



DIGITAL CONTENT CREATION

Day 10: Virality & Pre-production

RECAP AND REFLECTION





Week 2

Podcasting Day 1

Podcasting Day 2

Video Essentials Day 1

Video Essentials Day 2

Virality & Pre-production

AGENDA DAY 10



180 minutes

Virality: what is it and how do we make viral content?

Pre-production: making sure we have a plan ready



**When do we call a
video viral?**

Buzz.

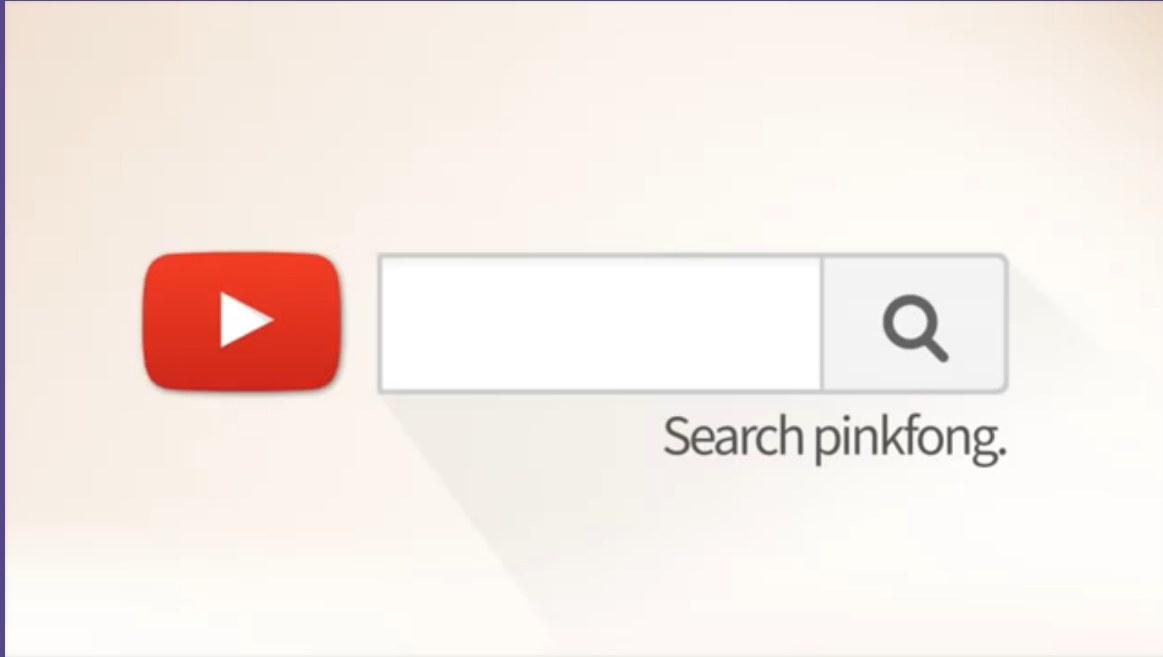


REFLECTION

What are the most popular categories on YouTube?



- Product Review Videos
- How to videos
- Vlogs
- Gaming videos
- Comedy / Skit
- Challenge
- Favorite compilations / Best of
- Educational
- Unboxing



12,400,388,125 views

What is the most seen video on YouTube?

**What is the second
most seen video on
YouTube?**



8,099,194,382 views

#deleerjeit



Verwijder het en reageer niet.



"MY FORMULA"



PART 1

VENEZUELA

COLOMBIA

THE
B **R** **D** **E** **R** **S**



REFLECTION

What makes videos go viral?

Emotion



What do we share the most?

Positive emotions



rntc



Negative emotions

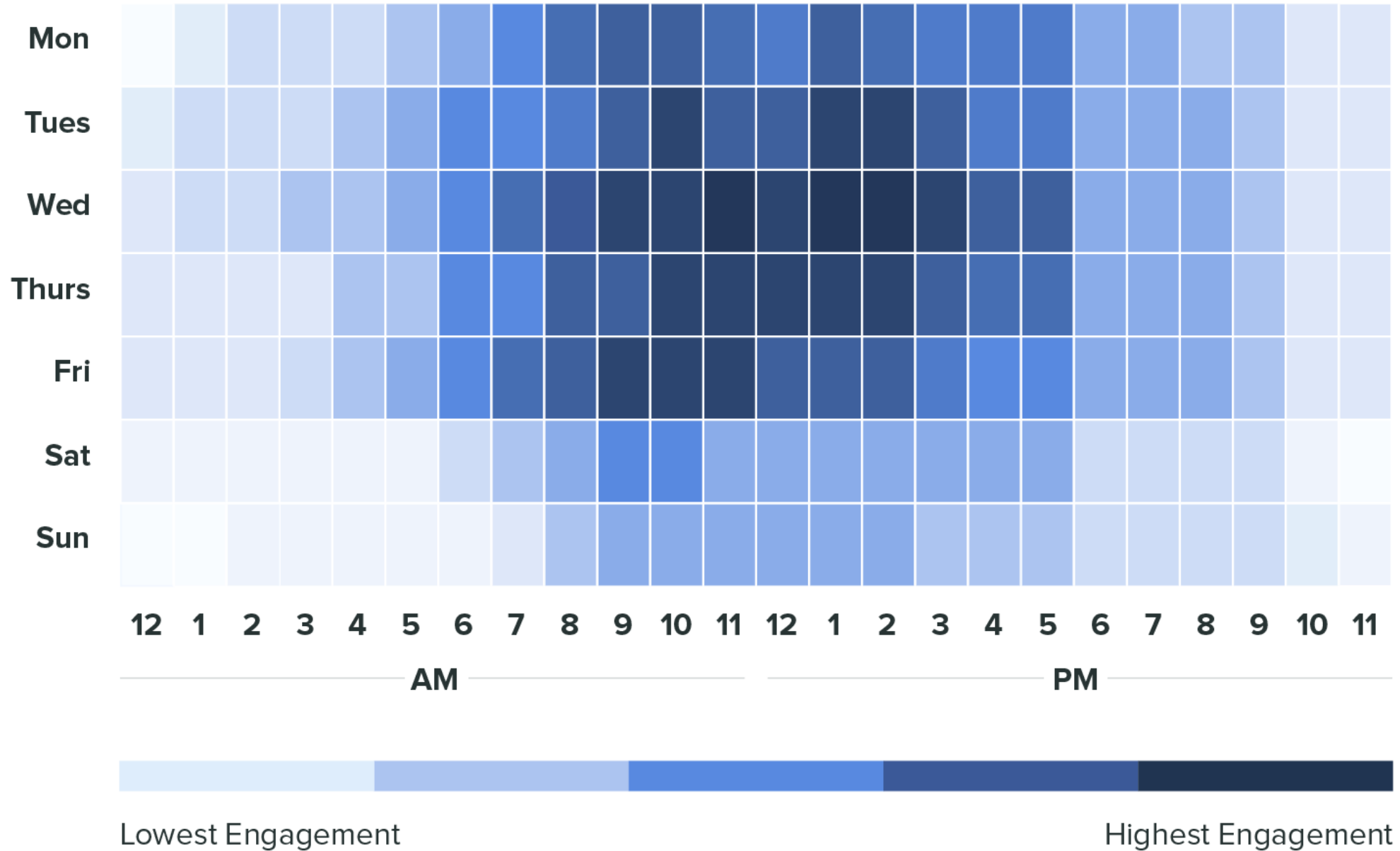


TRENDS

Publishing time

Facebook Global Engagement

sproutsocial





Platforms



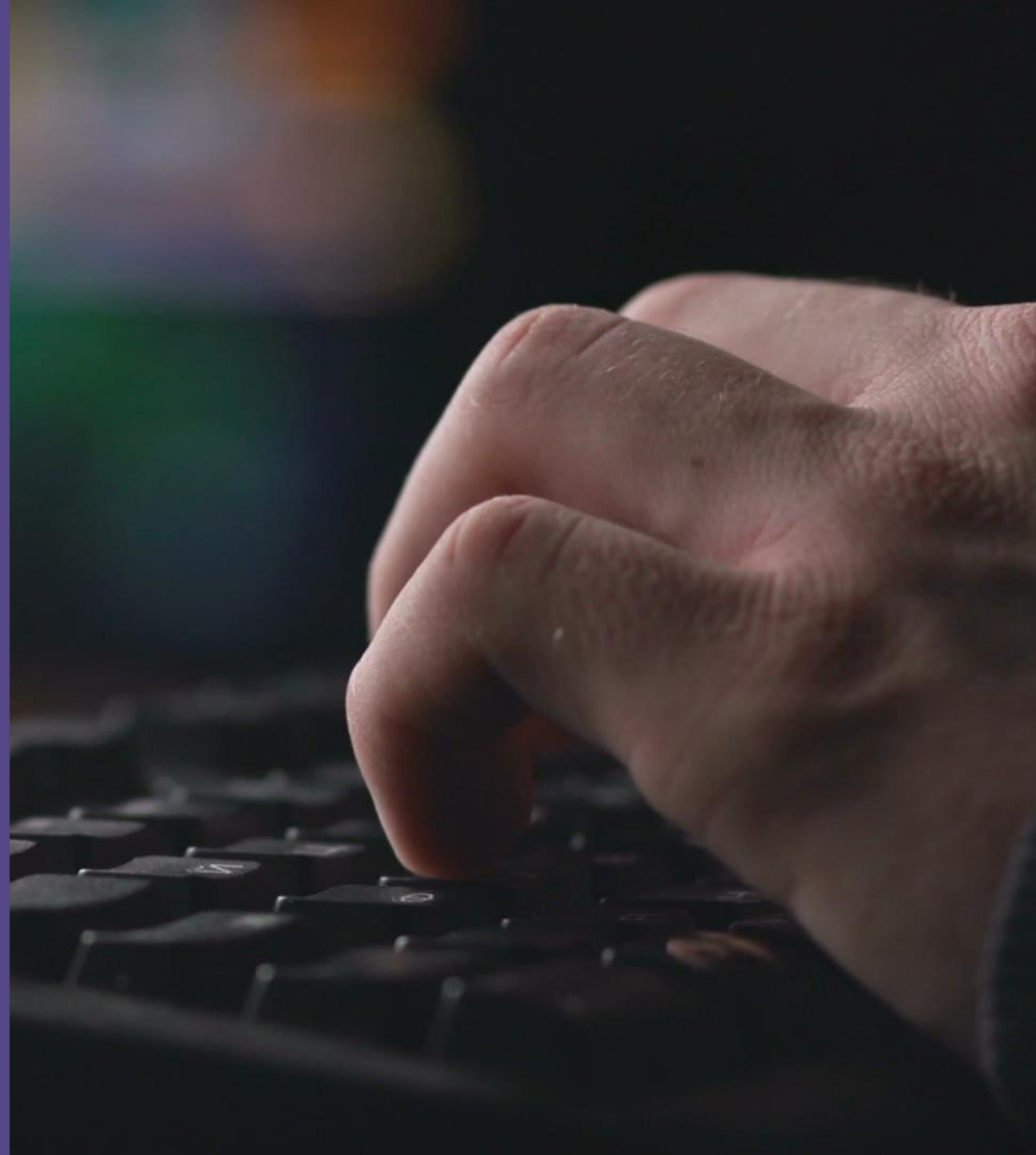
Platforms



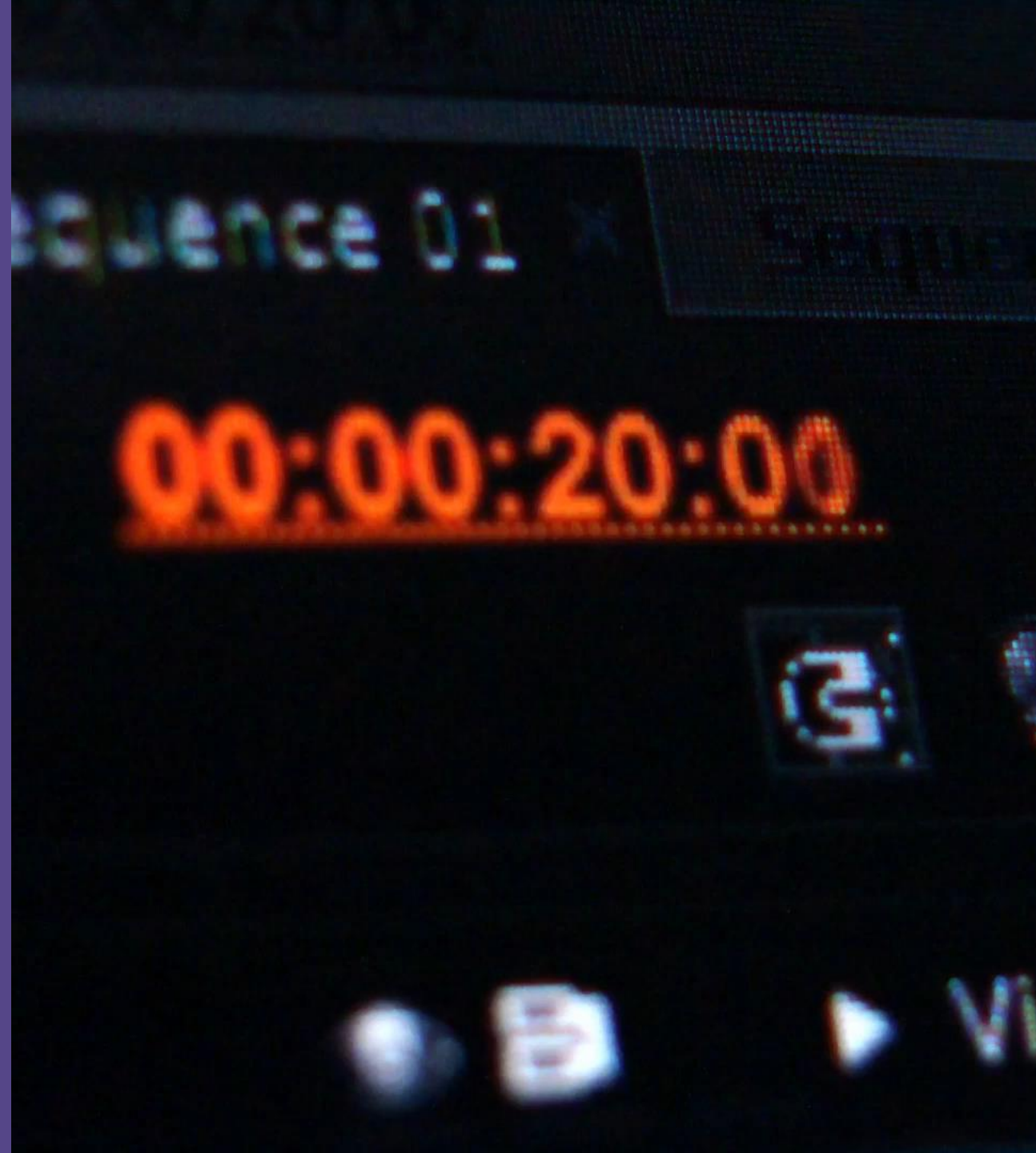


Influencers

Subtitles

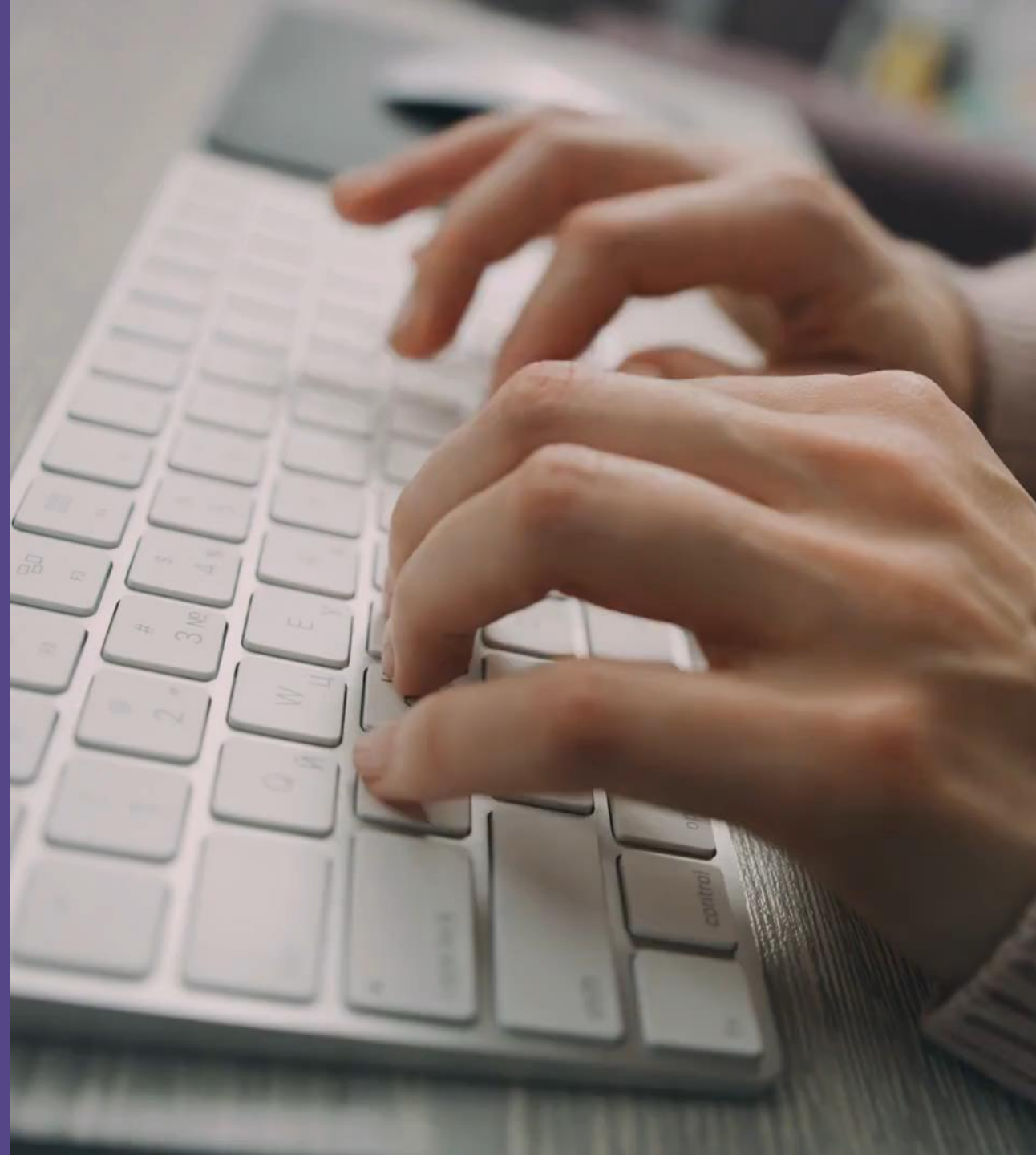


Duration



Findability

A creative title, description, tags
and a thumbnail photo





GROUP ASSIGNMENT

Analyze: pick one of the two videos shown above and discuss why do you think they went viral. Make a list of elements they have.





Pre-production

Why is Pre-Production so important?



Pre-production checklist

ITEM	STATUS	Notes
Target Audience map	✓	
Persuasive Aim proposal	✓	
Storytelling strategy	✓	*can have more than 1
Creative Format decision (format & platform)	✓	*can have more than 1
Visual Identity (color palette, fonts, logo, thumbnails, style)	✓	
Story script		
Storyboard		
Shooting script		
Project timeline		
List of media assets needed (music, sounds, video, images, text)		
Budget		

SCRIPT

1. Target Audience Mapping
2. Choose the goal of the video
3. Identify the point of the video
4. Choose a central character
5. Write it!

SOUL

Written by
Pete Docter
Mike Jones
Kemp Powers

SCRIPT WRITING

“A script is a typed-out blueprint” – Meg Swertlow

ASSIGNMENT

Work on script writing:
watch the video and try
to make an outline of the
script. Imagine you will
record it later so be as
detailed as possible!



SCRIPT STRUCTURE

1. Sluglines
2. Action lines
3. Dialogue



VITO CORLEONE

FREGO

(to Tom Regan, after
Borbone leaves the room)

Ah, give this to ah, Clements. I want



The image shows a person with white face paint and dark eye sockets, smiling broadly with red lips. The person is wearing a blue jacket. The background is dark and blurry.

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SCRIPT STRUCTURE

SCENE	VISUAL	AUDIO	Notes
1	<p>EXT: grass garden of a house in the suburbs.</p> <ul style="list-style-type: none">- Wide Shot of man (main character) with a child hidden behind.- Action: man starts beatboxing, child starts dancing to the music	Beatbox of man	Captions: "text"

SHOOTING SCRIPT

*Organized to follow the **shooting schedule**
rather than the chronological story.*





SHOOTING SCRIPT

*Organized to follow the **shooting schedule** rather than the chronological story.*

1. Storyboard it
2. Make a shot list
3. Add every detail (scene numbers, camera shots, what to film, sets & props, special effects)

A top-down view of a storyboard on a wooden desk. The storyboard consists of several hand-drawn panels in rectangular frames. The panels show a character in a cowboy hat and a suit. One panel shows the character holding a sign that says "BUS STOP". Another panel shows the character holding a large, glowing object. A third panel shows the character holding a sign that says "the end". A white marker is visible in the top right corner, and a purple semi-transparent banner is overlaid across the center of the image.

STORYBOARD

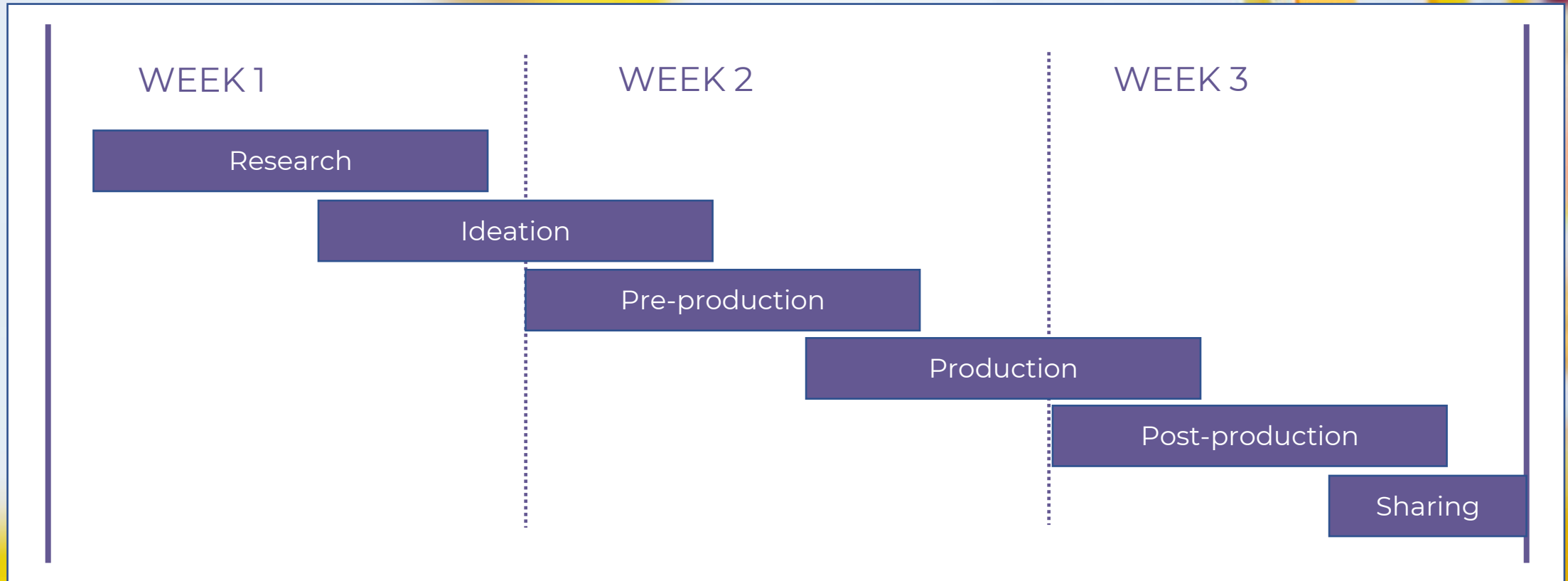
STORYBOARD



Go to Canva and explore the templates for storyboards

Project Name:					
Scene ____	Shot ____	Panel ____	Scene ____	Shot ____	Panel ____
EQPT.		TIME:	EQPT.		TIME:
Scene ____	Shot ____	Panel ____	Scene ____	Shot ____	Panel ____
EQPT.		TIME:	EQPT.		TIME:

Project Timeline



List of assets

Assets are the different content types you have created. This inventory shares light on the things you have and the things you are missing

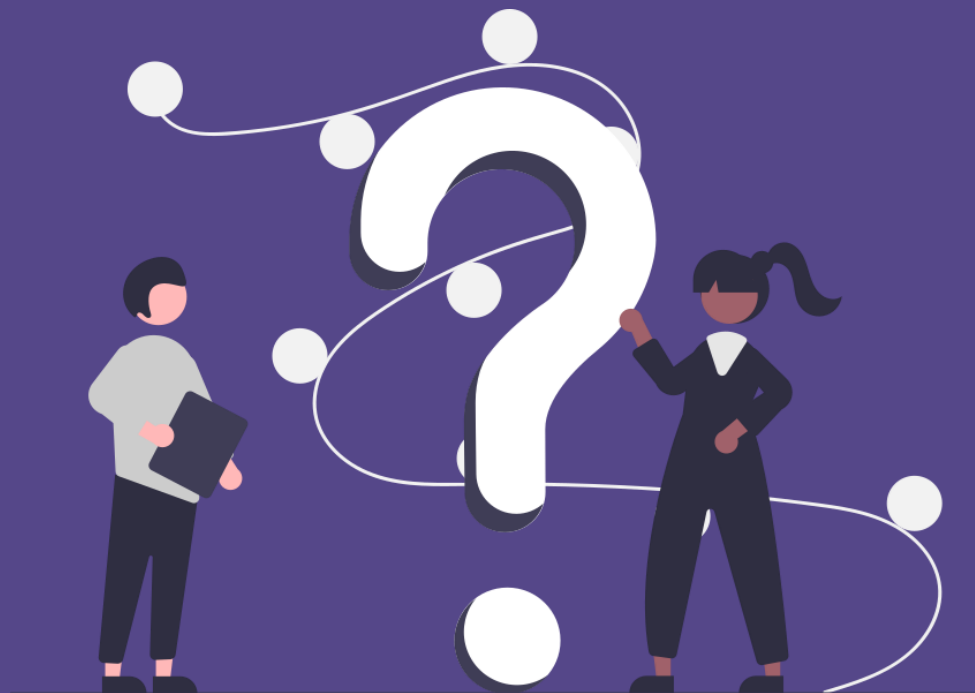


A white piggy bank is placed inside a small, silver metal shopping cart. The cart has orange handles and a red basket attached to the front. The background is a blurred outdoor scene with a blue sky and a wooden surface.

Budget & Resources

Is an estimation of the resources that you will need to complete the project.

QUESTIONS



INDIVIDUAL ASSIGNMENT

Using the checklist template,
make a production plan for next
week!

- 1 Video
- 1 Podcast
- 1 Blog





REFLECTION

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

Thank you!