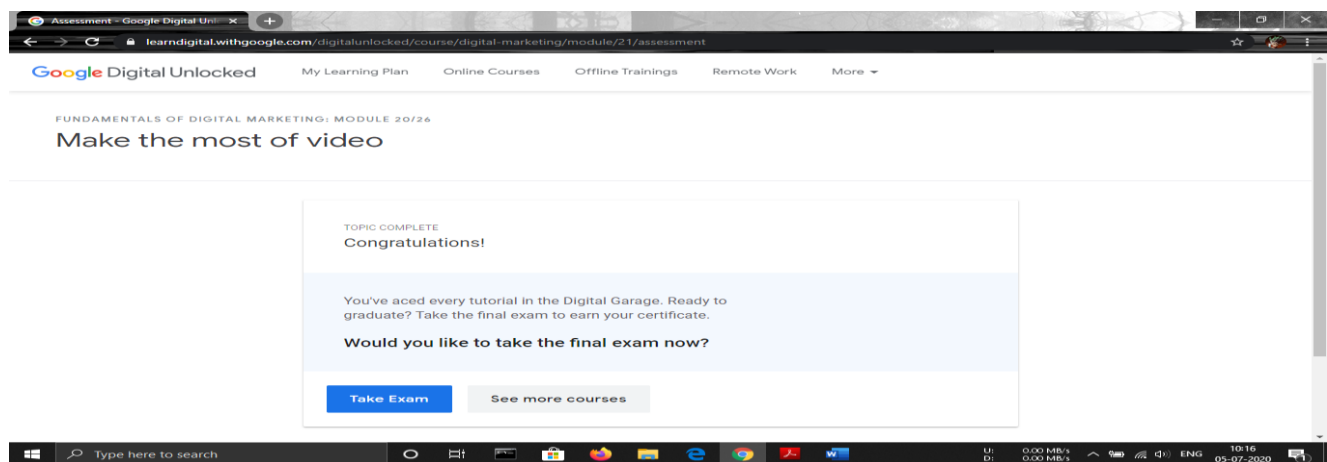
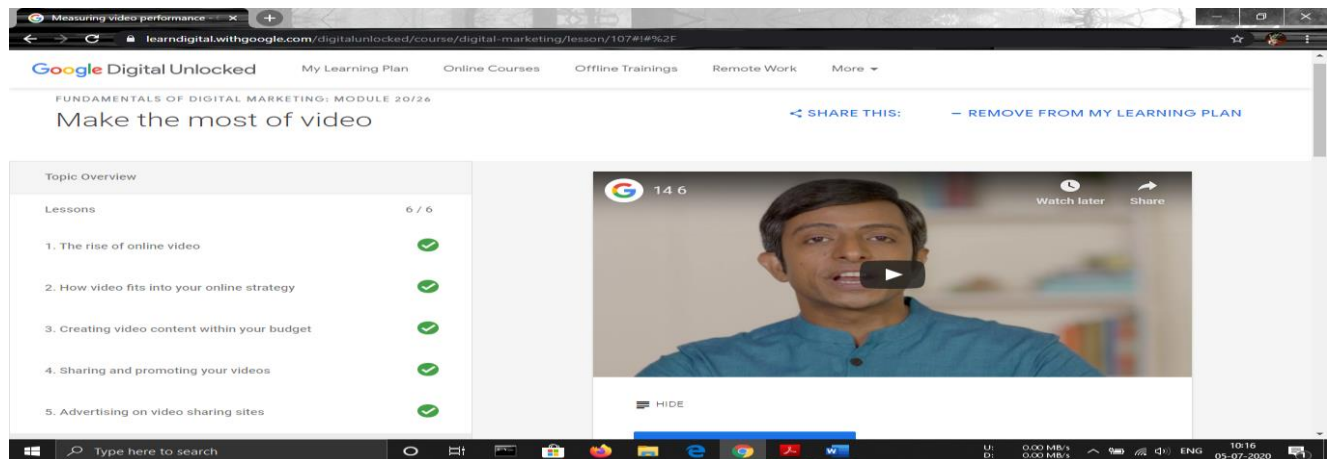


# DAILY ASSESSMENT REPORT

Date:	03/07/2020	Name:	Abhishek M Shastry K
Course:	Google Digital Unlocked: Fundamentals of digital marketing	USN:	4AL17EC002
Topic:	<b>1] Make the most of video</b> <ul style="list-style-type: none"> <li>• The rise of online video</li> <li>• How video fits into your online strategy</li> <li>• Creating video content within your budget</li> <li>• Sharing and promoting your videos</li> <li>• Advertising on video sharing sites</li> <li>• Measuring video performance</li> </ul>	Semester & Section:	6 <sup>th</sup> 'A'
Github Repository:	AbhishekShastry-Courses		

## FORENOON SESSION DETAILS

### Image of session



## Report

### The rise of online video

- Fast forward to today. Video technology has progressed significantly. The cost of Internet connection is much lower and the speed is much faster. New software delivers higher quality videos that use your Internet connection efficiently.
- These days you can watch video on your computer, tablet, or mobile at home, at the gym, or on a plane. You can even use the Internet to watch online videos on televisions, thanks to gaming consoles and other devices.
- Advances in Internet technology have made online video marketing a viable option for loads of businesses, large and small. And experts only expect its influence in marketing to grow.

### How video fits into your online strategy

- While it's important to create goals that align with your mission, keep in mind what your customers may be looking for as well. Get those two together and you are well on your way to success. Here's an example. Say you're a passionate cook, and you have a website where you share vegetarian recipes and sell specialty ingredients related to them.
- Through your experiences cooking and baking, you've developed a recipe for the perfect vegetarian lasagna. You want to help others make the dish and video can be a big part of that.

### Creating video content within your budget

- Storyboards are visual plans of your story showing what will happen scene-by-scene, including action and dialogue. Once you've got the content of your video planned out, it's time to think about production. Producing video on a budget means being creative with your resources.
- Not too long ago, you would have had to hire a crew, rent a studio, and pay a small fortune for equipment before you even began shooting the video.
- A variety of video editing tools such as iMovie, Windows Movie Maker, or YouTube Video Editor can help you edit and combine videos, build smooth transitions, and even add music. Little tweaks in the editing process will give your videos a more professional feel. Making videos is not only a great marketing tool for your business, it's also fun to do! Embrace the chance to tap into your creative side and show the world what your business is all about.

### **Sharing and promoting your videos**

- Include calls to action to encourage your audience to take the next step. For example, ask viewers to share the video, visit your website, subscribe to your email newsletter or write a comment. The next place to post videos is your own website. You could place your videos on pages that correspond to a certain type of cuisine or cooking technique.
- Keep your content fresh by uploading new videos frequently. Archive or remove outdated videos such as a promotion for a local food festival that has already taken place. After people watch your videos, encourage them to spend more time on your site by showing previews to other videos, and making it easy to find them.
- Group videos based on their purpose, such as cooking tips or recipes for brunch. Sharing video through email marketing and social media is another effective way to engage and grow your audience.

### **Advertising on video sharing sites**

- Be sure your ad gives viewers a reason to visit your website and that they find something compelling when they visit. You already know that this audience likes visual content, so guide them to pages with stunning photos or your own videos, if you have them. Remember, you want them to keep coming back for more.
- Let's say you've decided to advertise on YouTube. Once you have your ad ready to go, use a Google Ads account to run your campaign. Within Google Ads, choose the category of people you want to reach on YouTube, such as cooking enthusiasts.

### **Measuring video performance**

- If people only watch the first few seconds of a video, it might not be meeting their expectations. Consider updating your preview images, video titles or descriptions so that people have a better idea of what they're about to watch. Also look at the average length of video viewed. If most people spend only a minute watching your demos, try creating videos that are 60 seconds or less. Other common indicators of your videos' performance are: likes, dislikes, comments and shares. This information from viewers provides insightful feedback.

Date:	03/07/2020	Name:	Abhishek M Shastry K
Course:	Satellite Photogrammetry and its Application	USN:	4AL17EC002
Topic:	1] Photogrammetric products from satellite stereo images	Semester & Section:	6 <sup>th</sup> 'A'
Github Repository:	AbhishekShastry-Courses		

## AFTERNOON SESSION DETAILS

### Image of session

The screenshot shows a web browser window displaying the E-CLASS interface. The main content area features a slide titled "Automatic DTM Point Collection" from the Indian Institute of Remote Sensing, Dehradun. The slide includes a diagram of two cameras,  $O_1$  and  $O_2$ , with image planes  $I_1$  and  $I_2$ , and a point  $A$  on the ground. A red play button icon is centered over the diagram. The presenter is identified as Dr. Anil Kumar. On the right side, a "Question Asked" panel shows a list of messages from participants: Vishal Bagul (present sir), Aman Verma (hi), JICKSON JOHN (Present), Bhaskara Rao Dulla (present sir), and AKASH G (hello). The bottom of the browser window shows the Windows taskbar with the search bar and system tray.

The screenshot shows the same E-CLASS interface with a different slide titled "Planimetrically Correct Orthoimage" from the Indian Institute of Remote Sensing, Dehradun. The slide displays a comparison between an "Original" satellite image and an "Orthorectified" image, with a "3D View" of the terrain shown below. Text on the slide states: "Orthorectification creates planimetrically correct images, which display no relief displacement." The presenter is identified as Dr. Anil Kumar. The "Question Asked" panel on the right shows the same list of messages as the previous screenshot. The bottom of the browser window shows the Windows taskbar with the search bar and system tray.

# Report

## Photogrammetric products from satellite stereo images

E-CLASS  
eclass.iirs.gov.in/offline-session/526

03 July 2020\_Photogrammetric products from satellite stereo images

Indian Institute of Remote Sensing

### Ortho-rectification

Presenter: Dr. Anil Kumar

Question Asked

- Vishal Bagul present sir 3:50 PM
- Aman Verma hi 3:50 PM
- JICKSON JOHN Present 3:50 PM
- Bhaskara Rao Dulla present sir 3:50 PM
- AKASH G hello 3:50 PM

E-CLASS  
eclass.iirs.gov.in/offline-session/526

03 July 2020\_Photogrammetric products from satellite stereo images

Indian Institute of Remote Sensing, Dehradun

### Algorithms for Digital Ortho-rectification

Transformation + Resampling

Differential Rectification

Presenter: Dr. Anil Kumar

Question Asked

- Vishal Bagul present sir 3:50 PM
- Aman Verma hi 3:50 PM
- JICKSON JOHN Present 3:50 PM
- Bhaskara Rao Dulla present sir 3:50 PM
- AKASH G hello 3:50 PM