



# DIGITAL CONTENT CREATION

## Day 4: Creative Formats

# RECAP AND REFLECTION



# AGENDA DAY 4



180 minutes

**Creativity**

**Understanding formats**

**The future of formats**



# What is creativity?

# Morning pages





Try. Fail. Try again. Fail better.

<https://www.youtube.com/watch?v=emoUWMmGzXo>

# CONTENT CREATION



FORMAT



MEDIUM



CHANNEL

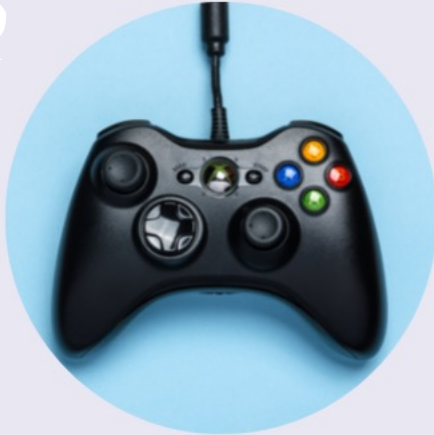






**A format is a  
unique way to  
tell a story.**

It describes how the tension is created.



Game



News



Drama



Interview



*The same story can be told in  
different ways (formats)*

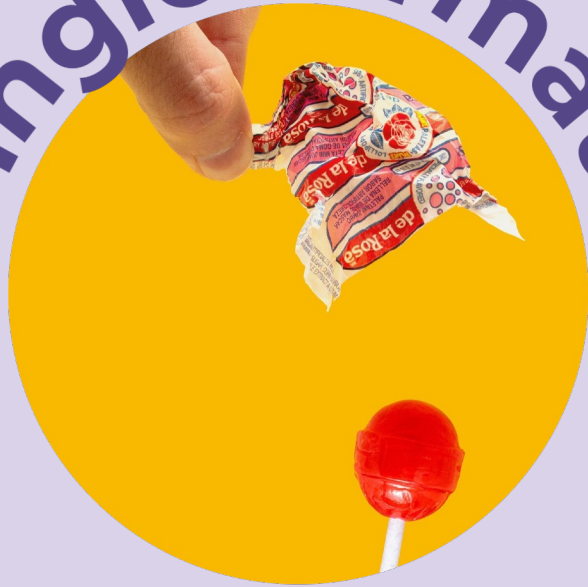


## GROUP EXERCISE

There are essentially 10 ways stories can be presented to an audience.

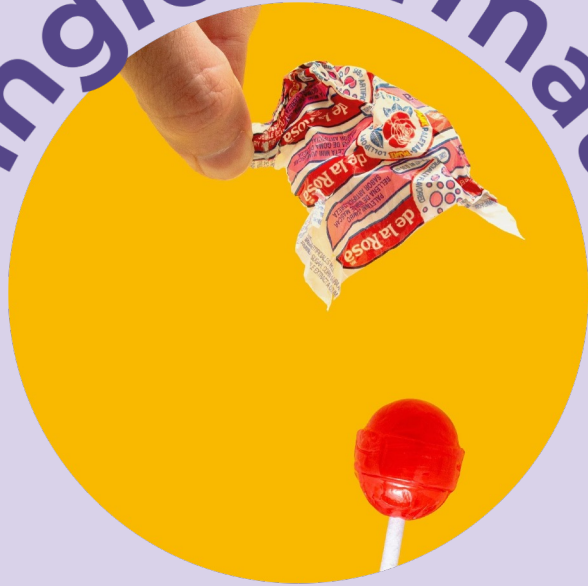
- In groups, see if you can identify the 10 formats. They are commonly used in television, radio, print.
- Think about your favorite shows, what kind of shows do you enjoy? Can these be put into a category?

# single formats



- Drama
- Testimonial
- Interview
- Discussion
- Demonstration

# single formats



- Drama
- Testimonial
- Interview
- Discussion
- Demonstration

# Wrapper formats



- Magazine
- Report
- Actuality
- Montage
- Game

# 10 formats & what makes them unique

## **DRAMA**

a story told with actors

## **TESTIMONIAL**

personal opinion

## **MAGAZINE**

links and items

## **REPORT**

single subject explored by a reporter

## **INTERVIEW**

question and answer

## **ACTUALITY**

live, unedited

## **DISCUSSION**

arguments

## **DEMONSTRATION**

step by step

## **MONTAGE**

told through the editing

## **GAME**

rules

<b>Magazine:</b>	Lifestyle	Medical	Sport	Historical	Investigative	Gossip
<b>Report:</b>	News	Business	Political	Current Affairs	Travel	Fashion
<b>Game:</b>	Reality game	Dating game	Quiz Game	Talent competition	Survival	Sports
<b>Actuality:</b>	Live Sports	Political Speeches	Breaking news	Events/Riots	Disasters	Hidden Camera
<b>Montage:</b>	Fly on the wall	Music Video	Sketch show	Sports Highlights	Wildlife	Title sequences
<b>Drama:</b>	Comedy	Horror	Stage play	Action	Reconstructions	Fantasy
<b>Testimonial:</b>	Religious	Advertising	Eye-witness	Endorsement	Political speech	Weather
<b>Interview:</b>	Expert	On the street	Personality Profile	Group	Exploratory	Informative
<b>Discussion:</b>	Educational	Political	Women's Views	With Children	Dinner Party	Panel
<b>Demonstration:</b>	Cooking	Do it Yourself	Dance/Exercise	Education	Sports	Gardening



## REFLECTION

Which of these formats are your favourites? Which do you use the most?



[https://www.youtube.com/watch?v=IKBml7m8Jcg&embeds\\_uri=https%3A%2F%2Fhubblecontent.osi.officialice.net%2F&source\\_ve\\_path=MjM4NTE&feature=emb\\_title](https://www.youtube.com/watch?v=IKBml7m8Jcg&embeds_uri=https%3A%2F%2Fhubblecontent.osi.officialice.net%2F&source_ve_path=MjM4NTE&feature=emb_title)

# Break Time!

Be back on time and see you at 13.00😊



**FACTS**



**EMOTION**



## GROUP EXERCISE

In groups, divide the formats into those that excel at generation **emotion** and those that are good at sharing **facts**.

You may also put them somewhere in the middle

**Medium**



**Channel**

# TYPES OF MEDIA

VIDEO	AUDIO	PRINT/ TEXT	VISUAL	ON THE GROUND
Animation Short Videos Vlogs Long Form Montages Immersive VR Live Broadcasts	Podcasts Radio Sound Bites Audio Notes Songs Jingles Themes	Articles Written Reports Essays Typography Idea Clouds Blogs Tweets Lists Surveys	Graphics Photos Photo Essays Charts Graphs Memes Infographics	Meetings Interviews Press Releases Events Flash Mobs Graffiti Takeovers Theatre/Plays Town Halls Demos/Strikes





# The future of formats

What is the future of creative formats?



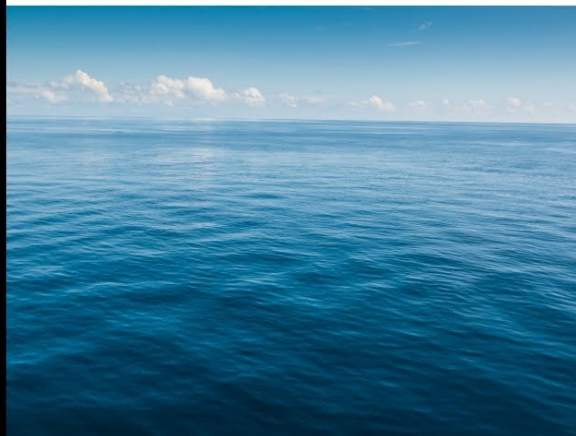


# Mememes

**Remember  
him?**



**This is  
him now**



<https://www.youtube.com/watch?v=RTRT794IQBg&t=1s>

# GROUP ASSIGNMENT

Analyze the video and discuss the different strategies the artist is using. What type of video is this? What are the main elements?



# GROUP REFLECTION

What is your favorite format so far?



# TRADITIONAL CHANNELS

Hardcopy  
Press

Radio

Theatre

Billboards

Television

Cinema



# NEW MEDIA CHANNELS

Video channels  
YouTube

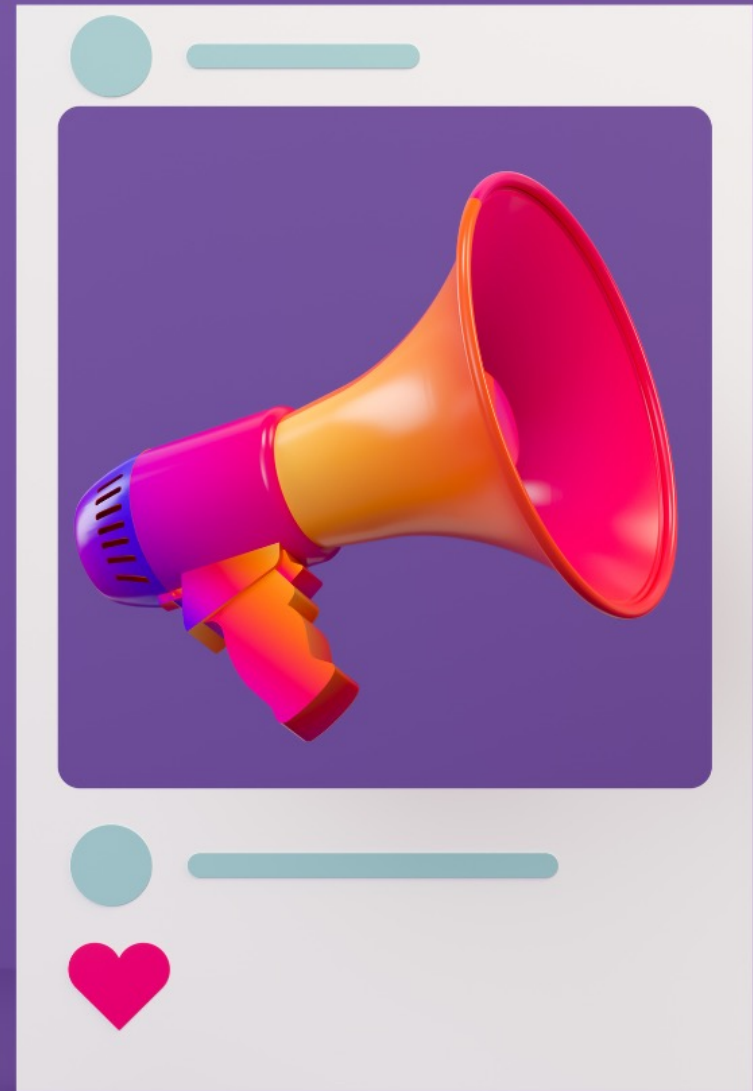
Social Media: IG,  
Meta,  
TikTok

Sound platforms  
Spotify

Websites  
/ blogs

Direct messages  
/ Emails

Games



# GROUP & INDIVIDUAL ASSIGNMENTS

Decide on a creative format for your  
final assignments (video, blog,  
podcast)



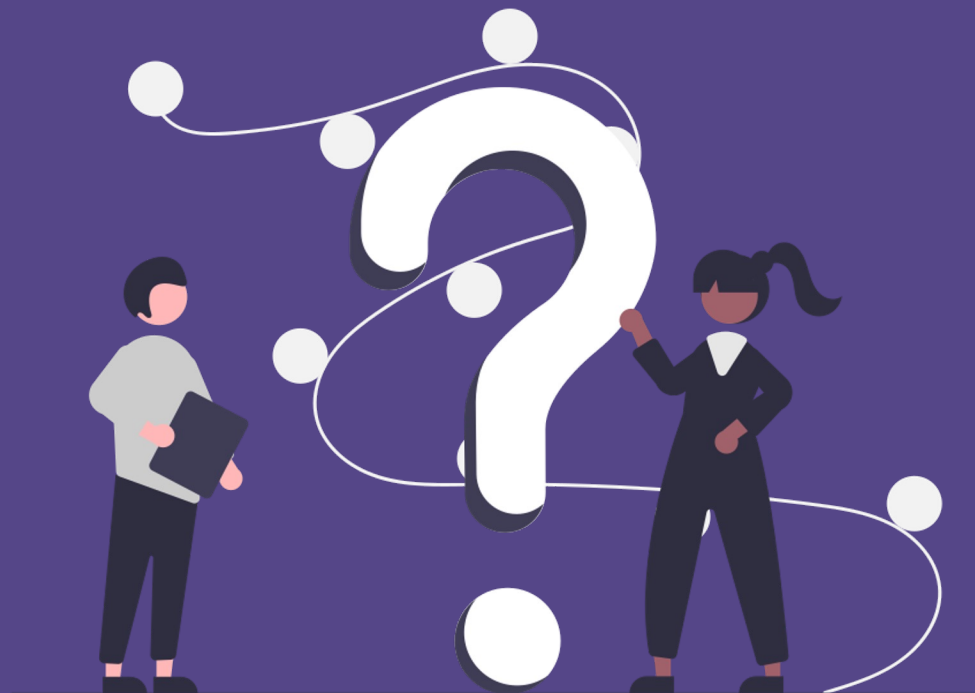


 **REFLECTION**

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



# QUESTIONS





# Thank you!