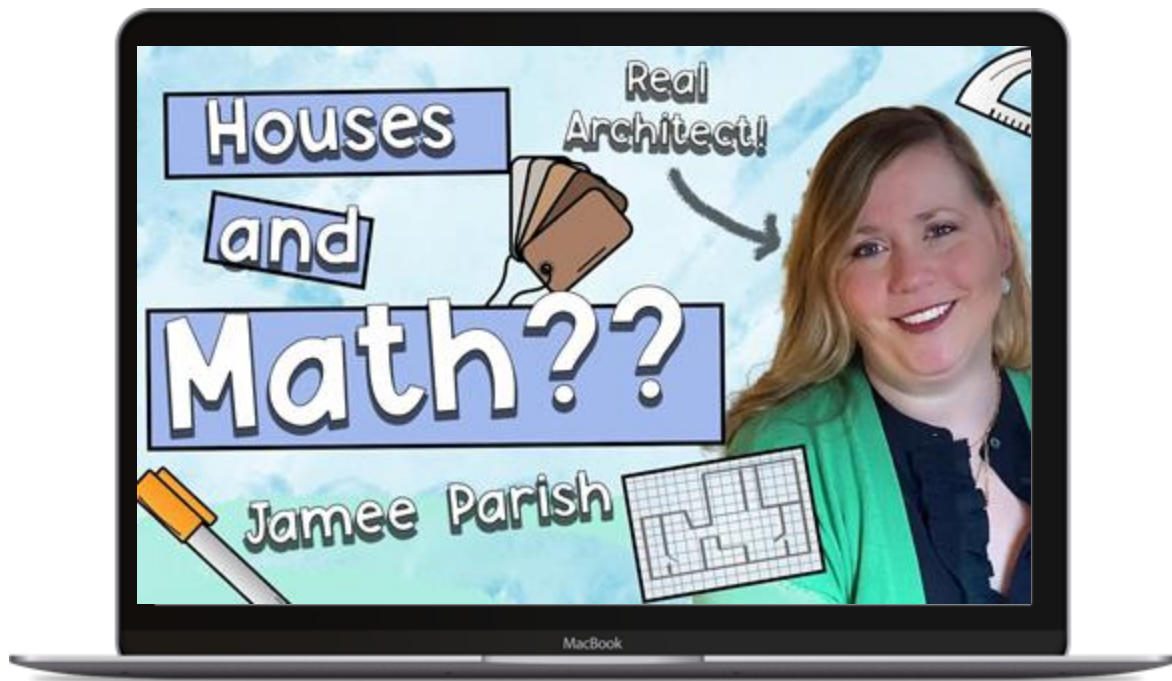
We believe that all people are "math people". We create products that allow all students to access math knowledge. This includes all ages, learning types, and backgrounds.



Be a Leader in Math Education

We aim to be the ultimate resources for upper elementary math education. Our products are based on the latest research and best practices for math education.

Our mission is to make math visually pleasing and fun for students!



Need real world application of math concepts?

Check out How It's Math!



The Show



The **How It's Math** series is an exciting educational program that takes students on a journey behind the scenes of various industries and explores the real-world applications of mathematics. Through captivating videos and engaging storytelling, we delve into the fascinating ways math is integrated into everyday life.

Standards-aligned
math concepts



3 Real-World
examples
each episode



Aimed at grades 3-5

Ages 8-12

Teacher Created & Aligned to Standards

Help ALL Students
to see how math
is being used in the
world around us!



Watch an
episode!





Episode 1

- Architect
- Dentist
- Bakery

Episode 2

- Restaurant
- Chocolate Factory
- Library



Episode 3

- Ski Resort
- Physical Therapist
- Structural Engineer



Real Stories



Real People



Real Math



Need visual explanations of math concepts?

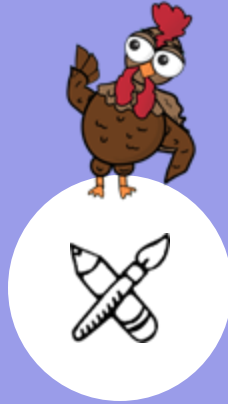
Check out our Standards-align Math explainers!

Benefits of Math Videos



Engage Students

Research shows that video increases student engagement in learning by 75%



Real- Life Application

Help students see how what they are learning in class is used in the real world.



Better Retention

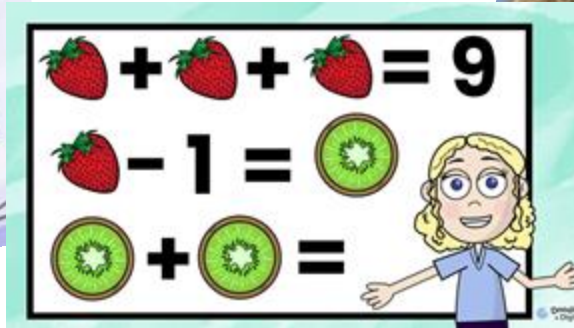
Studies have show that post-test scores of students who are taught with video are significantly higher than those taught traditionally without video. (Choi, 2010)

Works Cited

Brame CJ. Effective Educational Videos: Principles and Guidelines for Maximizing Student Learning from Video Content. CBE Life Sci Educ. 2016 Winter;15(4):es6. doi: 10.1187/cbe.16-03-0125. PMID: 27789532; PMCID: PMC5132380.

Jefferson S. Baer, Jefferson S. Baer and Vargas, Danilo, Effects of Using Video Lessons in the Mathematics Achievement of Senior High School Learners (April 9, 2021). Available at SSRN: <https://ssrn.com/abstract=3823175> or <http://dx.doi.org/10.2139/ssrn.3823175>

Over 80+ Videos and Growing!



What people are ALREADY saying



Can't wait to watch this one! My son is going to love it!"

Parent, Michigan



"Doodles and Digits' videos show math concepts in an engaging way for kids to build a foundation of key math concepts!"

**4th Grade Teacher,
Florida**

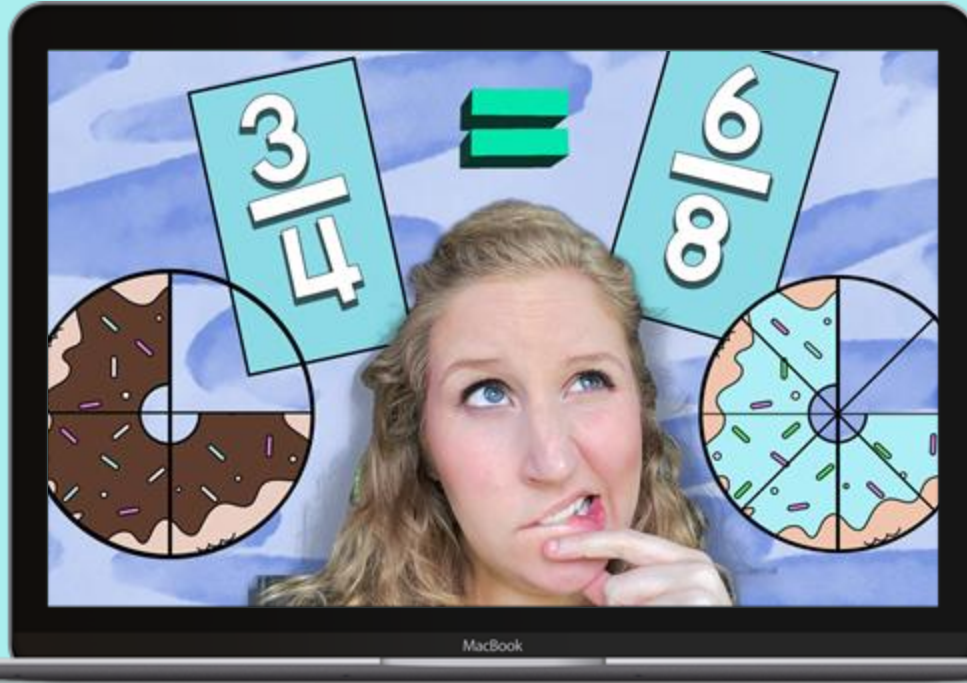
**Trusted by parents &
teachers!**



"Doodles and Digits' videos are incredibly engaging, interactive, clever, and perfect for my students!"

**4th Grade Teacher,
Ohio**

We have been featured in....



U.S. News & WORLD REPORT



Authority Magazine





Doodles and Digits | Educational Math Videos

@Doodlesanddigits · 12.9K subscribers · 79 videos

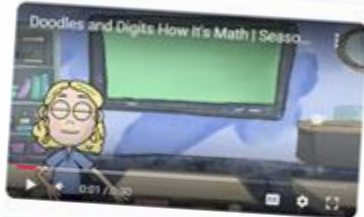
Doodles and Digits is an elementary math show for kids! Our mission is to make math ... more
doodleslearning.com and 3 more links

Customize channel

Manage videos

Home Videos Playlists Community

Analytics



Doodles and Digits How It's Math | Season 1 Official Trailer

2,589 views · 7 months ago

Doodles and Digits is coming to public television! Join Caroline and her math chicken as they explore how real industries use math every day. Doodles and Digits How It's Math will premiere on April 26 on public television and PBS.org. Check your local listings!

Lessons, worksheets and more will be coming to ...
[READ MORE](#)

Popular videos



What are Equivalent Fractions for Kids - 4th grad...

221K views · 1 year ago



Comparing Fractions for Kids | Easy Math Lessons

205K views · 1 year ago



How To Measure Using a Protractor | Educational Kid...

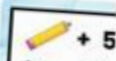
170K views · 2 years ago



Right, Obtuse, and Acute Angles | Educational Kids...

136K views · 2 years ago

For You



Home About Our Shows Blog Support Us

Goodbye, Boring Math Videos!



Upper elementary math videos that students AND teachers love.

Watch Now

You might know us from...



Let's Talk Math



Where we currently are



Doodles and Digits was founded



2021

Doodles and Digits hit 1,000,000 view on Youtube reaching over 114 countries. We have a library of 60 videos currently.



2023

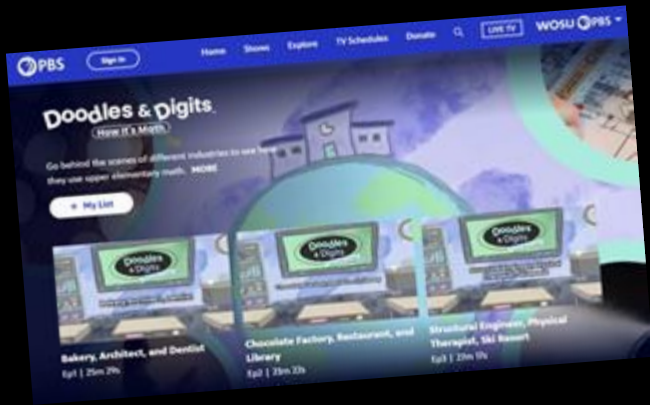
Doodles and Digits started their Youtube Channel and creating educational videos.



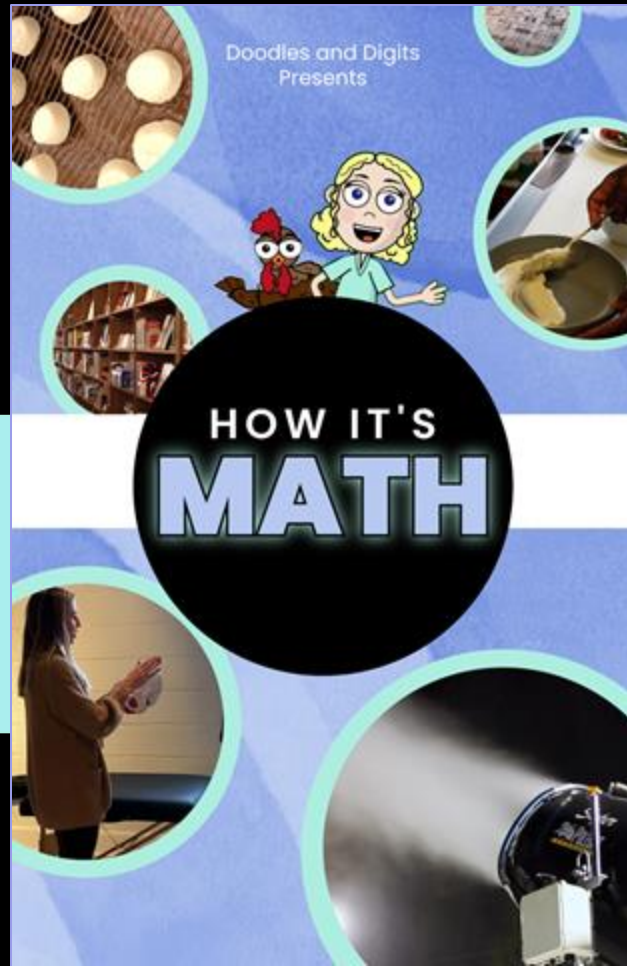
2024

Our show "How It's Math" premieres on Public Television (PBS), PBS.org, and PBS Learning Media





How It's Math: Currently Filming Season 2



About the Creator

Caroline Farkas

- **4th Grade Teacher For 7 Years in Ohio**
 - Bachelors of Science from Miami University in Early Childhood Education, Special Ed Minor
 - Masters of Education in Teaching and Learning : STEAM concentration from Clemson University
- **Taught during the pandemic and struggled to find videos/resources**
- **Founded Doodles and Digits in 2021**

