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

V
I
R
A
L
Paste
Italic
All

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
- Eduactional
- Uboxing

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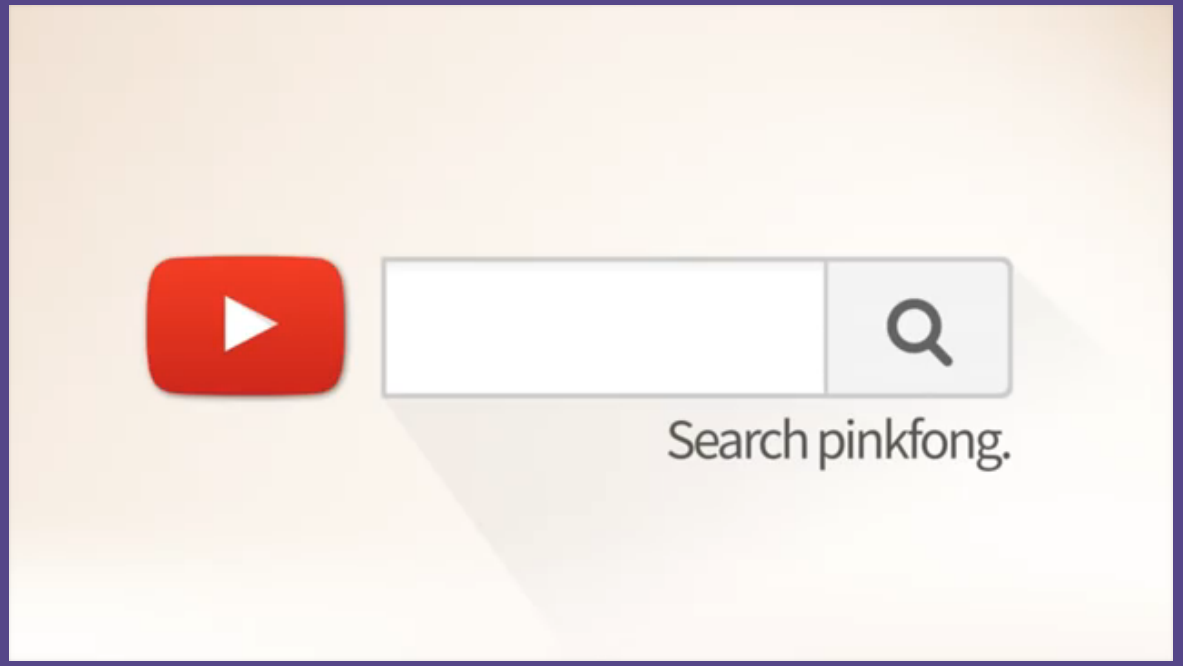

12,400,388,125 views

What is the most seen video on YouTube?

What is the second most seen video on YouTube?

8,099,194,382 views

#delete_it
Verwijder het en reageer niet.

"MY FORMULA"

PART 1
VENEZUELA
COLOMBIA
BORDERS

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REFLECTION

What makes videos go viral?

Emotion

What do we share the most?

Positive emotions

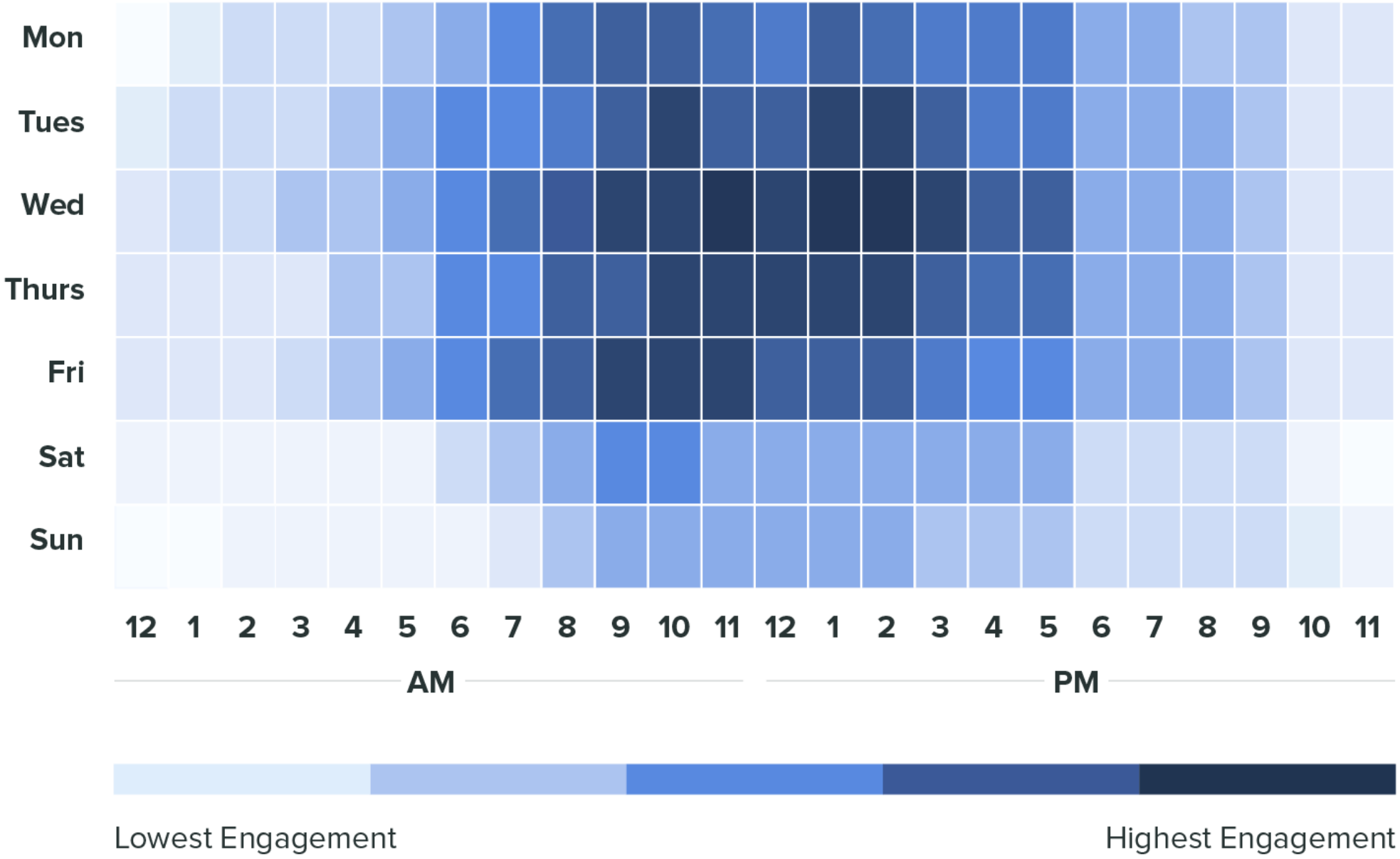
Negative emotions

TRENDS

Publishing time

Facebook Global Engagement

sproutsocial



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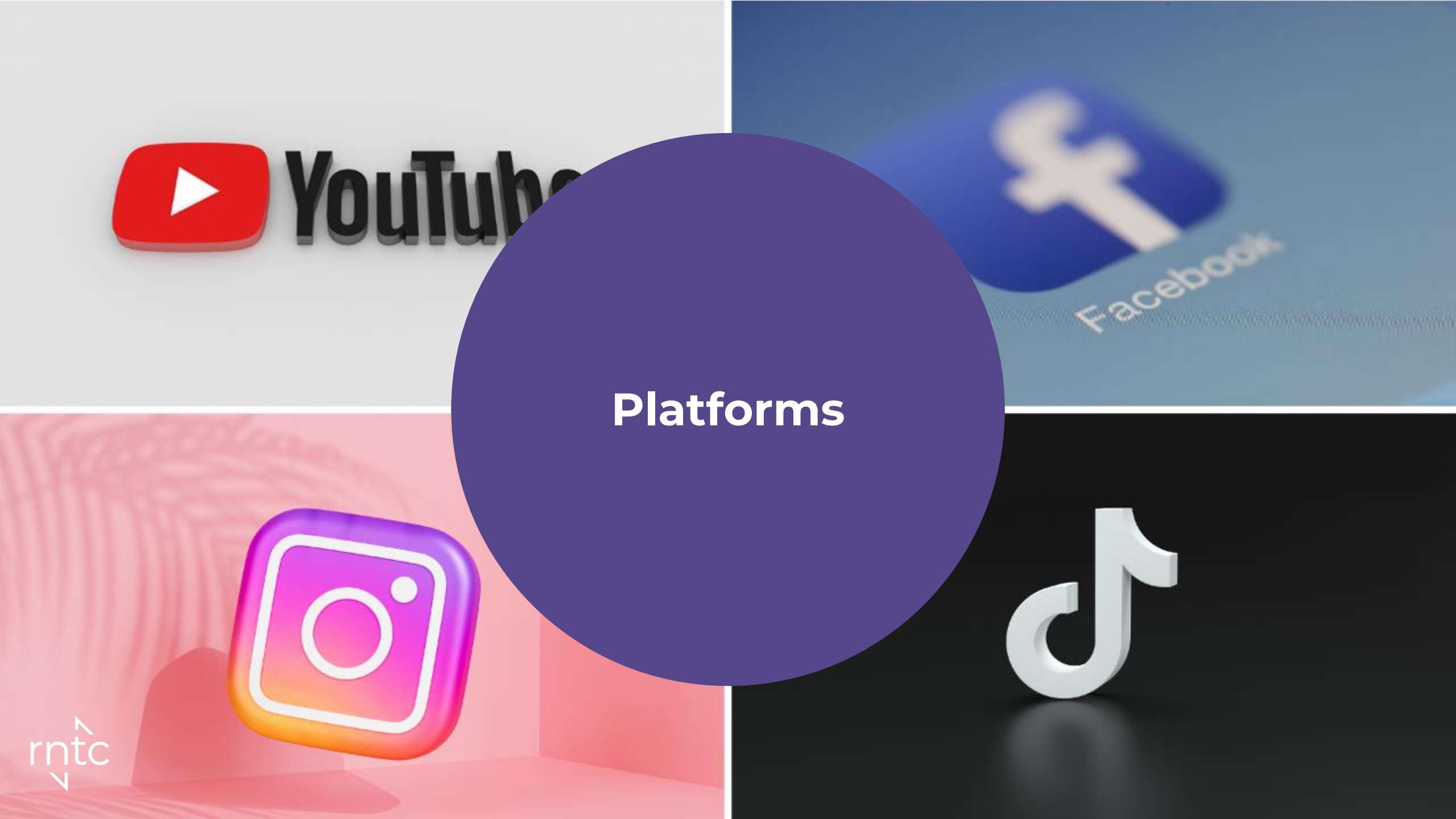

Platforms

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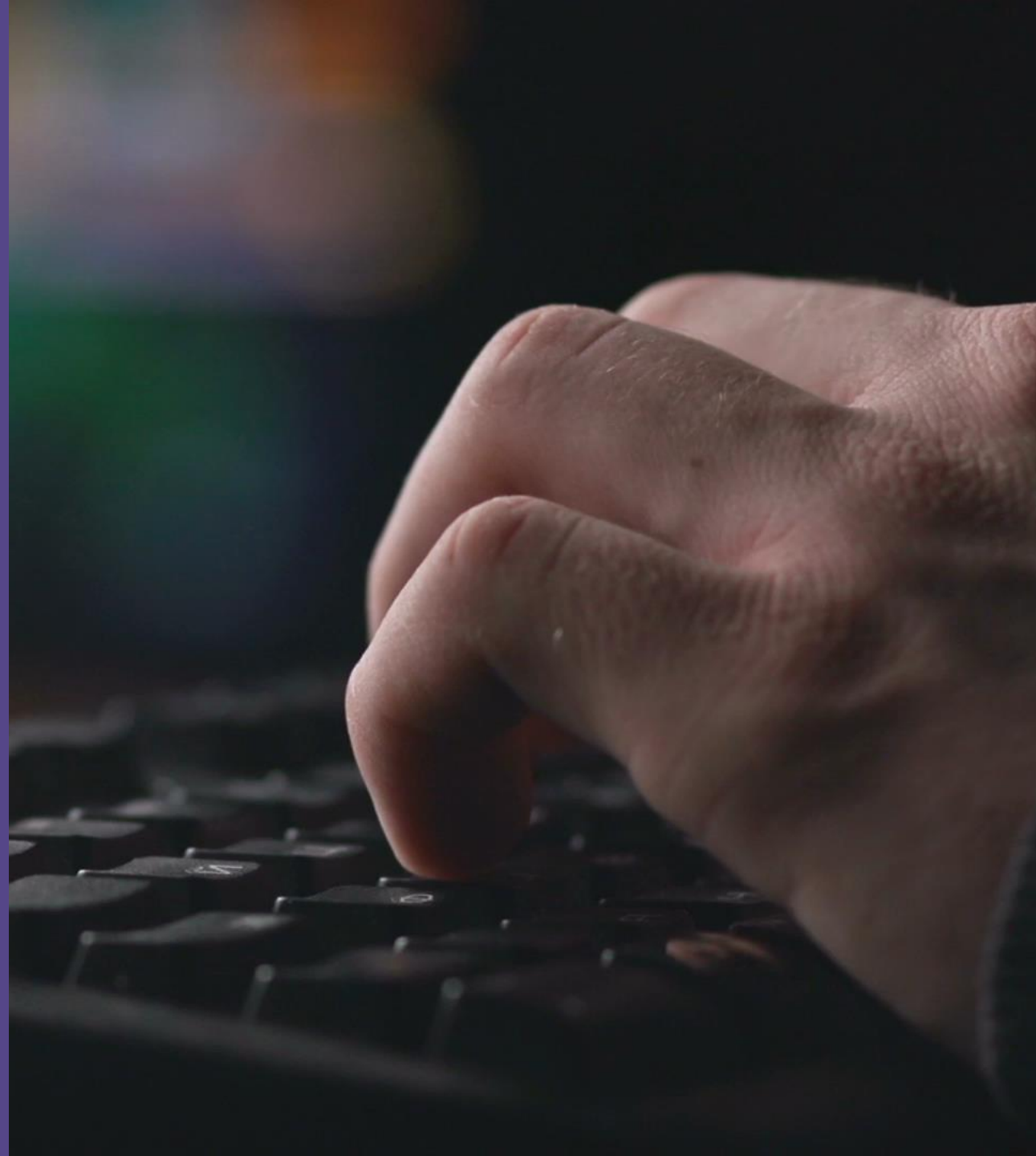
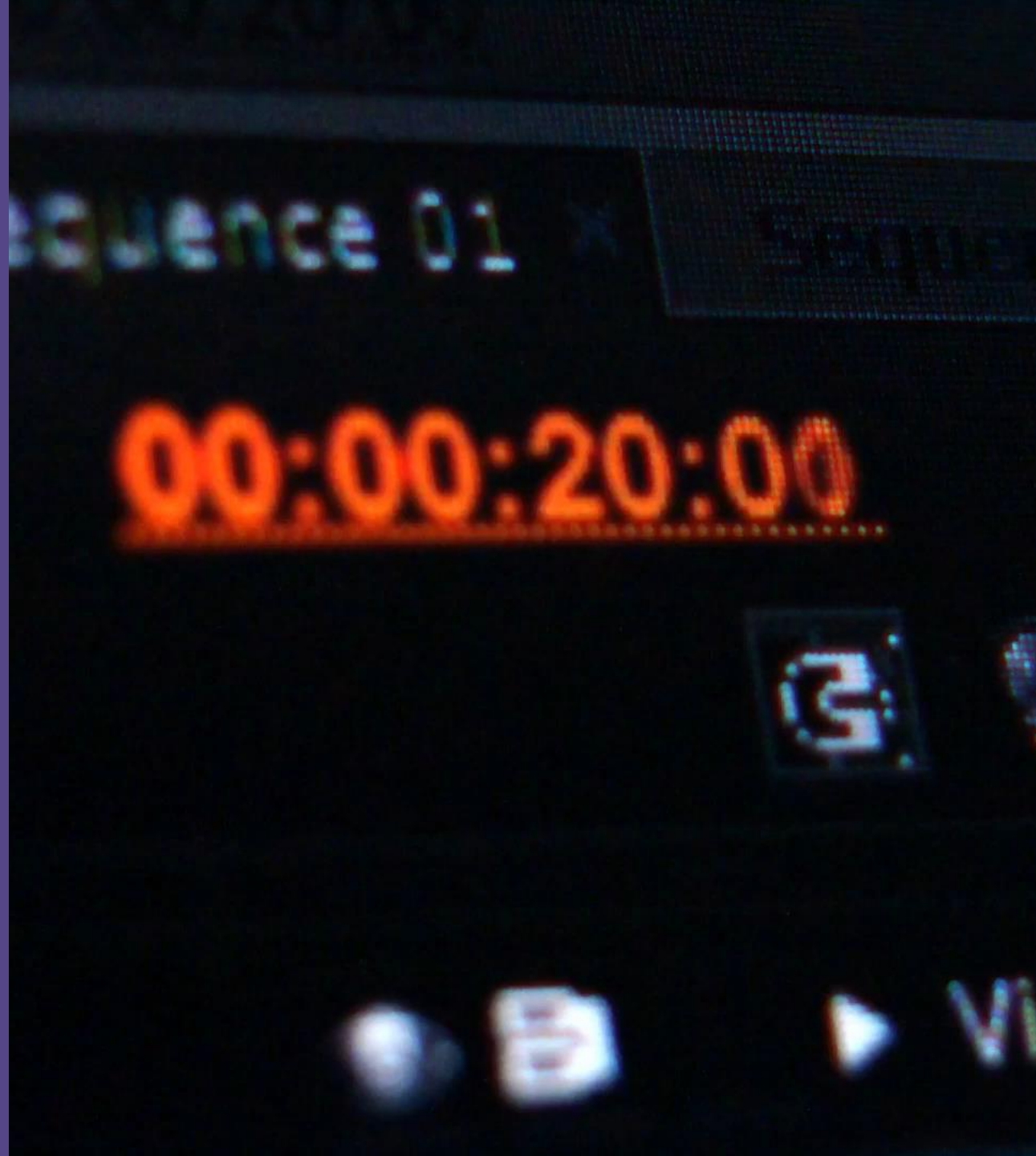
Platforms

Influencers

Subtitles

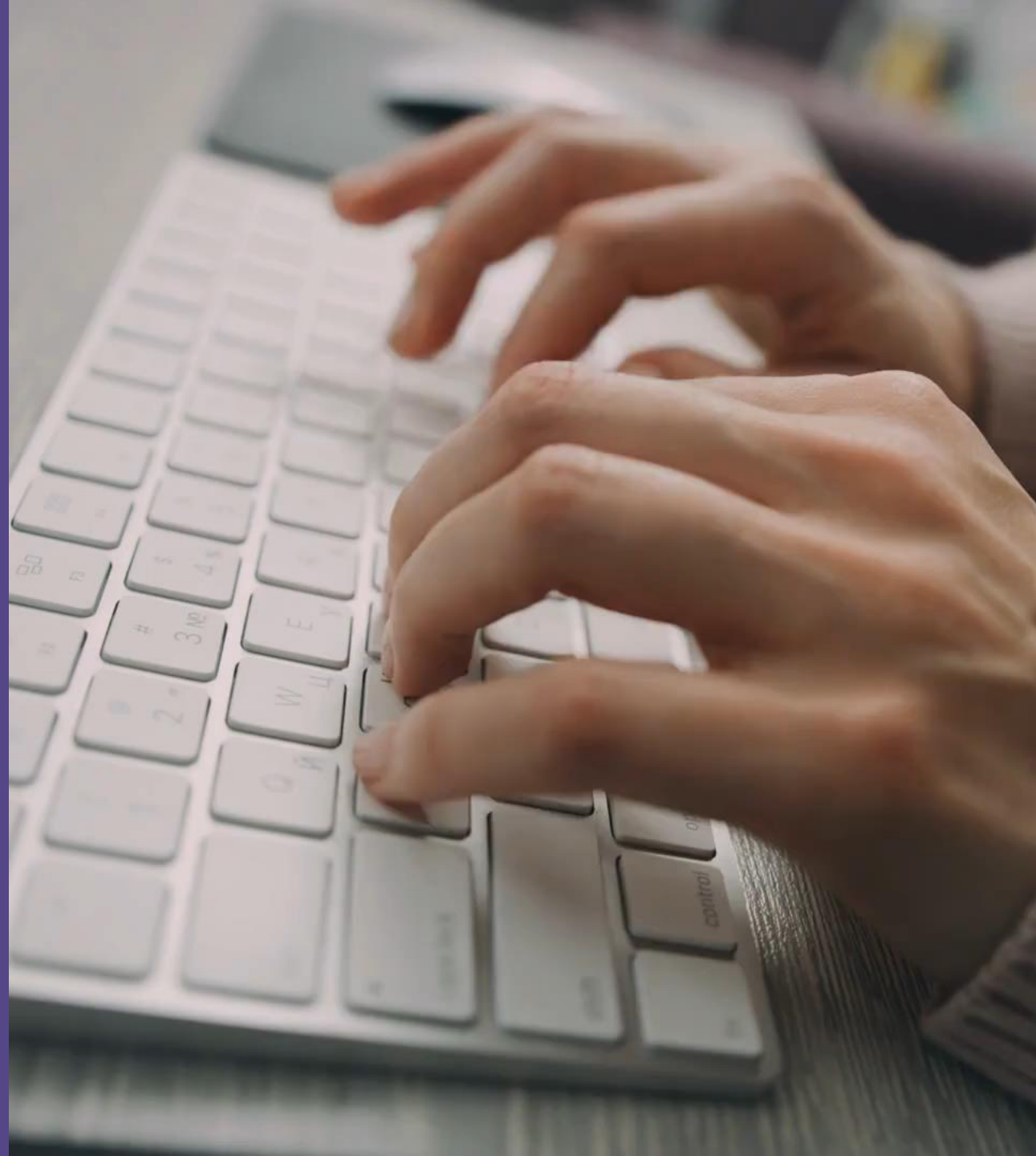


Duration



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.

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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		

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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!

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SCRIPT WRITTING

"A script is a typed-out blueprint" – Meg Swertlow

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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!

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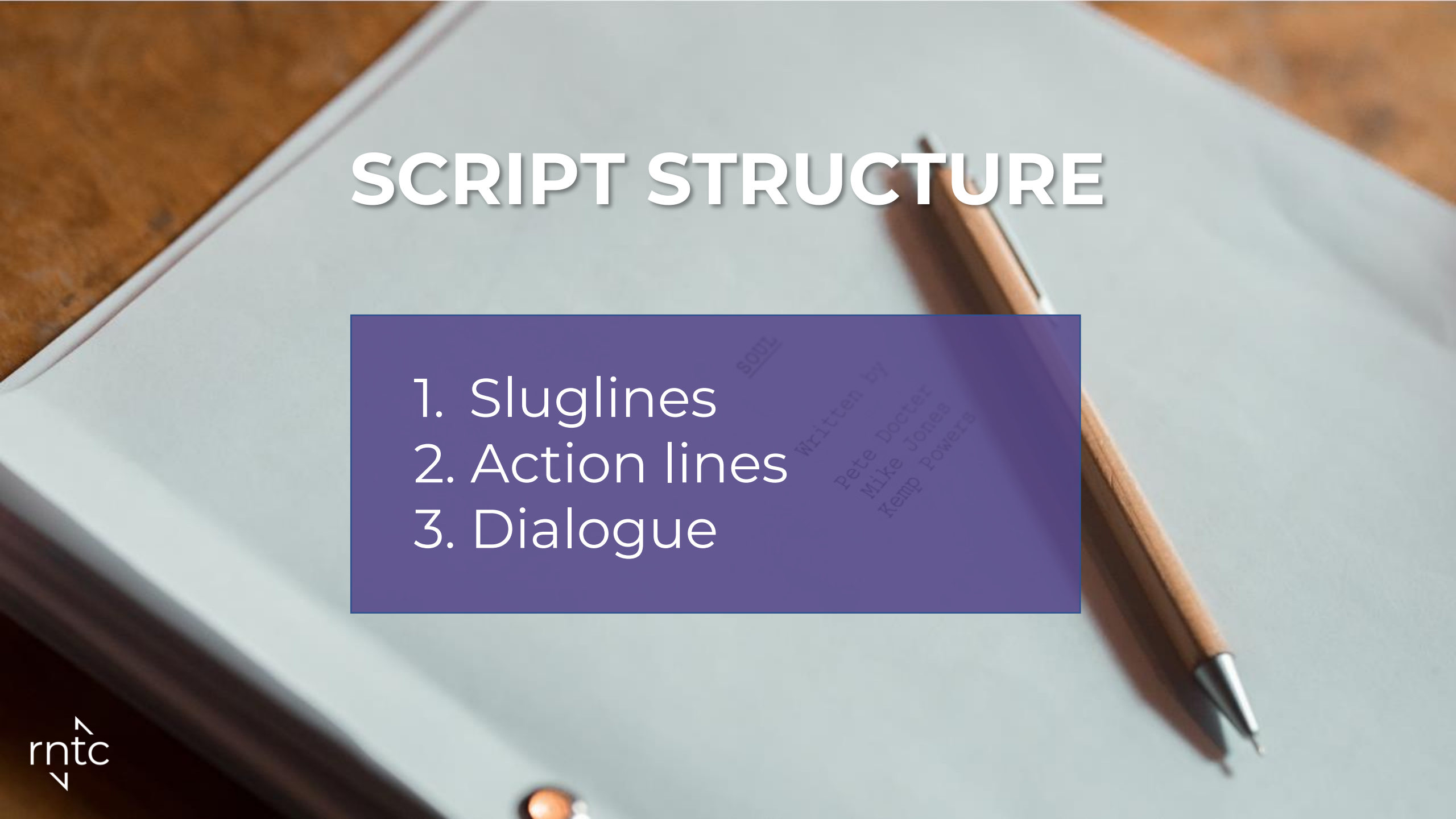

SCRIPT STRUCTURE

1. Sluglines
2. Action lines
3. Dialogue

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VITO CORLEONE

Frego

(to Tom Hagen, after
Bonasera leaves the room)

Ah, give this to ah, Clemenza. I want

SCRIPT STRUCTURE

SCENE	VISUAL	AUDIO	Notes
1	**EXT**: grass garden of a house in the suburbs. - **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”

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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)

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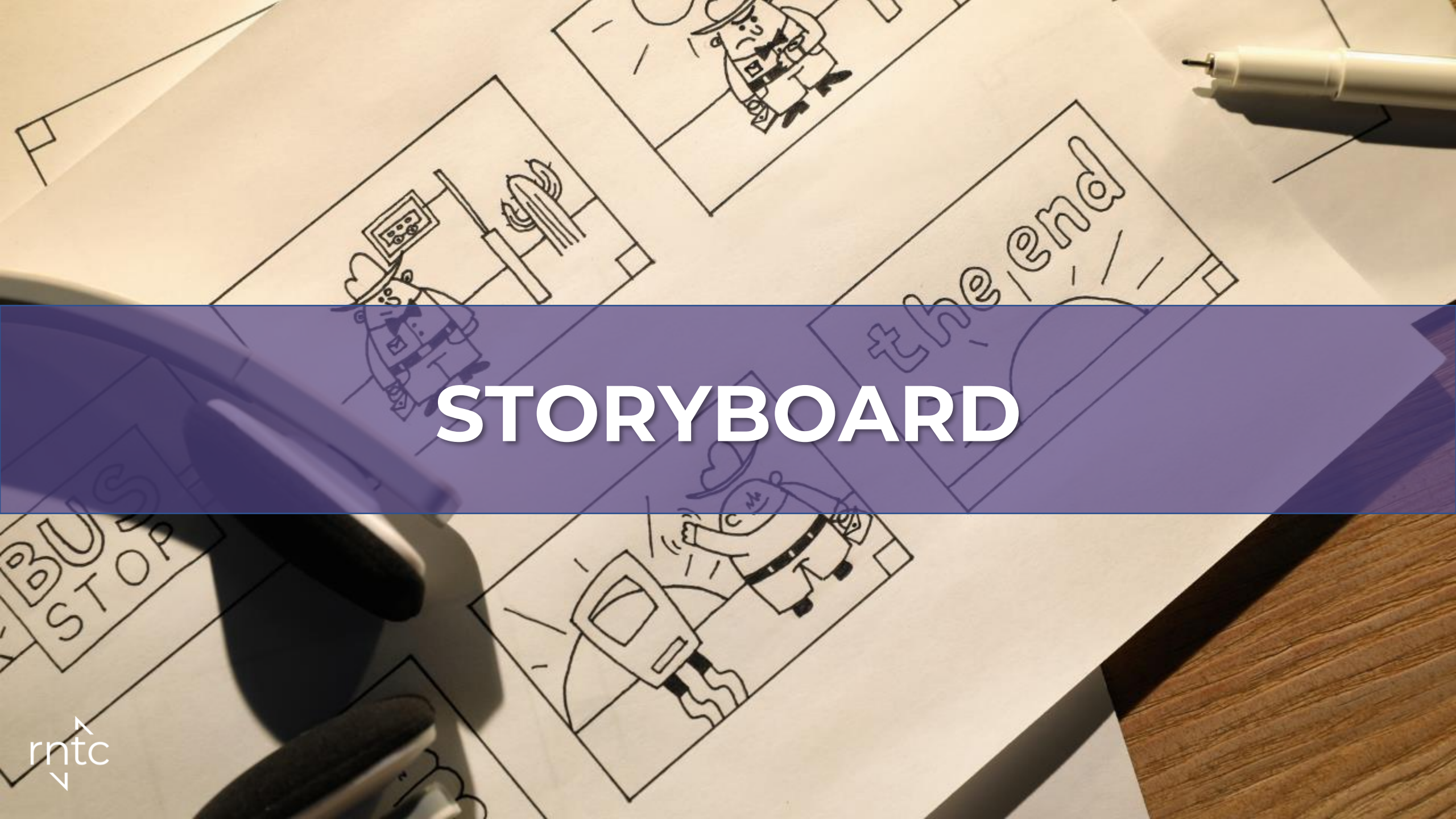

STORYBOARD

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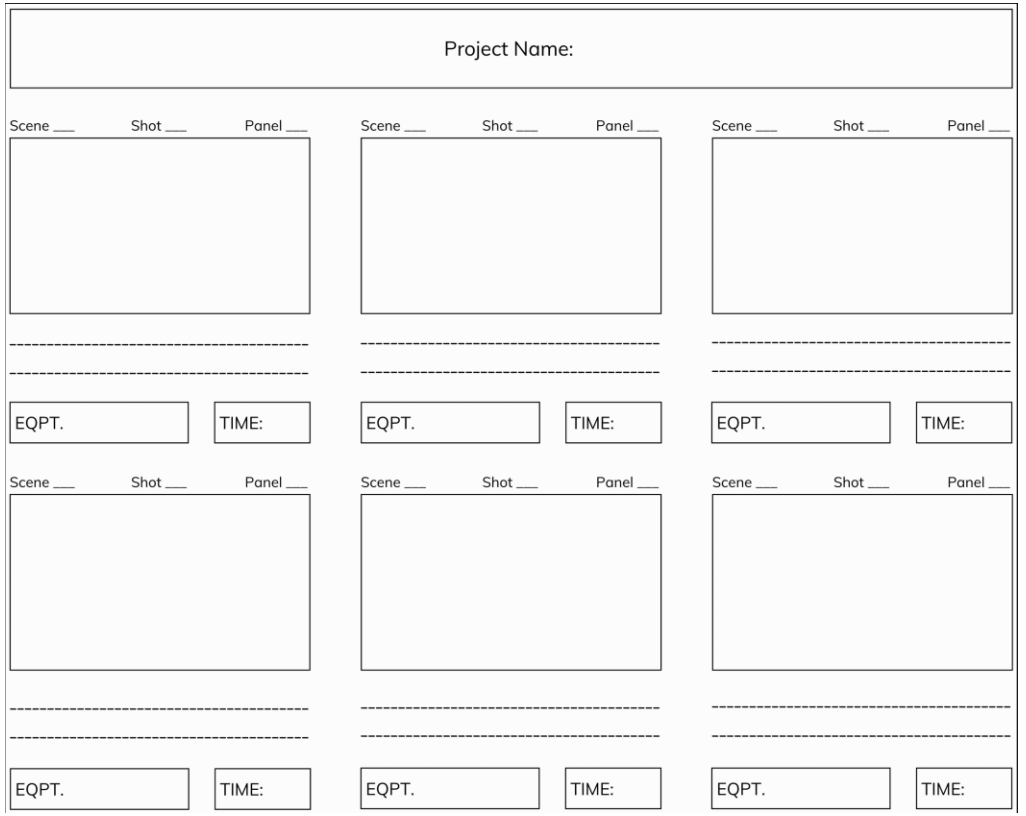
STORYBOARD

Go to Canva and explore the templates for storyboards



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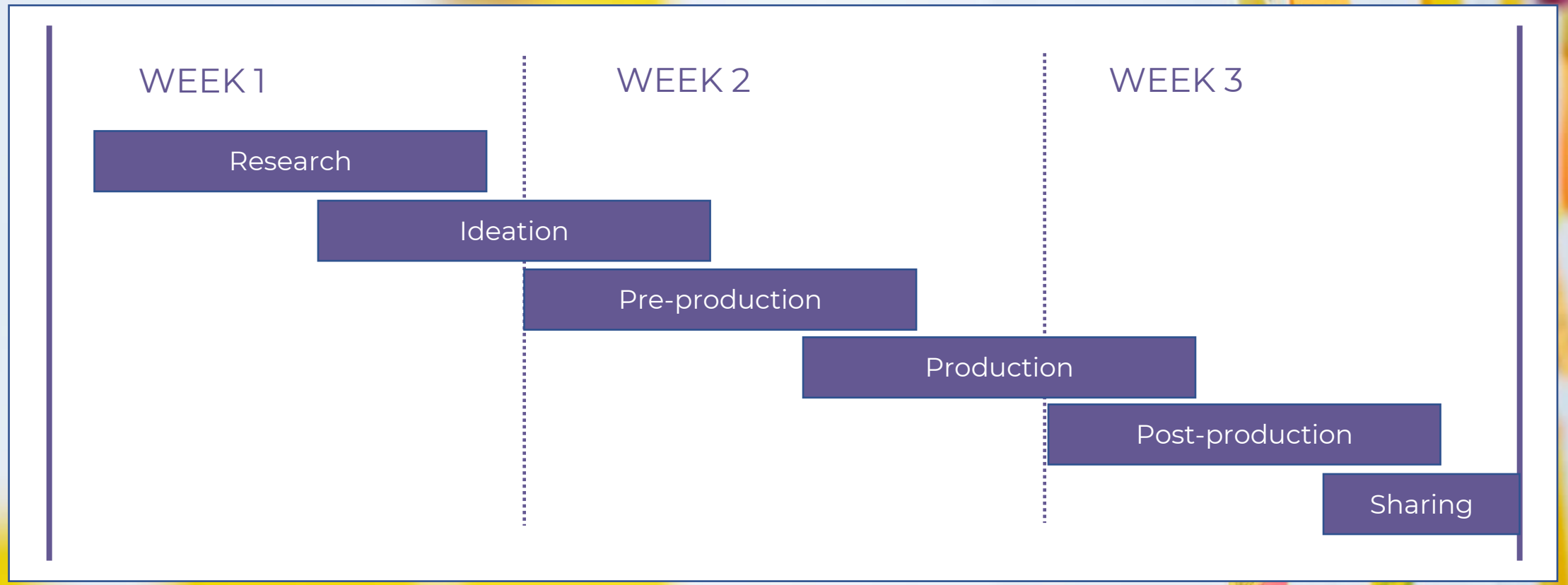
Project Timeline



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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

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Budget & Resources

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

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QUESTIONS

INDIVIDUAL ASSIGNMENT

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

- 1 Video
- 1 Podcast
- 1 Blog

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REFLECTION

What is your key takeaway from this session?

Thank you!

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