



Media Campaigns for Social Change and Advocacy

Day 5: Vlogging

AGENDA DAY 5

An introduction to vlogging

Filming with a smartphone

Light, composition, music & voiceover



WHAT IS A VLOG?

- A video blog
- A vlog is a video that documents a person's life, opinions, interests, and thoughts
- The primary goal is to communicate on a personal level with an audience
- The person vlogging is called a vlogger



**What is the
most important
element of a
vlog?**

THE STORY!





Casey
Neistat

**Do you watch
any vloggers?
Why? Why
not?**



WHAT DO YOU NEED TO VLOG?



A story/idea



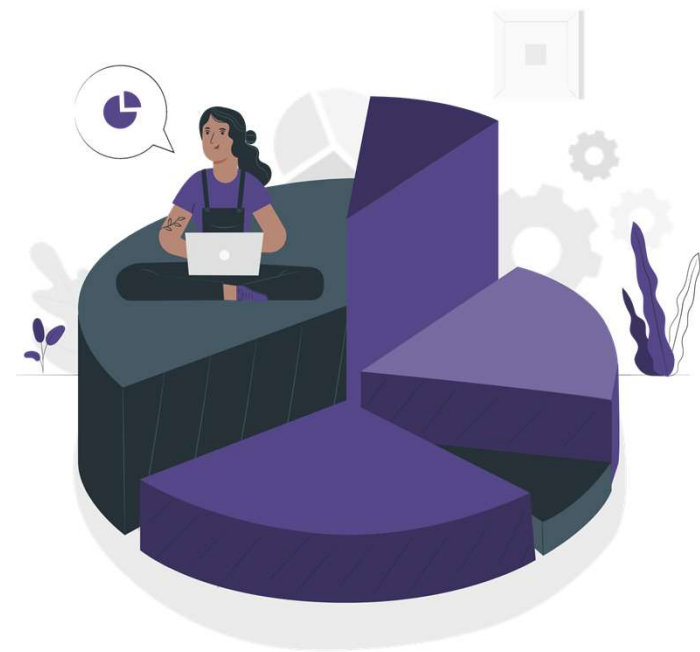
**A smartphone
or camera**



**An internet
connection**

How do you attract an audience?

Don't try to appeal to everyone. Choose a specific target audience.



What goes on the internet,
stays on the internet.

Assess risks and be cautious.



TIPS

- ! Starting is as simple as getting your smartphone from your pocket and pressing record.
- ! The more you vlog, the better you will get at it.
- ! If you want to vlog to make money, don't.
- ! If you want to vlog because you want to share your stories, opinions, experiences with others, you can make money

FILMING WITH A SMARTPHONE

Composition & Light



For Issa to add composition images

ASSIGNMENT 1

Work on composition: Take a photo of the horizon





ASSIGNMENT 2

Work on composition: Take 3
extreme closeups

ASSIGNMENT 3

Work on light: Take one photo of a face or an object where the light is more powerful on the object/face and softer in the background.





For Issa to add vlog intro examples



ASSIGNMENT 4

Work on perspective: Choose a location around you and try to take 10-15 different photos. You can turn left, right, rotate but you cannot move from your spot.

ASSIGNMENT 5

Work on visual thinking: I will assign you a word and you must take 3 photos that represent it. When we're back, your peers will have to guess what your word is.



LUNCH BREAK

1 hour



FILMING WITH A SMARTPHONE

Music & Voiceover





Free Creative Commons Music

- **YouTube Audio Library**
- **SoundCloud**
- **Free Music Archive**
- **Bandcamp**
- **Musopen**
- **Jamendo**
- **and more!**







ASSIGNMENT

WORK ON YOUR VLOG





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 **REFLECTION**

**What is your key
takeaway from this
session?**



Thank you!



**COLOUR
BACKGROUND WITH
TEXT**

Your text here.

DARK PURPLE BACKGROUND WITH IMAGE 1

Your text here.





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DARK PURPLE BACKGROUND WITH IMAGE 2

Your text here.

Light background w/ illustration

