

Project Proposal

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PROJECT:

'YouTube as a Career': Professional Guide

TEAM MEMBER:

Prashant Shinde

SECTION A: INTRODUCTION

For next 8 weeks, I will work on researching pedagogical theories & designing a video lecture series on *how to make YouTube videos and YouTube as a career*. I plan to host my final course on Udemy.

Is there a need for this course?

I started my YouTube channel in December 2019 and got overwhelmed by available information & resources online. I felt a real need of centralized, condensed, free course to make learning faster.

Currently, there are a few related courses on Udemy which are either too expensive, non-exhaustive, complicated or too long. My course will be FREE for everyone, designed by following ideal pedagogical theories in online education.

Why is it valuable to learn?

According to YouTube CEO and tech innovator Susan Wojcicki, over 1 billion hours of YouTube videos are watched each day in the world. The number of creators earning five or six figures in 2019 grew more than 40% YoY. There are more than 373 million YouTube channels in the world. Based on these stats, it is important to consider *YouTube as a career*, given there is a passion for videography.

Who may benefit from it?

This course is for everyone who likes recording videos, has access to social media and technology.

SECTION B: RELATED WORK

- [1] YouTube Fame – How to grow a successful YouTube channel
<https://www.udemy.com/course/youtube-as-a-career/>
- [2] <https://youtube-creators.googleblog.com/2019/02/youtube-in-2019-looking-back-and-moving.html>
- [3] <https://www.youtube.com/watch?v=corLZGIRzEs>
- [4] YouTube Video Content Creators – Follow the YouTube masters
<https://www.udemy.com/course/youtube-content-masterclass/>
- [5] YouTube Secrets 2020: Your Complete YouTube Masterclass
<https://www.udemy.com/course/youtube-academy/>
- [6] <https://www.youtube.com/watch?v=aB0TlsnkY6E>
- [7] <https://www.youtube.com/watch?v=dEfwjZZeBC4>
- [8] <https://www.youtube.com/watch?v=FM15W89bNC0>
- [9] <https://www.udemy.com/course/youtube-affiliate-marketing-mastery/>
- [10] The Complete YouTube Course 2020: Go From Beginner To Expert
<https://www.udemy.com/course/youtubesuccess/>

Compared to existing related work my work will be different as follows:

1. Audience: Focused on beginners
2. Ideal pedagogical theories implemented while designing course
3. Centralized & curated content, focused on faster learning
4. Data Analysis to drive decisions on content creation
5. Mental health in social media addressed
6. Free course

SECTION C: PROPOSED WORK

Below are 23 items that will be covered in my video series course. Each mentioned topic will be discussed in a separate video for about 3 minutes. The entire course will be approximately 90 minutes long.

1. Course Introduction
 - a. What to expect from this course?
 - b. About me
2. YouTube as a Career Survey
 - a. Survey Questionnaire Design: Awareness & Need
 - b. Survey Data Analysis
3. YouTube for Creators
 - a. Platform
 - b. Content
 - c. Content Creators
 - d. Creators Community
4. YouTube Channel
 - a. YouTube Channel Categories
 - b. Branding Yourself
5. Hardware
 - a. Laptop
 - b. Camera
 - c. Lights
 - d. Condenser Microphone
 - e. External Hard Drive
 - f. Camera Accessories
6. Software
 - a. iMovie
 - b. Final Cut Pro
 - c. GarageBand
 - d. Logic Pro X
7. Open Source vs Paid Software's
 - a. Limitations
 - b. Advantages
8. Camera Accessories
 - a. Why it is important to have a right gear?
 - b. Most important 5 camera accessories
9. Video Recording

- a. An idea to a Movie
- 10. Video Editing
 - a. Live Demo: Edit like a Pro!
- 11. Video Releasing
 - a. Scheduling for future release
 - b. Streaming LIVE
 - c. Video Premiering
- 12. Consistency in Video Uploading
- 13. Like, Share & Subscribe
 - a. Comments, Likes & Dislikes
- 14. YouTube Creator Studio
 - a. Web & mobile app version
 - b. Detailed walk through
- 15. Data Analysis using YouTube Creator Studio
 - a. Video Statistics & Metrics Analysis like Engagement, Retention Rate, Demography & Geography of audience
 - b. Planning After Data Analysis
- 16. Content Monetization
- 17. Content Copywrite
 - a. How to get FREE non-copywrite music
 - b. YouTube Audio Library
- 18. Getting Sponsorships from Brands
- 19. YouTube Affiliate Marketing
 - a. Real world example
 - b. Website traffic generation
- 20. YouTube Search Engine Optimization
- 21. Full Demo:
 - a. Record, Edit & Release your first YouTube video!
- 22. Pedagogical Theories in Course Design
- 23. Social Media & Mental Health
 - a. Why passion is important?
 - b. Don't look at numbers!

SECTION D: DELIVERABLES

The final 20 video lectures series will be released on www.Udemy.com as a free course. All videos will be released on my YouTube channel as well. The video lectures series will be accompanied with a research paper, which will encompass

ideal pedagogical theories in online education implemented while creating proposed course.

SECTION E: TASK LIST

Week #	Task #	Task Description	Estimated Time (Hours)	Member Responsible		
8	Pedagogical Theories in Online Course Design	Literature & Video	10	Prashant Shinde		
8	Course Introduction	Video	3	Prashant Shinde		
8	YouTube for Creators	Video	3	Prashant Shinde		Total Hours 114
8	YouTube Channel	Video	3	Prashant Shinde		
9	Hardware	Video	3	Prashant Shinde		Prashant Shinde 114
9	Software	Video	3	Prashant Shinde		
9	Open Source vs Paid Software's	Video	3	Prashant Shinde		
10	YouTube as a Career: Survey	Literature, Survey & Analysis	5	Prashant Shinde		
11	Camera & Accessories	Video	3	Prashant Shinde		
INTERMEDIATE MILESTONE 1 DUE						
11	Video Recording Skills	Video	3	Prashant Shinde		
11	Video Editing	Video	10	Prashant Shinde		
12	Video Releasing	Video	3	Prashant Shinde		
12	Consistency in Video Uploading	Video	3	Prashant Shinde		
13	Like, Share & Subscribe	Video	3	Prashant Shinde		
13	YouTube Creator Studio	Video	3	Prashant Shinde		
13	Data Analysis using YouTube Creator Studio	Video	8	Prashant Shinde		
INTERMEDIATE MILESTONE 2 DUE						
14	Content Monetization	Video	3	Prashant Shinde		
14	Content Copywrite	Video	3	Prashant Shinde		
14	Getting Sponsorships from Brands	Video	3	Prashant Shinde		
14	YouTube Affiliate Marketing	Video	3	Prashant Shinde		
14	YouTube Search Engine Optimization	Video	3	Prashant Shinde		
15	Full Demo	Video	20	Prashant Shinde		
15	Social Media & Mental Health	Literature & Video	10	Prashant Shinde		
FINAL PROJECT DUE						

I have proposed total 114 hours of work on my project. This work may increase or decrease depends on the scope and feedback from mentor.