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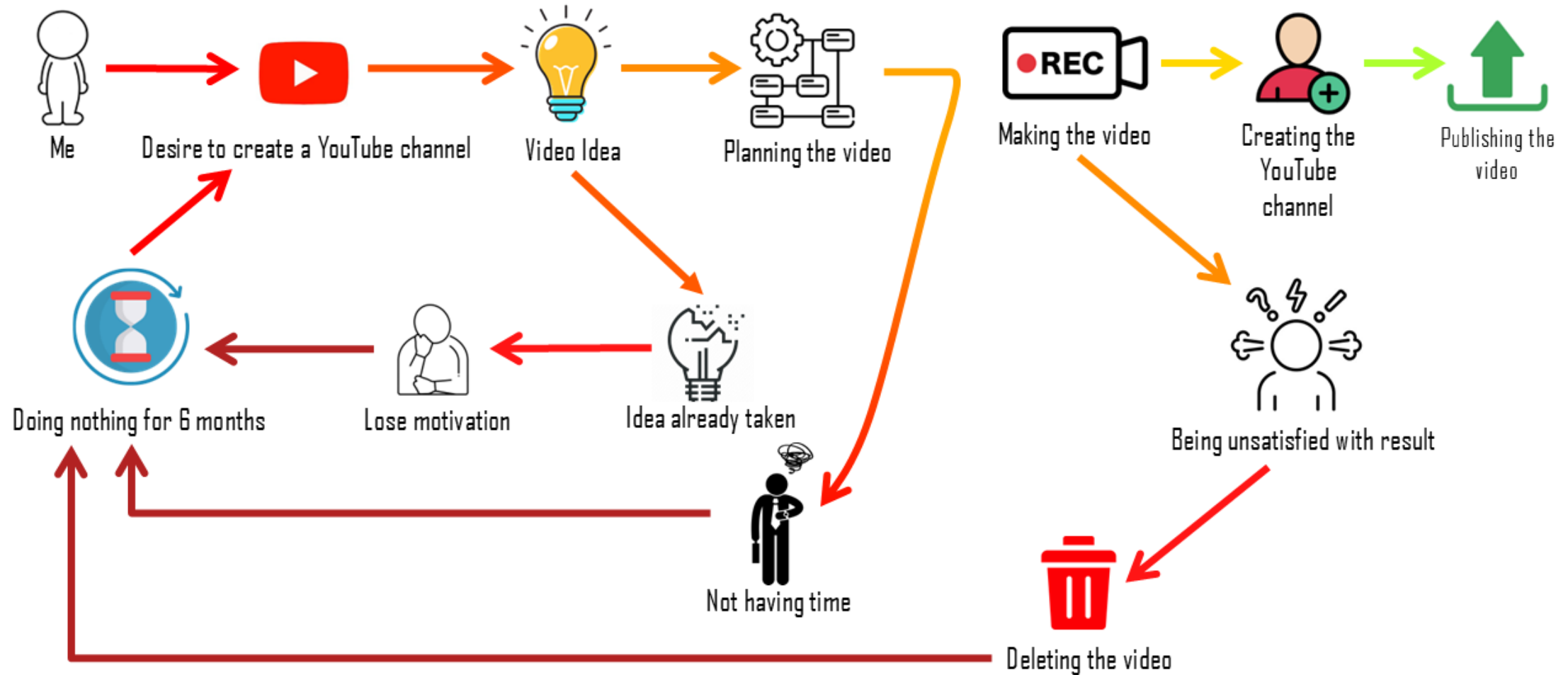
INNOVATION AND CREATIVITY

COLLABORATIVE CREATIVITY

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How (Not) to Start a YouTube Channel



ChatGpt:

I first drew my sketch and wrote steps 2 to 4 in French without ChatGpt. Then, I used ChatGpt to correct my spelling mistakes, but only the spelling mistakes, without changing the structure of my sentences. Next, I used ChatGpt to translate my sentences into English, while keeping the structure and syntax of my sentences.

Step 2:

In this sketch, I wanted to illustrate a personal project that I have wanted to do for a long time: creating a YouTube channel. It always starts with the desire to create this channel. Then, I find a video idea that I could make. Here, two paths open up for me. The first path is that the video idea I had has already been made on YouTube, which demotivates me, discourages me, and I end up doing nothing for several months before the desire to make a YouTube channel comes back. In the second path, if the video does not already exist, I start to structure all the content of the video in my head. However, when I decide to make the video, I do not have time, hence the deviation of the arrow towards "not having time." The project is then put on hold, I forget the project, and I do nothing for several months also before the desire to start a channel comes back. On the right side of the sketch, I also added the "logical" steps that would follow if I had time: make the video, create the channel, and publish the video. However, even like that, it may be that I do not create the channel. Knowing myself, there is a high chance that I am not satisfied with the result of the video, that I delete it, and end up doing nothing new for several months. The colors of the arrows have meanings. Red represents the start of the project, orange-yellow the middle, and green the end. As soon as I go back, the arrows become more and more red, even dark red when I stall for several months doing nothing.

Step 3:

Answers to the questions:

What are some of the things you feel most passionate about either in your personal life or in your career?

I have been passionate about computer science since I was very young, and more recently about artificial intelligence applied to video games. I like to know how AIs are created and how to configure them to make games more immersive, with more natural interactions with players. I also enjoy sharing knowledge and explaining complex subjects; this is my favorite type of content on YouTube.

How might you turn that passion into a long-term personal/professional project goal?

I could turn these passions into a long-term project by creating a YouTube channel dedicated to artificial intelligence in games. My goal would be to share this knowledge with a large audience and hope to make it my career.

Initial Goal: I want to create a YouTube channel and make it my career.

Specific: I am passionate about artificial intelligence and video games. So, I would like to create a YouTube channel based on artificial intelligence in video games and make it my career. The content of the channel will focus on how AIs are created in popular video games but also for board games (chess or checkers, for example) by simplifying it all. I will be alone on this project but I could collaborate with other enthusiasts or even with my friends who are studying computer science with me. I would like to start at the end of my semester, at the same time as my internship because I will have more free time then. This goal is important to me because I would like to share this passion with a large audience by dedicating all my time to it.

Measurable: I can measure my progress by looking at my number of subscribers. My goal is to reach 10,000 subscribers in the first two years and 100,000 subscribers in five years. I can also track the revenue generated by the channel. The goal will be achieved once I have a stable income that allows me to live. A stable income of at least €2000 per month would be enough to make it my career.

Achievable: I already have the necessary skills in artificial intelligence and video games. However, I have no skills in video editing. I will need to develop them by following tutorials on YouTube and practicing regularly before creating the channel and during the publication of the videos as well. My motivation is high because this is a project I have wanted to do for a long time: sharing my knowledge, my passion, and being able to live by doing what I love. If I stay consistent, this goal is achievable within the time frame.

Relevant: Artificial intelligence and video games are growing fields that interest many people. Linking them on the same YouTube channel could attract a large audience. Moreover, this style of channel is not very widespread, which gives me a chance to make a place for myself.

Time-Bound: Create my YouTube channel at the end of my semester in three months and publish at least one video per month. Improve my video editing skills in the first year. Reach 10,000 subscribers in 2 years. Generate a stable income and reach 100,000 subscribers in 5 years.

S.M.A.R.T. goal: I want to create a YouTube channel and make it my career.

- **Description:** Create a YouTube channel that will link artificial intelligence and video games at the end of my semester by regularly publishing videos (at least 1 video per month). I want to share my passion and knowledge with a large audience. In the long term, I hope to make it my career.
- **Milestone:** Have 10,000 subscribers two years after launching the channel.
- **Deadline:** Five years.

Step 4:

Initial Objective 1: Develop video editing skills

Specific: Develop video editing skills to produce quality videos because I have no skills in this area.

Measurable: The number of tutorials followed, the number of test videos made, and feedback from people around me and comments as I progress.

Achievable: Many tutorials are available on YouTube, with a big community for video editing support.

Relevant: Content and form are equally important to have enjoyable content to watch.

Time-Bound: Before creating my channel, I should be able to produce videos and within a year, videos with an advanced level.

SMART Objective 1: Develop video editing skills

- **Description:** Learn video editing skills to be able to make quality videos by following tutorials on YouTube and making test videos.
- **Milestone:** Have watched twenty tutorials in 6 months and make at least 2 test videos before publishing the first video.
- **Deadline:** One year.

Initial Objective 2: Have a publishing schedule

Specific: Have a calendar that plans at least one video per month to maintain regularity and have a loyal audience base.

Measurable: Have planned the 6 videos of the first year of launch.

Achievable: Create a calendar to organize each step of video production and meet publishing deadlines.

Relevant: Regularity is crucial to have an audience base that watches videos regularly and thus favor channel growth.

Time-Bound: Finalize the content schedule for the first six months of the channel before launching the channel.

S.M.A.R.T. Objective 2: Have a publishing schedule

- **Description:** Establish a publishing schedule before creating the channel to ensure regularity in publishing at least one video per month and thus acquire a loyal audience base.
- **Milestone:** Plan the first three videos 1 month before creating the channel.
- **Deadline:** Creating the channel.

Initial Objective 3: Develop collaborations and partnerships

Specific: Establish collaborations with creators, participate in events or projects related to artificial intelligence and/or video games.

Measurable: Achieve at least 6 collaborations in 2 years.

Achievable: Research and contact creators with similar content.

Relevant: Collaborations allow reaching an audience that does not know us, learning new things, and improving the channel's credibility.

Time-Bound: Contact other creators after publishing 3 videos to show what we have already done.

S.M.A.R.T. Objective 3: Develop collaborations and partnerships

- **Description:** To have more views and better skills, you need to develop collaborations to increase your number of views and subscribers.
- **Milestone:** Achieve at least 3 collaborations the first year.
- **Deadline:** 2 years.