



DIGITAL CONTENT CREATION

Day 9: Video Essentials

Let's break the ice.



RECAP AND REFLECTION





Week 2

Podcasting Day 1

Podcasting Day 2

Video Essentials Day 1

Video Essentials Day 2 & Virality

Pre-production

AGENDA DAY 9



Scripting for Video

Vlogging

Camera Movements

**LET'S WATCH YOUR
MOVIES**



Beauty shots





Leading lines

Framing



Symmetry





The future of formats in video

- REPORT / INFORMATIVE
- DOCUMENTARY
- VLOG / SOCIAL MEDIA
- FICTION
- EDUCATIONAL



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!





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



WHAT DO YOU NEED TO VLOG?



A story/idea



**A smartphone
or camera**



**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

Pre-production for Video

Why? (What do you want to achieve?)	
Who? (Target audience)	
What? (who are your logical main characters? Etc)	
Duration film	

Scripting Video

Visual	Audio	Content/Assets
Landscape/ images south korea	music	
Landscape/ images north korea	Music and voice over	<i>Two country's in what seems a never ending war. But now for the first time there is hope for peace.</i>
Refugee North Korea	interview	What is your hope for peace?
Images filmed during field tour	Voice over	<i>During the tour he experienced what war can do to a country....</i>
ETC.		

Scripting Vlog

Visual	Audio	Content/Assets
Some wide and medium shots from the outside of the Koepel prison	music	
Your face	You, speaking into the camera	<i>There are many old buildings in the Netherlands who get a second life.</i>
Shots that are necessary for your story	Your voice	<i>This is a hot spot for start ups in the centre of Haarlem. But it used to be.....</i>
Close shots of the windows in de prison doors, all elements of prison, historic photo's outside the building etc.	Music, soundbites from a door that's closed. Maybe sound archive from prisoners??	
Your face	Speaking into the camera	Hi, I'm ... and I'm making stories about second lifes.

The Teleprompter

Download **'Teleprompter for video'** in your app-store or google play store.



Individual ASSIGNMENT

Write a script for
a vlog in three scenes



Scene 1: introduction of your topic

Scene 2: body of your story
(introduce also yourself)

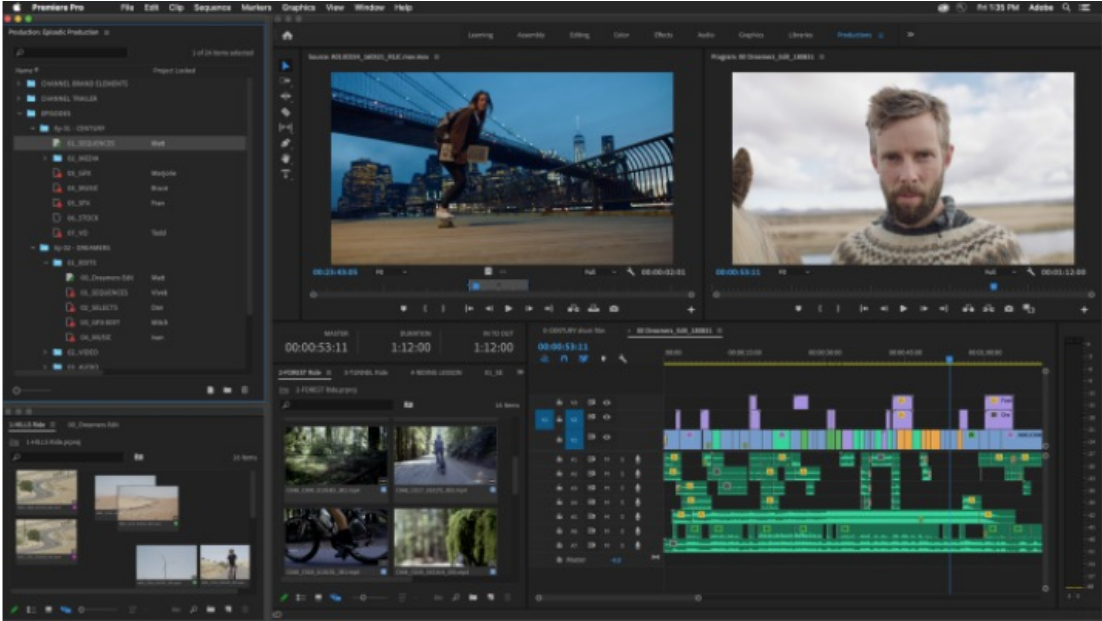
Scene 3: outro, call to action



Film your scenes:

- All shots for scene 1 (about 3 or 4 shots: wide, medium and close)
- Your voice (may be with teleprompter)
- One or two shots that match your story

MULTI TRACK EDITING



VLOG INTROS

WHAT DO YOU THINK IS IMPORTANT TO CONSIDER
WHEN MAKING AN INTRO OF A VLOG?



VLOG OUTROS

WHAT DO YOU THINK IS IMPORTANT TO CONSIDER
WHEN MAKING AN OUTRO OF A VLOG?



CAMERA MOVEMENTS

Move with intention



PAN



TILT

rntc



ZOOM





rntc

TRACKING



rntc

DOLLY



rntc

FOLLOWING

● REC

PART 1



Vox



ASSIGNMENT

Work on camera movements:

choose one of the camera movements and use it to record a video. Make sure that the movement that you choose has an intentional meaning



VIRAL

**WHEN DO WE CALL A
VIDEO VIRAL?**

.

Buzz.

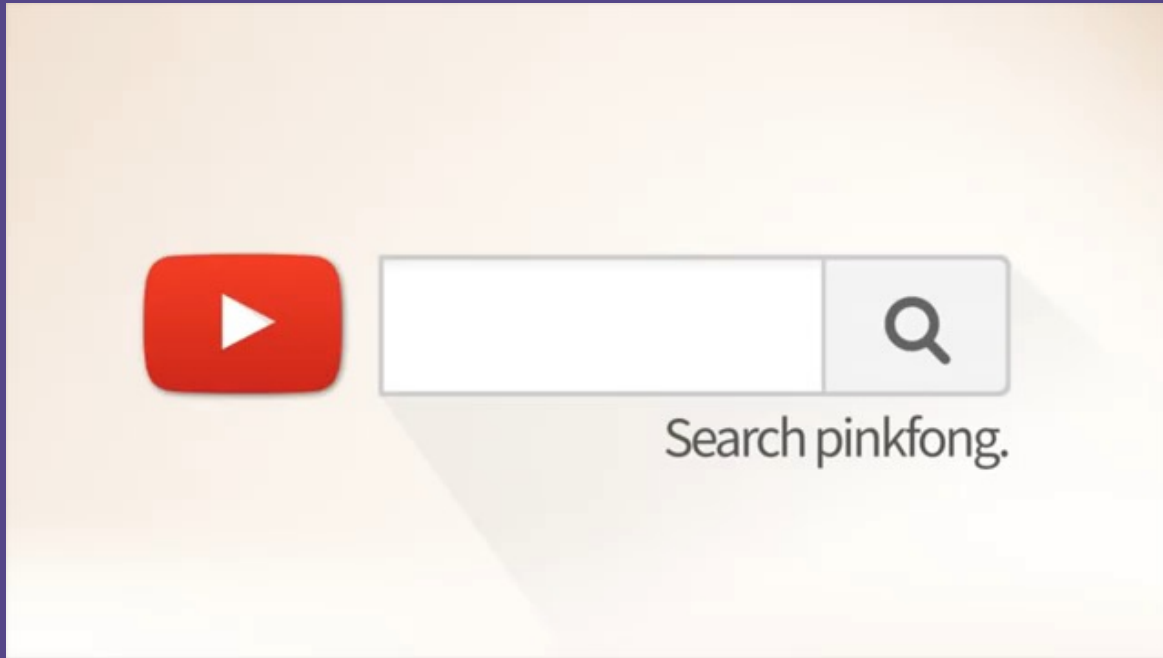


REFLECTION

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



10,756,933,966 views

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

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



7,864,457,510 views

#delete_it



Verwijder het en reageer niet.



REFLECTION

What makes videos go viral?

Emotion



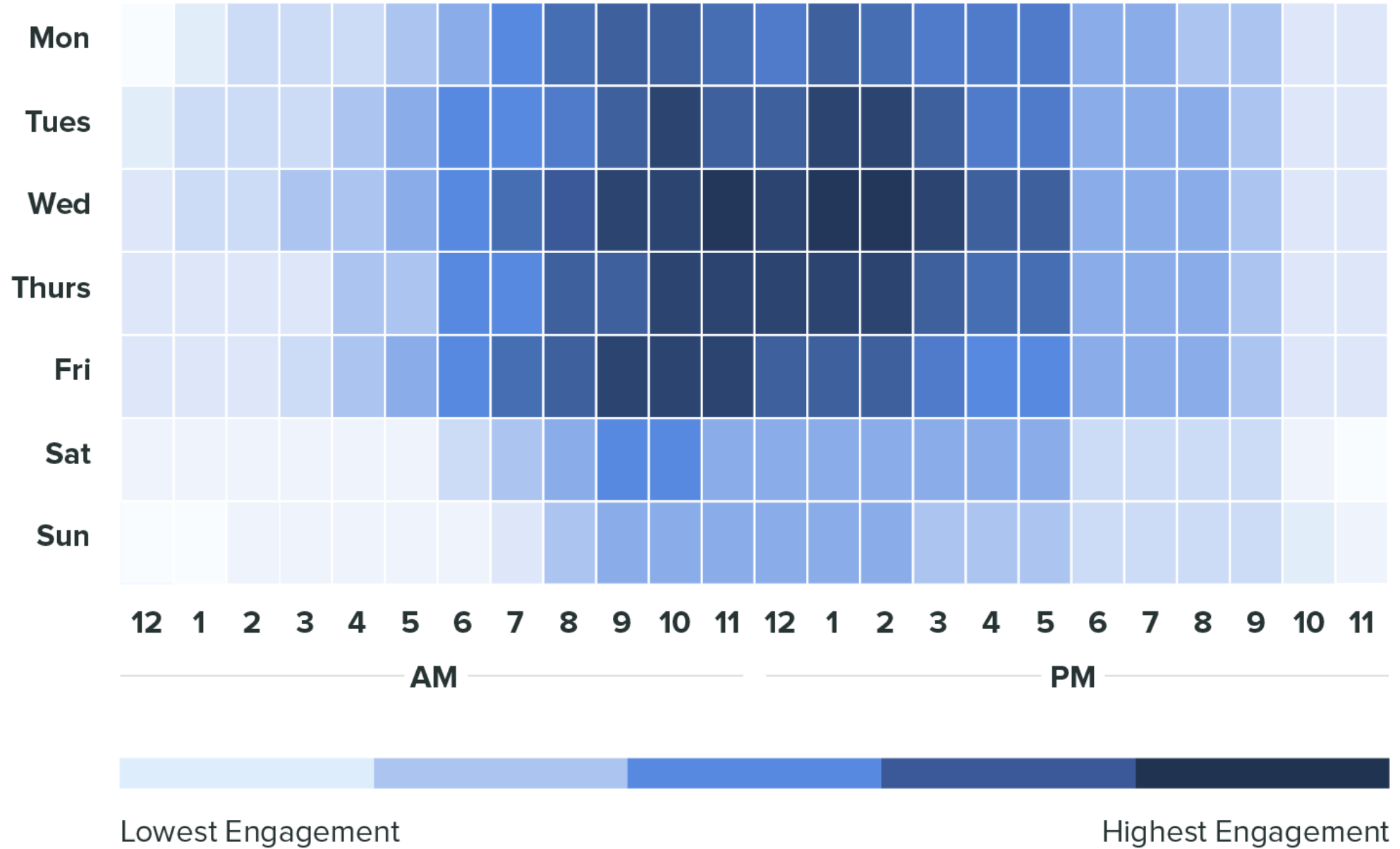


TRENDS

Facebook Global Engagement

sproutsocial

PUBLISHING TIME





Platforms



rntc



Influencers

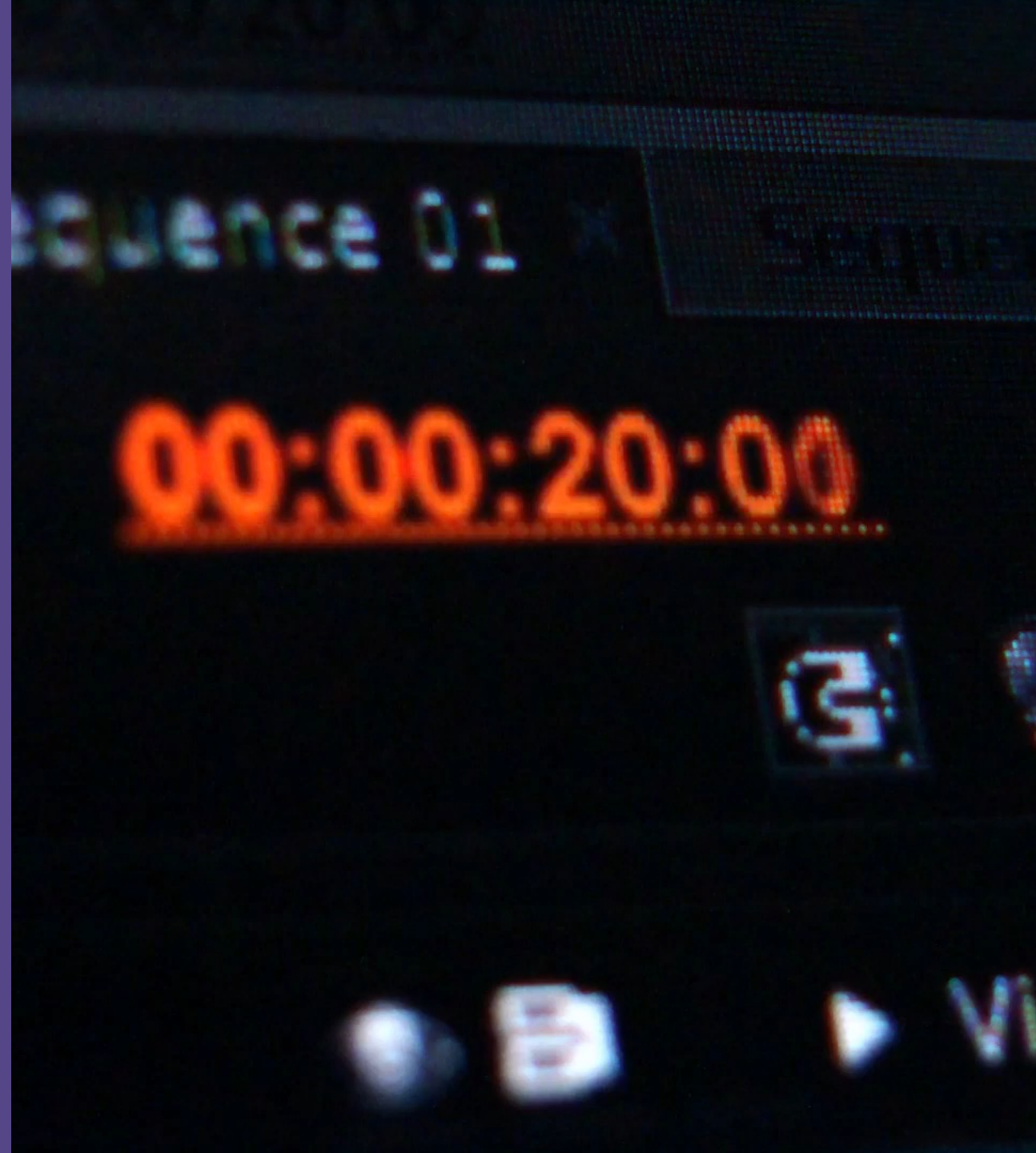
INTROS & OUTROS

Vex

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.



Recording Video



Recording Video

CHARACTERISTICS

- Format / Content
- Assets
- Audience
- Length



REFLECTION

INDIVIDUAL ASSIGNMENT

Brainstorm about your final products (video, podcast and blog) and discuss it with trainers and peers.



QUESTIONS





THANK YOU!