



A TUTORIAL TO MAKE YOUR ONLINE CLASSES LOOK LIKE A YOUTUBE VIDEO

TODAY'S PRESENTATION OUTLINE:

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Fri, Nov, 12, 2021 (15:30-16:15)
TnT Workshop

1. WHY MAKE A VIDEO LOOK LIKE YOUTUBE?

- A primer on monetization
- What analytics tell us about viewership
- What does a YouTube video look like, exactly?

2. EQUIPMENT

- Sound
- Video

3. ENVIRONMENT

- Lighting
- Background

4. SOFTWARE

- Streaming software
- Extra stuff





1. WHY MAKE A VIDEO LOOK LIKE YOUTUBE?

- YouTubers need subscribers and views, but for monetization, it is critical that viewers watch for sustained periods of time. The longer someone views the video, the better. It is key to the algorithm.
- With the amount of competition, YouTubers are highly skilled in keeping the attention of their audience.
- Teachers must also be invested in viewer engagement, especially when classes are held online.

(<https://www.omnicoreagency.com/youtube-statistics/>)

1.1. WHAT ARE SOME COMMON FEATURES OF A YOUTUBE VIDEO?



https://youtu.be/N_9KLmhc3IE

- Teachers are probably most interested in a talking heads style of video
- Key characteristics: heavy editing, jump cuts, sound effects, attention to the background.
- Teachers must also be invested in viewer engagement, especially when classes are held online.
- Common Youtube techniques can help us teach.

2. EQUIPMENT

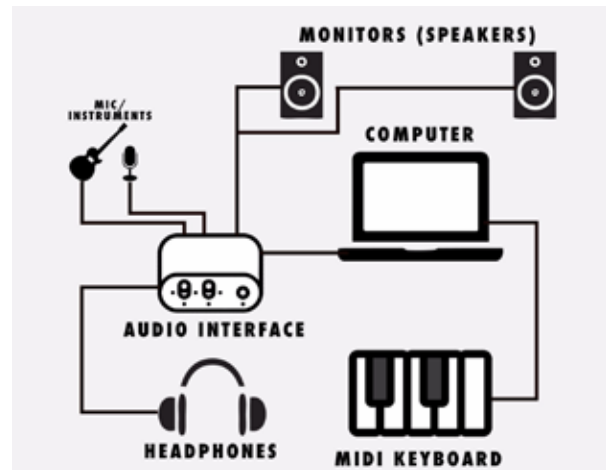
ABOUT THE MICROPHONE



Dynamic vs Condenser Microphones, What's the Difference?
(https://youtu.be/Y01N_L1VA4I)

CONNECTING IT TO THE COMPUTER

With dynamic and condenser mics, you will still need additional equipment: audio interface



BUDGET ALTERNATIVE: USB MICROPHONE



Building a FULL Streaming Setup on the Cheap!
(<https://youtu.be/L6ZJaKqALgM>)

ABOUT THE VIDEO CAMERA

3 MAIN TYPES: DSLR vs mirrorless vs webcam



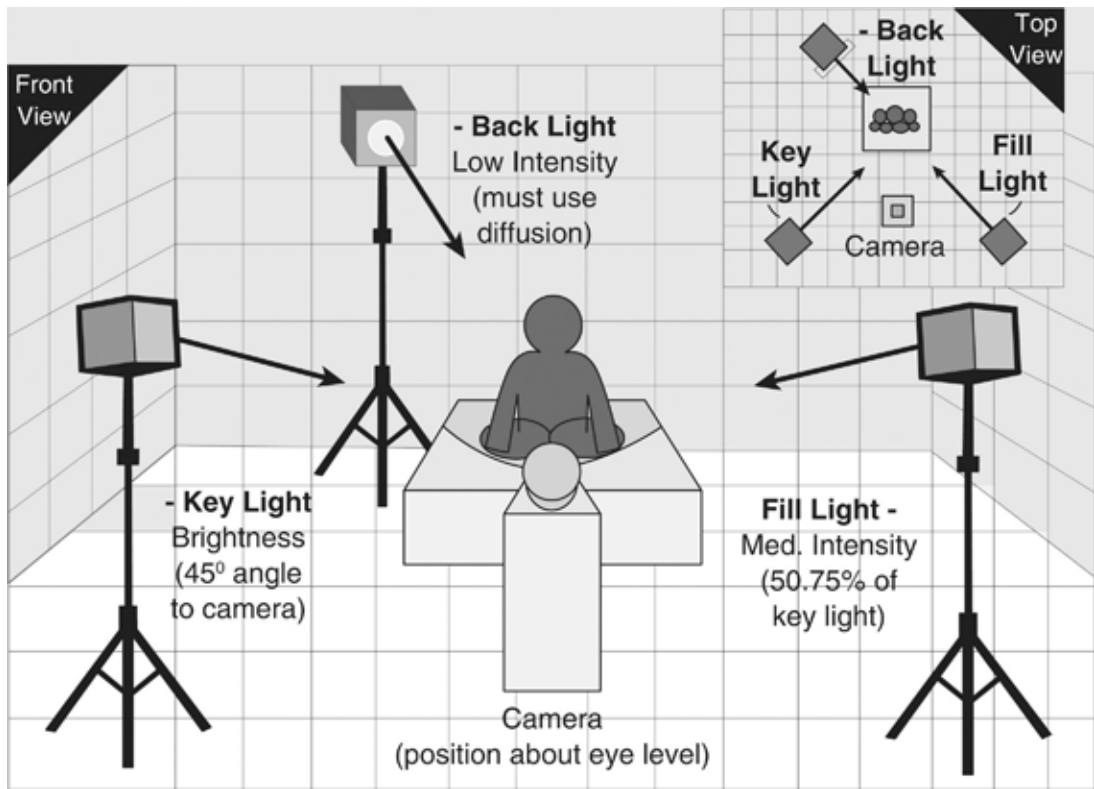
What Camera Gear Do YouTubers Use? (2021 Edition)
(<https://youtu.be/VrX-2EBdy5U>)

A BUDGET DSLR IS STILL REALLY GOOD FOR LESSONS



Why I Won't Buy a New Camera
(<https://youtu.be/Gb58PSxuj8s>)

ABOUT THE LIGHTING



3-point lighting setup

(https://methods.sagepub.com/images/virtual/video-ethnography-in-practice-social-analysis/10.4135_9781071802755-fig2.jpg)



DSLR Shooter Entire Youtube Studio Setup ON ONE DESK!
(<https://youtu.be/WedG8LKO6ks>)



How To Design a Small Space YouTube Filming Backdrop
(<https://youtu.be/PMW5x8nJTEQ>)



How to build a portable WALL (COOL IDEA) | DIY Creators
(<https://youtu.be/NcasvhpBevM>)



Best Live Streaming Software and Apps
(https://youtu.be/S7y_zfvDdlg)



Use Ecamm Live to Level Up Your Zoom Meetings & Classes!
(<https://youtu.be/2wV82R3Jaxk>)

EXTRAS:



Epic Pen
(<https://epic-pen.com/>)



ATEM Mini
(<https://www.blackmagicdesign.com/products/atemmini>)