

About the course «Video Blogging». First unit. Rybalchenko Ekaterina

The Goal of the course: create and launch your own video blog..

Course program:

Day 1:

Creating a channel

- Registration on the video hosting
- Creating banner for the channel
- Creating an avatar
- Defining the topic
- Getting to know the basic rules of conducting a successful video blog

Practical task: creating a channel shell.

The result of the lesson: the student's personal channel on the video hosting is ready for work.

Day 2:

Video editing

- Introduction to the interface of the main programs for video editing
- Editing video material

Practical task: converting the footage into a video clip ready for publication.

The result of the lesson: obtaining video editing skills.

Day 3:

Video Publishing

- Creating a cover for a video clip
- Setting up publication parameters (tags, preview, description, quality, etc.)
- Publishing a video clip

Practical task: learn how to design and publish content correctly.

The result of the lesson: the publication of the first video on the channel.

Day 4:

Channel Development

- Defining a step-by-step action plan for the future
- Writing a content plan and script for the next video

Practical task: choose the vector of the channel's development, clearly define the next steps in the promotion of the video blog.

The result of the lesson: a plan for the future, an understanding of subsequent actions.

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Course program:

Day 1:

Website interface

- Orientation in the Creative studio YouTube
- Configuring and organizing existing content on the channel

Practical task: free orientation in the interface of the YouTube website and creative studio.

The result of the lesson: understanding of the site, independent use of all the features of the portal.

Day 2:

Creative activity

- Getting deeper into the script writing process
- Planning in installation

Practical task: writing the storyboard and the structure of the video.

The result of the lesson: reduce the time of filming and editing with a clear plan of the shooting process.

Day 3:

Video Processing

- Study of the selected program for installation
- Mastering basic functions (text, tracks, transitions)

Practical task: self-editing of a video clip.

The result of the lesson: finished video with simple media effects.

Day 4:

Registration on auxiliary social networks

- Linking social networks to a channel
- Expanding the number of activity sites

Practical task: create and arrange auxiliary profiles.

The result of the lesson: aesthetic profiles in several social networks with a focus on a new audience.

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Course program:

Day 1:

Audience Management

- Studying subscribers' preferences
- Promotion of existing videos
- Attracting new viewers

Practical task: find new subscribers.

The result of the lesson: audience growth.

Day 2:

Shooting

- Improving operator skills
- Analysis of the shooting process
- Creating video material

Practical task: shoot a thematic video.

The result of the lesson: obtaining video shooting skills.

Day 3:

Video Processing

- Getting deeper into the possibilities of video editing programs
- Mastering advanced functions (masks, keying, color correction)
- Repetition of the material of the second block of the first module

Practical task: creative video editing.

The result of the lesson: a finished video with sophisticated media effects.

Day 4:

Creating an intro

- Learning the basics of animation for a screensaver
- Creating an individual animated intro to a video

Practical task: create an animated screensaver.

The result of the lesson: ready-made intro with a channel design.